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CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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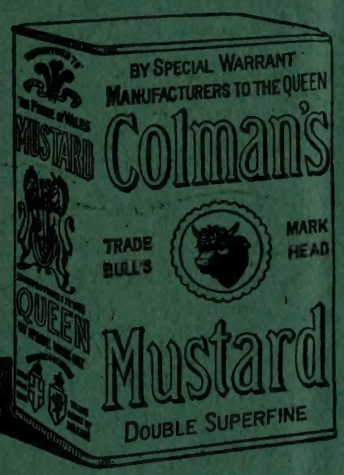
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXVI. PUBLICATION OFFICE: TORONTO, JANUARY 5, 1912 No. 1

Toronto Office:
30 Church Street

For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.
AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St. ;; MONTREAL

You Can Show Interest in Your Customers by Telling Them

things not in the cook book. These are the kind of suggestions your customers like to get from you. Now, there is Mrs. Brown, maybe, who prides herself on her pastry. Suggest to her that

CROWN BRAND CORN SYRUP

brushed lightly over the top crust will give it that fine glaze that is considered so desirable.

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

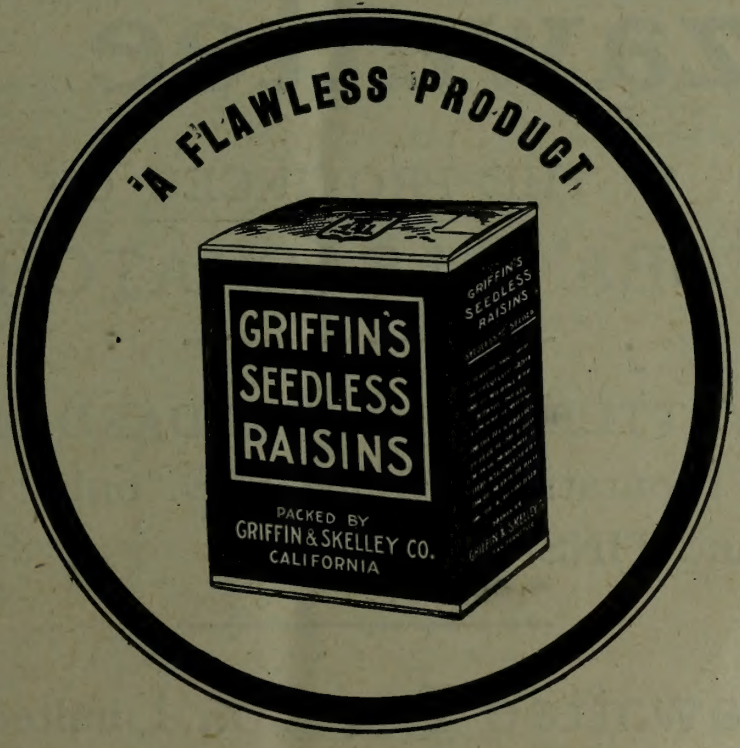
"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING SUPERIOR IS GROWN OR PACKED IN CALIFORNIA



What the users say:

"I never want to use better Raisins."

—

We have scores of such testimonials.

Raisin Perfection

ANNOUNCEMENT

We have much pleasure in announcing to the

RETAIL TRADE

That we have appointed

The Jobin-Marin Co., Limited

OF WINNIPEG

SOLE DISTRIBUTORS

OF

Mazawattee Tea

IN THE PROVINCES OF

MANITOBA and SASKATCHEWAN

MAZAWATTEE is the STANDARD BRAND with a world-wide reputation. GENUINE only in SEALED PACKETS and TINS.

The Mazawattee Tea Co., Limited, London

And at COLOMBO, CALCUTTA, Etc.

BRANCHES, AGENCIES and DEPOTS throughout the WORLD

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

GOLD DUST sells everywhere because our advertising reaches everywhere; it sells better everywhere than other washing powders because it is better, it has more cleansing power.

You can sell more GOLD DUST with less effort than any other washing powder because your customers can do more cleaning with less effort by using GOLD DUST.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL

BORDEN'S EVAPORATED MILK

PEERLESS BRAND

Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

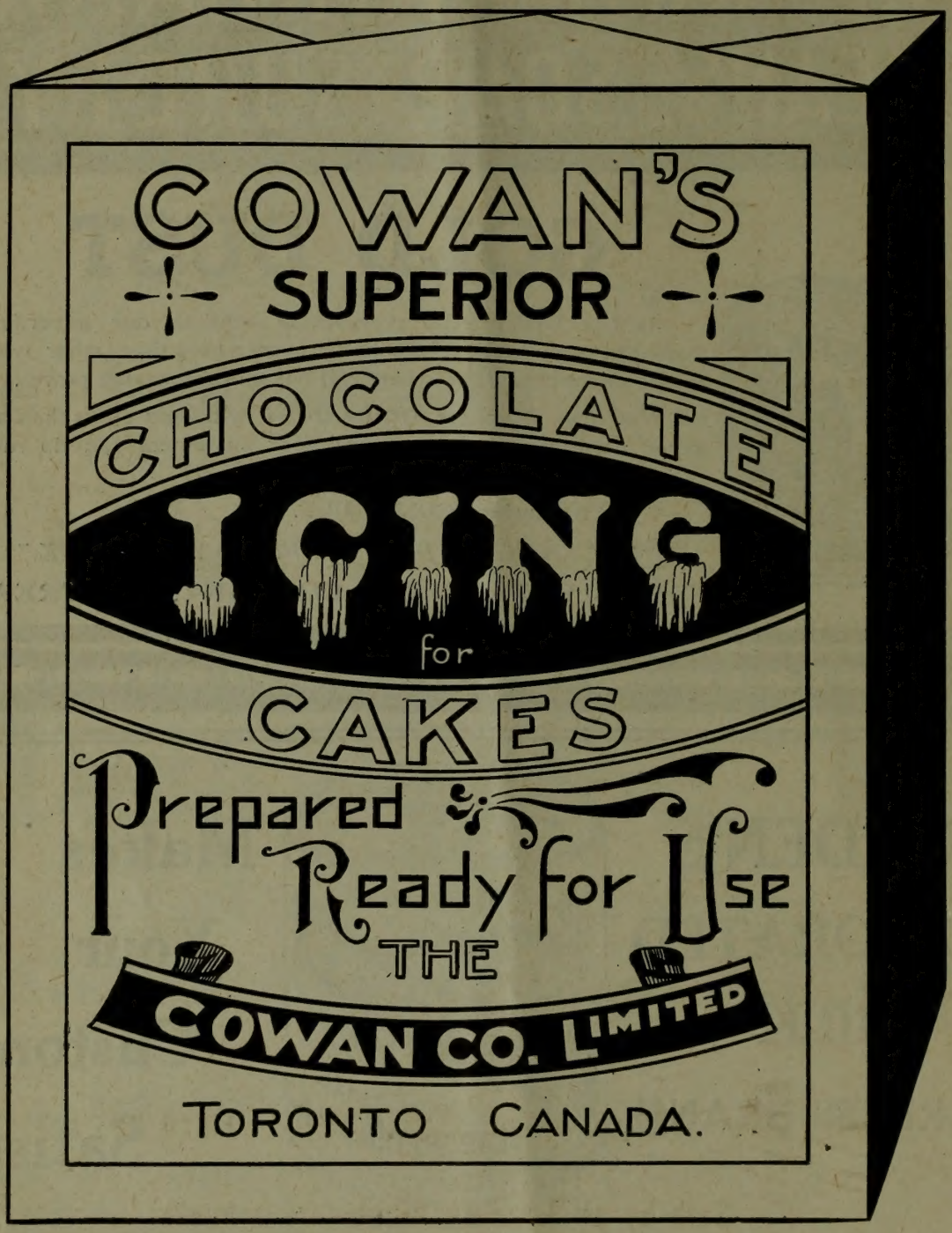
Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN

Montreal, Toronto and Vancouver

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited, TORONTO, Ontario

MOLASSES

DOMOLCO
for the TABLE.

GINGERBREAD
for BAKING purposes.

These two Popular Brands are Trade Winners. This is proved by the large increase in sales during the past few months.

We strongly advise your stocking both Gingerbread and Domolco.

The result will be

Increased Trade and Satisfied Customers.

For Sale by all Leading Wholesale Grocers.

The Dominion Molasses Co., Ltd.
HALIFAX, N.S.

Something for You to Do

At the present time with these two quick-selling, delectable and wholesome edibles, is to suggest them to your patrons who may be preparing for luncheons or social functions.

TURKEY AND TONGUE is most appropriate just now and is deliciously appetizing. BLOATERS are also most delightful for those caring for fish foods, and displays thereof should be made which will add both prestige and profit to your trade.

Get Busy Now.

BRAND & CO., LIMITED

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO.
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PREMIUMS TO GROCERS

Their Boys and Girls or Clerks

Thousands of Them—$1 to $100 Each

We offer these premiums for Window and Store Displays.

They are offered as payments, not prizes. So every grocer may earn one.

Displays may be made of Quaker Oats, family size or regular size. Or they may include both.

All display signs, price cards, etc., must be supplied by the store. Quaker Oats advertisements clipped from magazines, etc., may be used to attract attention.

Displays must be made during December or January, the best selling season on Quaker Oats.

To secure a premium, it is absolutely necessary that a photograph of the display be sent to us. No other evidence will do. On the back of the photograph write your name and address.

A Kodak picture 2 x 2 in. will do. This picture may be taken with a Brownie Kodak costing only $1.

All photographs must be in our hands by February 5th. Checks for the premiums will be mailed in February.

We name as a committee to decide on the best displays:

MR. E. M. TROWERN, Toronto
Dominion Secretary Retail Merchants' Association of Canada.
Mr. J. L. MAUDE, Toronto
Secretary Window Trimmers' Association of Canada.

The selling power of a display of this kind is its chiefest merit. Its purpose is to sell oatmeal. A hundred packages of Quaker Oats piled prominently inside the store, either on the end of the counter or on a table, with clever signs attached, is oftentimes a better **selling display** than the same goods placed in the window.

Displays will be judged by their power to sell Quaker Oats. Put your display where it will sell the most goods.

For the best display	$100.00	
For the second best display	50.00	
For the third best display	25.00	
For the five next best displays	10.00	each
For the twenty next best displays	5.00	each
For every other display, containing three cases or more, of which a photograph is sent	1.00	each

In the case of a tie—where the judges cannot decide which display best deserves one of the larger premiums—the premium will be divided among the two or more whose displays seem of equal value.

Special Contest Price

The unusual effort and publicity during this contest will sell more Quaker Oats for each grocer than ever before. For your additional requirements we make you a special price on

Quaker Oats Family Size $3.90 per case

(Except in the far West, where a shade of 10c. per case will be allowed from the regular price.)

This special of $3.90 per case for Quaker Oats family size is in no sense a reduction in price, but is a special advertising allowance on this order to assist you in making a big selling display that will largely increase your business.

Place your order **at once** with your jobber (or with us) for Quaker Oats Family Size or Quaker Oats Regular Size, for delivery up to January 31st, as you wish it. Better make two orders—one for immediate delivery, and one for delivery in January.

Has Your Boy or Girl a Camera?

If you don't care for yourself, you have a clerk who cares, or a boy or girl, perhaps.

Note that every display gets a premium if a photograph is sent. **But no grocer gets more than one.**

The lowest premium—one dollar—will buy a Brownie Kodak, with which the picture may be taken. So any grocer who makes a display—or his boy or girl—is sure of enough to pay for this camera. And he has an equal chance with the others for a larger premium.

Somebody around you wants to earn one of these premiums. Give that somebody a chance.

To you, Mr. Grocer, the best payment will come in increased sales of Quaker Oats. Let people know that you specialize in it. Let them know that you handle this favorite brand.

Nothing is more important—more trade-winning now—than a corking display of Quaker Oats. Make it now, while we offer to pay for it. Or let somebody around you make it.

Address all Photographs to

The Quaker Oats Company

Window Display Dept., Peterborough

PINK'S MARMALADE

We have the pick of the Season's Oranges. Special care is taken during the course of manufacture to retain the full natural flavour and aroma. Our Marmalade is universally known as

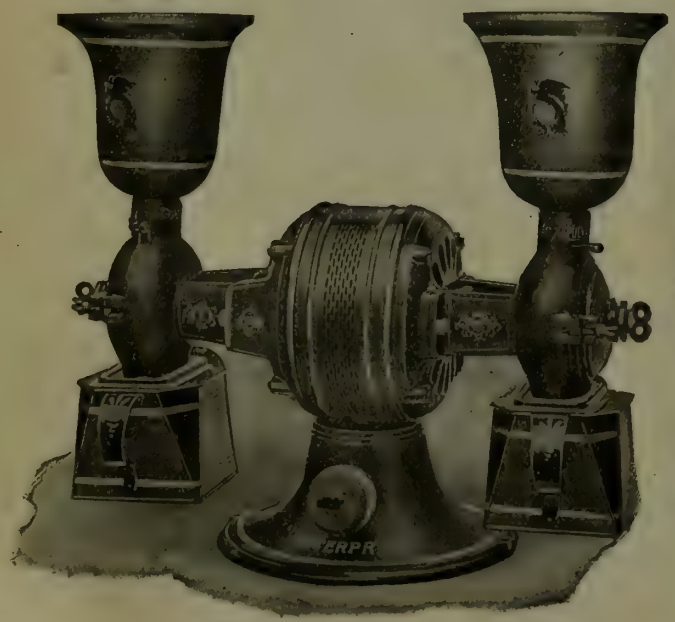
"The Marmalade with the Orange Flavour"

ORDER YOUR SUPPLIES AT ONCE FROM OUR SOLE CANADIAN DISTRIBUTORS

MONTREAL	J. W. WINDSOR,	22 ST. JOHNS STREET
ST. JOHN, N.B.	S. CECIL IRVINE,	48 PRINCESS STREET
HALIFAX, N.S.	C. E. CREIGHTON,	BEDFORD CHAMBERS
BOSTON, U.S.A.	GEN. SALES OFFICE,	330 BOARD OF TRADE BLDG.

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

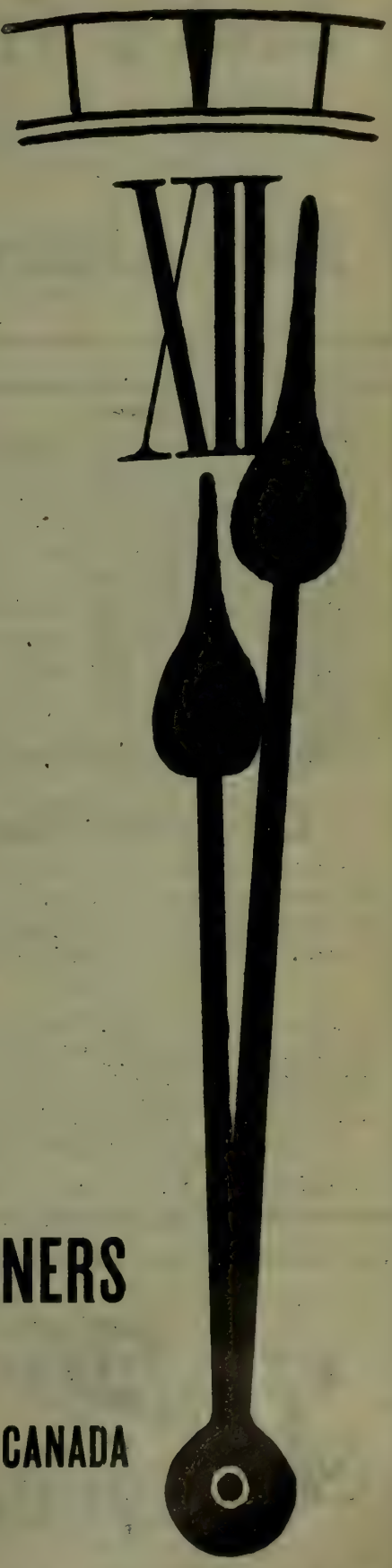
The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York · 544 Van Ness Avenue, San Francisco

THE TIME TO STRIKE!



Now is the time to plan your campaign for 1912. Why not specialize on Baked Beans for a starter? Resolve to make your sales for 1912 double those of 1911. How can it be done? Push Simcoe Baked Beans, the family size, the can with more beans at the lower price. Point out Simcoe Baked Beans are cheaper than potatoes these days—food value considered. A meal for a family for 10c. Think of it! There are Beans and Beans.

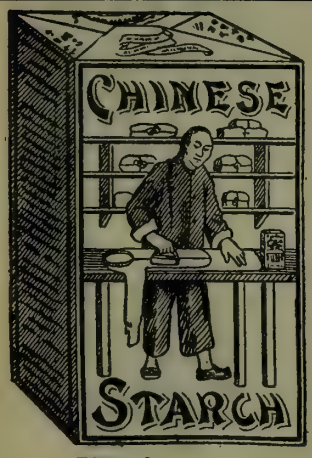
Simcoe Baked Beans are
THE Beans

DOMINION CANNERS
LIMITED
HAMILTON, : - : CANADA

Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported, selling at half the price.

No Alum! Never Was!



You Get More

That is always a strong selling point in favor of any article. First appearances are lasting and quantity appeals strongly to customers when comparing brands.

Chinese Starch

contains 16 ounces to the package, while other brands contain but 12.

The price is the same and the quality excels. Then why handle inferior lines?

GET PRICES

AGENTS.—

Standard Brokerage Co., Vancouver, B.C.; W.H. Escott Co. Winnipeg Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd , St. John's, Nfd.; J.J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS

O. Lefebvre, Prop. .:. MONTREAL

Sterling BRAND

MINCE MEAT

If you study your mince meat trade, Mr. Grocer, you will push only **STERLING BRAND,** not only because it pays good profits and is the most delectable baking delicacy, easiest to sell, but because it always gives uniform satisfaction.

Pass it out.

The T. A. Lytle Co.
LIMITED

Sterling Road, Toronto, Can.

Tartan BRAND

THE SIGN OF PURITY

Note change in Telephone numbers:

3595, 3596	Sample Room and Order Desk.
3597	Mr. Fred. T. Smye.
3598	Mr. S. C. Balfour.
748	Warehouse and Shipper.
462	Long Distance and Mr. E. Leith.

To our Long Distance Friends—Kindly ask for No. 462, or just request connection with

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

The Lines in Constant Demand!

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B.C.

Three "Wonderful" Selling Points

The quantity of the soap you sell depends largely on these three points: **SAFE** to use on delicate fabrics; **SURE** the quality is such to insure repeat orders; and **SPEEDY** to produce results with little effort on the part of the housewife and the selling power of the dealer.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty
is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE
AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our Agents

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.
Toronto: LIND BROKERAGE CO., 73 Front Street East.
Ottawa: E. M. LERNER & SONS, 11 York Street.
British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

ANTI-DUST!

ANTI-DUST!

ANTI-DUST!

Remember the name. The housewife will use this and no other, once you introduce it to her. It is **different,** more up-to-the-minute than any other make. Not an imitation but a discovery.

Deodorizes Disinfects

and "plays the dickens" with all germs and microbes. Try it in your own store and see how sweet a smell it will leave behind it.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

Successful Service

There is just one conclusive test of a Coffee Mill, and it is a simple test. Anybody can make it. Find out the price of a Mill, then find out what service that Mill is giving owners of one, two and three years' standing. Not only how it ran during the first three months of use, but how it runs TO-DAY. Then measure up your price and service and get the answer.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

THE NEW BROOM

THAT SWEEPS CLEAN

THIS IS THE PARKER BROOM

With brooms of all kinds costing more, your customers will be more exacting. At current prices the only broom that will please is a first quality broom.

QUALITY

is our watchword. We specialize in fine brooms and whisks, janitors' supplies, etc.

THE PARKER BROOM Company

692 Wellington St., OTTAWA

Your Reputation

is in the balance if you are given to selling inferior sardines.

"ESKIMO" Sardines

Have been selling for several years, and the enormous demand which has been created by their known good quality has given them a sound footing among the high-grade stocks of a grocery.

The sardines are the finest, packed in a modern, sanitary factory, put up in pure French Olive Oil, making them an immensely popular line with all classes.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor
QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
ST. JOHN, N.B.---W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---A. E. Richards & Co.
LONDON, ONT.---Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

Sound Logic

The logic of 'Camp' is irresistible. 'Camp' is splendid value, is extensively advertised, and pays a good profit. Therefore, there is sound business advantage in stocking 'Camp'

R. Paterson & Sons, Ltd.
Coffee Specialists
Glasgow

'Camp' coffee

Look Backward

a little — the past is the only lamp by which you can read the future. Can't you see where you overlooked a few lines which you can easily sell and thereby add a substantial amount to your weekly turnover?

L'Etoile

MACARONI VERMICELLI SPAGHETTI

Are good Goods—Quality Goods. Goods which your customers will appreciate.

As good as the Imported. No Customs Duty—hence cheaper. Carried off the honors at the Quebec Exhibition, 1911. Hygienically manufactured. Employees all "men who know."

Cie Francaise des Pates Alimentaires

MONTREAL

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

ROYAL SALAD DRESSING

There is a reason for everything. The large number of people in CANADA — from the Atlantic to the Pacific, who love **ROYAL SALAD DRESSING**, is the reason for the new modern, well equipped factory to make it in, just built in Windsor, Ontario.

MADE ONLY BY

THE HORTON-CATO MFG. CO.
WINDSOR, - CANADA

THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE - - - - - - ONT.

PERSONAL SUPERVISION

is what makes the difference between a successful business and the other kind. Personal supervision is making our business successful! Nothing left to chance---our customers' requirements our first consideration!

OUR DIRECT REPRESENTATION of the manufacturers of goods of the highest quality is constantly increasing. WHY? Because manufacturers of such goods KNOW that we place theis goods with the retail stores who appreciate high quality and who realize that permanent businesr must be built upon it. WE ARE AT YOUR SERVICE NOW to help to improve YOUR Business with OUR lines, which cover ALL your requirements.

RICHARDS & BROWN, - WINNIPEG

WHOLESALE COMMISSION MERCHANTS

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

A Dialogue With a Moral

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

Write your jobber for prices

Gorman, Eckert & Co., LIMITED

LONDON, Ont. **WINNIPEG, Man.**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

The Value

OF

Clark's Baked Pork and Beans

as a staple food is fully realized by the Canadian Public.

The Demand

for CLARK'S PORK AND BEANS has grown to its present immense volume, because the purity and perfection which made them famous has been intensified to such an extent that to-day each can is full of PORK AND BEANS, THE FLAVOR OF WHICH WAS UNDREAMT OF A FEW YEARS BACK.

Clark's Pork and Beans Sell

That's why we pack them and you handle them.

W. CLARK, - - MONTREAL

Manufacturer of the Celebrated MINCE MEAT with the NEW STYLE CAN

JAPAN TEAS

being absolutely free from coloring matter, have met with a surprising increase in demand this season, so much so that stocks now in first hands are practically nil, which is unprecedented at this particular period.

FURUYA & NISHIMURA, Montreal

The Weakness In Your Selling Power

oftentimes lies in the quality of goods you pass out. Your selling ability will be at its best when you handle L. & B. Pure Fruit Jams and Jellies. Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails---the popular sizes.

Lindner & Benner, Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

Canada First

Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

BIG SALES ⟷ BIG PROFIT

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents

THE NAME

St. Lawrence Sugar

guarantees absolute perfection of Quality. A pure Cane Granulated, testing $99^{99}/_{100}$ to 100 per cent. of Purity. This is the highest standard of sugar obtainable.

The St. Lawrence Sugar Refining Co., Ltd., Montreal, Quebec

How are your Soap Sales?

Down? Then we can put them up. Up? Then we can put them higher up still. How do we do it? It's quite simple. We sell you

"Canada's Best" SOAP

and the soap, in a very literal sense, "does the rest." It is the soap customers come back for, the popular favorite which is always increasing in popularity.

SHALL WE SEND YOU A SAMPLE CASE?

United Soap Company
OF CANADA, LIMITED
MONTREAL

WE DEFY

anyone to mention an occasion on which our goods were found adulterated. This is certainly a strong statement, inasmuch as there has been so much adulteration going on: yet we put forth the challenge, knowing that our policy of putting up a pure Maple Syrup has never been abused.

Pride of Canada

Maple Syrup

should be on your shelves. You can sell it just as well as the cheaper and impure. Your customers will readily appreciate the difference and thank you for introducing it to them.

Pride of Canada and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL TORONTO

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY
PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE W.H. ESCOTT CO.
Wholesale Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when wanting a car of Evaporated Apples.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty :—Fruit Pulps of all Kinds.

Correspondence Invited.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

The

Condensed Ad.

page

will interest you

Not like Noah's Dove, which could not find a rest for the sole of its foot.

WHITE DOVE COCOANUT

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

W. P. Downey

MONTREAL

The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.

CRESTON - IOWA, U.S.A.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland.

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

DEAD

Yes, the dealer who was told about a certain line which offered him splendid opportunities for working up a satisfactory business, and turned it down simply because he might have to introduce it to his customers, is now dead to the grocery business.

CLUB JELLY Powder

offers you a similar opportunity, and we feel that you are wise enough to take advantage of it. Every carton is value for the money—more than value, indeed, because with it the purchaser receives a delicious

Custard Powder FREE

ASK FOR PRICES

GIVE US A TRIAL

S. H. Ewing & Sons

Montreal - Toronto

Financial Writer—

We propose increasing our staff of editors and will consider confidentially applications from men who can furnish evidence of high character and good ability. They should have some knowledge of investments and preferably be university graduates with newspaper experience. State age, experience and salary wanted. Address

The Financial Post of Canada,
143 University Ave.,
Toronto.

Here is the SOUP

that is rapidly becoming one of the best sellers in the grocery.

The Advertising Campaign for

EDWARDS' DESICCATED SOUP

is now in full swing. Mrs. Edwards (the famous Trade-mark) greets you from the billboards, while big space in the daily papers is making EDWARDS' DESICCATED SOUP widely known all over the Dominion. You can take advantage of this advertising by stocking up now, displaying the Soup prominently, and mentioning it to your customers.

Novel Display Cards, Window Sheets, and other Sales Stimulants, are liberally supplied. Write for each variety of Soup with prices to grocers.

W. H. DUNN, 396 St. Paul St., Montreal; W. G. PATRICK & CO., Toronto; W. H. ESCOTT, & CO., Winnipeg.

ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

YOUR BUSINESS WILL INCREASE

if you carry and push the sale of DOMINION SILENT MATCHES. They are silent and sure lighters, the stems are made of good quality wood and are attractively boxed, making attractive shelf stock.

TRY THEM

The Dominion Match Co., Limited
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

"The Proof of the Pudding, Etc."

We all know that old adage and the remainder of it—"Is in the eating." That applies to Soda Biscuits better than anything. They all look alike—but the pride of place goes to

Weston's Soda Biscuits

Fac-simile of package

The model factory, the exacting carefulness in cooking and the proper boxing, all share in the perfection of taste of a Weston Soda.

Packed in 24's and 48's, with 24 to a package, which is the largest package of sodas put up by any house in Canada.

Samples may be had upon request, if you mention Canadian Grocer. See to it NOW and do a larger biscuit trade

George Weston Limited
TORONTO

Turn a New Leaf

Because of:—

- Mistakes
- Arguments
- Dissatisfied customers
- No check on clerks
- No credit for good work
- Temptation of employees
- Forgetting to charge goods sold on credit

Resulting from:—

- Accuracy
- Harmony
- Pleased customers
- Enforced records
- Shows value of clerks
- Removes temptation
- Prevents failure to charge goods sold on credit

A modern National Cash Register turns Losses into Profits.
Ask for particulars about the new "Get a Receipt" plan.

The National Cash Register Company

285 Yonge Street, Toronto
Offices in all principal cities

Canadian Factory, Toronto
F. E. MUTTON, Manager for Canada

50 TON OF TEA FOR SALE

Some lines at less than present cost of IMPORTATION.

CHINA Black and Green Teas in 1/2-Chests and Caddies - - at ***12 1/2 to 15c.*** ***per lb.***
CEYLON Black and Green Teas in 1/2-Chests and Chests - - - at ***16 1/2 " 18 1/2c.*** ***"***
INDIAN Black and Green Teas - - - - - - - - - at ***16 1/2 " 18 1/2c.*** ***"***
High Grade Ceylon Black and Green Teas in 1/2-Chests and Chests - - at ***24 " 26 1/2c.*** ***"***

You will find these Teas difficult to match at above quotations.

Samples submitted upon application.

COFFEES—SPECIAL OFFER

We will sell 1 Ton of Choice Whole Roasted Rio Coffee at 20c per lb.

High Grade Coffees, to retail at 40c. per pound, Whole or Ground in 25-lb. and 50-lb. tins, - - - - - - - - - - - - - - - - - - at ***26 1/2c. per lb.***

We Get the Business Because We Have the Values

R. SIMPSON & CO.

Importers of Teas, Coffees, Spices and Wholesale Grocers

29-31 Charles Street, - HAMILTON, ONTARIO

Telephone No. 3541.

FIRE

To The Trade:

We are pleased to advise you that in spite of the disastrous fire which occurred on Friday, December 15th, and which partially destroyed our factory, we have made arrangements which will enable us to fill orders for Biscuits and Confectionery as usual after January 1st.

We appreciate the many expressions of sympathy we have received from our customers and friends in consequence of the loss occasioned by the fire.

Thanking you for all past favors, and wishing you a prosperous New Year,

We are,

Yours truly,

D. S. Perrin & Company, Ltd.

LONDON, - CANADA

PRIZE WINNERS IN "MELAGAMA"

Tea and Coffee Contest

The completed name for which the prizes were offered is "CONNAUGHT"

Prize No.		
1.	Mrs. Katie O'Rourke, 80 Burris St., Hamilton	$25.00
2.	H. G. Robertson, 115 Spadina Rd., Toronto	15.00
3.	Mrs. W. D. Mutch, 269 Brunswick Ave., Toronto	10.00
4.	Miss I. E. Curry, 1198 Bloor West, Toronto	5.00
5.	Mrs. A. Fee, 513 Broadview Ave., Toronto	2.50
6.	Mrs. J. Sib, Dundas, Ont.	2.50
7.	Mrs. Jno. Clyne, 77 Cobourg St., Ottawa	2.50
8.	Mrs. Thos. Stephenson, Claremont, Ont.	2.50
9.	Mrs. J. P. Laidlaw, Caledonia, Ont.	2.50
10.	Jas. Walter Powis, 140 Elizabeth St., Toronto	2.50
11.	Beatrice Aubrey, 42 Sophia St., Ottawa	$2.50
12.	M. E. Curry, 776 Dufferin St., Toronto	2.50
13.	Mrs. C. M. Seiber, 77 Pembroke St., Toronto	2.50
14.	Mrs. Thos. Bennett, Havelock, Ont.	2.50
15.	Mrs. W. J. Chambers, 93 Waverley Rd., Toronto	2.50
16.	Eileen M. Wilson, 344 Sunnyside Ave., Toronto	2.50
17.	Dorothy Hirlehey, Bradford, Ont. (Next to last answer)	5.00
18.	J. E. Newton, 1213 Danforth Ave., Toronto (Last answer received)	10.00

"We, the undersigned, having acted as judges in the "Melagama" contest, hereby certify that the same was conducted in a perfectly fair manner, and our decision is final."

Mr. W. H. MILLMAN, of W. H. Millman & Sons, 27 Front Street East, Toronto
Mr. R. J. GAY, Representing The Canadian Grocer, 143 University Avenue, Toronto

We wish to thank all who participated in this contest, and hope that you have found "Melagama" Tea and Coffee so good that you will insist on having "Melagama" always.

Minto Bros., - - - Toronto

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

TEA LEAD

(Best Inoorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS. LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

McLEAN'S

Last week we said that "White Moss," the original, is "just a little better than the other fellow's best." We have since been told by users that it is "a great deal better."

THE CANADIAN COCOANUT COMPANY, MONTREAL

5% Discount 5%

On all orders booked before March 15th, we will allow 5% **DISCOUNT.** Orders may be booked for delivery up to June 1st.

Write for Quotations

Write for Quotations

Now is the time to prepare for the campaign against the household pest—the fly—a menace to good health, and disease carrier. Help meet your customers' demands for a sure killer, by selling them **WONDER FLY KILLER,** which will last the entire season and do its work effectively; it spells death to the fly that sips of the deadly poison.

Now is the time to prepare.

DOMINION AGENT,

Joseph R. Wilson,

204 STAIR BUILDING,

TORONTO

Distributors:

BRITISH COLUMBIA—McLeod & Clarkson, Vancouver, B.C.: ALBERTA—K. & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK.—W. H. Escott, 137 Bannatyne Ave. E. Winnipeg, Man.; ONTARIO—Jas. Turner & Co., Hamilton; QUEBEC—A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES—H. B. McLaughlin, Truro, N.S.

Over a Million In Three Months

Our Sales for the last three months have been as follows:---

OCTOBER - - -	$ 367,344.32
NOVEMBER - - -	407,541.54
DECEMBER - - -	291,503.19
	$1,066,389.05

We have received only 40% of our order of Canned Tomatoes.

WE HAD SOLD - -	4800 Cases
WE HAVE DELIVERED -	4800 Cases

Hudon, Hebert & Cie.
Limited

MONTREAL

Established A.D. 1839

The Most Liberally Managed Firm in Canada

The Increase alone of

"SALADA"

in 1911 over 1910 amounted to one million ninety thousand five hundred and eighty-nine pounds (1,090,589)—that means eleven thousand four hundred (11,400) chests of tea. As the average consumption of tea throughout Canada amounts to 4 1/4 lbs. per head per annum, this means that we have added 64,152 families (the average family being four) to the consumers of "SALADA." This is equal to the combined populations of

London	**St. Thomas**	**Belleville**	**Smith's Falls**
Brantford	**Owen Sound**	**North Bay**	**Sudbury**
Peterboro	**Brockville**	**Kingston**	**Welland**
Guelph	**Collingwood**	**Barrie**	**Port Hope**
Berlin	**Chatham**	**Sault Ste. Marie**	**Goderich**

Because of the enormously advanced price of tea, we had to economize by cutting out seven-eighths of all our advertising in 1911 and yet we had the largest increase in sales we ever had—and this in our nineteenth year.

"SALADA" TEA COMPANY

NEW YORK BUFFALO BOSTON CHICAGO
DETROIT PITTSBURG PHILADELPHIA CLEVELAND
TORONTO MONTREAL

'Tis Ever Increasing——

WHOLE OR GROUND

1 and 2-lb. Sealed Tins Only.

The volume of the sales of our "GOLD MEDAL" COFFEE each month shows marked increase over the preceding month. There must be some good reason for it. We can show you good reasons why you should push the sale of

"GOLD MEDAL" COFFEE

PACKED IN AIRTIGHT TINS—making a convenient package to handle.

It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

It pays you a handsome margin, and with its steadily-increasing sale is the most profitable coffee on the market.

Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

EBY-BLAIN, LIMITED - WHOLESALE GROCERS TORONTO

INDEX TO ADVERTISERS

A

Adamson & Co., J. T. 20
Allison Coupon Co. 50
American Can Co 47
Aylmer Condensed Milk Co. 18

B

Baker, Walter, & Co 50
Balfour-Smye & Co. 10
Benedict, F. L. 21
Bickle, J. W., & Greening 13
Borden Condensed Milk Co. 3
Borwick Baking Powder 22
Bovril, Ltd. 48
Bowser, S. F. 61
Brand & Co 6
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 41
Canada Sugar Refining Co. 15
Canadian Cocoanut Co. 45
Canadian Produce Co 49
Canadian Salt Co 55
Carter Co., H. W. 14
Catelli, C. H. 46
Cie Francaise de Pates Alimentaires. 14
Clark, W. 17
Clawson & Co. 20
Clements Co., Ltd. 57
Coles Mfg. Co. 12
Connors Bros 61
Continental Bag & Paper Co. 10
Cowan Co 4
Crescent Mfg. Co 53

D

Dalley, F. F. Co. 66
Distributors, Ltd. 20
Dominion Canners, Ltd. 9
Dominion Match Co. 22
Dominion Molasses Co. 5
Downey, W. P. 21

E

Eby-Blain, Limited 31
Eckardt, H. P 44
Edwardsburg Starch....outside front cover
Enterprise Mfg. Co. 8
Epps, James & Co. 42
Escott, W. H. Co., The 20
Eureka Refrigerator Co. 14
Ewing & Sons, S. H 21

F

Fairbank Co, N. K. 8
Farrow & Co., Jos. 12
Fearman, F. W., Co. 48
Furuya & Nishimura 18

G

Gillard, W. H., & Co. 66
Gillett, E. W., Co., Ltd. 51
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Gray, John 12
Gray, Young & Sparling 21
Guelph Soap Co. 11
Gunns, Ltd. 48

H

Halifax Cold Storage Co. 59
Henderson, Thos. 51
Horton Cato Mfg. Co. 15
Hudon-Hebert Co. 29

I

Irish Grocer 21
Isaac, Robert 50
Island Lead Mills Co 45
IXL Spice and Cereal Co. 44

J

James Dome Black Lead 19
Jameson Coffee Co. 51

K

Kessel Co., F. 21
King, Frederick 22
Kit Coffee Co. 55
Knickerbocker Case Co. 8

L

Lake of the Woods Milling Co.
outside back cover
Lambe, W. G. A. 20
Lascelles de Mercado & Co.
inside back cover
Leitch Bros. 50
Lemon Bros. 51
Lind Brokerage Co. 20
Lindner & Benner 18
Lloyd, Ltd., Edward 54
Lytle Co., T. A. 10

Mc

MacLaren Imperial Cheese Co. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 56
McDougall, D., & Co. 21
McLaren, W. D. 10
McLeod & Clarkson 20
McVitie & Price 52
McWilliam & Everist 56

M

Magor, Son & Co.....outside front cover
Malcolm, Jno. & Son 15
Maple Tree Producers 19
Marshall Brokerage 20
Matthewson's Sons 59
Mathieu, J. L., Co. 59
Mazawettee Tea Co. 2
Menard Motor Car Co 62
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 53
Mott, John P. & Co. 52

N

National Cash Register Co. 24
National Salesman's Training Assn. 50
Neilson Mfg. Co. 50
Nelson, Dale & Co. 14
Nicholson & Bain 47
Nickel Plate Stove Polish Co. 63
Nugget Polish Co. 63

O

Ocean Mills 10
Ontario Lantern and Lamp Co. 66
Ontario Peoples Salt & Soda Co. 66
Oshawa Canning Co. 63
Oxo Company 44

P

Parker Broom Co. 13
Paterson, R. 14
Patrick, W. G. & Co. 20
Perrin, D. S 26
Phenix Mfg. Co. 13
Pickford & Black.....inside back cover
Pink, E & T 8

Q

Quaker Oats Co. 7
Queen City Oil Co.....inside back cover

R

Raymond Bros. 66
Reindeer, Ltd. 48
Richards & Brown 16
Robinson & Co., C. E. 21
Rock City Tobacco Co. 63
Rowat & Co. 11
Royal Baking Powder Co. 52

S

St. Lawrence Sugar Refining Co. 19
Salada Tea. 26
Sanitary Can Co 6
Sapho Mfg. Co. 12
Silver, H. R. 20
Simple Account Salesbook Co. 44
Simpson & Co., R. 25
Smalley-Kwan & Outhank 55
Smith, E. D. 55
Smith & Proctor 16
Snap Co., Ltd.....inside back cover
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 6
Stewart, I. C 21
Stringer, W. B. 57

T

Thum Co., O. & W. 50
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 63

U

United Soap Co. 19
Upton Co., Ltd., T ...inside front cover

V

Vipond, H. P. 51

W

Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 57
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills.....inside back cover
West India Fruit Co. 57
West India Co. 53
Western Distributors, Ltd. 20
Weston, Ltd., George 23
Wethey, J. H. 46
White & Co. 57
White Swan Spice & Cereals, Ltd. 11
Wiley, F. H. 20
Wilson, Jos. R. 28
Winn & Holland.....inside back cover
Woods & Co., Walter 6
Woodruff & Edwards 15

The Management of a Retail Business

No. 2—Stocktaking—Continued

By H. C. Carson, F.S.S.

It is unnecessary, and it would be useless, to attempt to set down any hard and fast rules of method in taking stock. The object to be attained is, of course, the same in all cases, but a certain plan might be adaptable to one class of business, and yet prove totally unsuited to some others. In no case, however, should the work be delegated to under-clerks, and, when possible, it should be undertaken by those highest in responsibility. This point would receive special emphasis in the event of an auditor being called in to make a report, or in settlement of a fire claim should such an occasion unfortunately arise. Nor should any old, half-used book be requisitioned in which to make the stock record. Suitable stock sheets, prepared for the purpose, may be obtained, at little cost, from almost any commercial stationer, and the use of these will serve to facilitate an intelligent classification of the stock, which is most desirable, though often overlooked. The use of ordinary lead pencil in making the record should be strongly discouraged. It presents too many opportunities for after-manipulations, and detracts from the permanent value of the document. Fountain pens are cheap now, and obviate former objections to ink, on the score of inconvenience, but failing ink, pencils that are indelible should be resorted to. When the stocktaking has been completed, the sheets should be arranged in classified sequence, then numbered consecutively, and locked in a binder procured for the purpose. The next step is to ascertain the value of the stock, and this should be carefully done, and just as carefully checked. The total of one sheet should not be carried forward to the next, and so on, until the grand total is made to appear at the foot of the last sheet. Such custom not only causes loss of time, but in the event of an error being found later, necessitates the correction of all the sheets following the error. The better plan is to bring the total of each sheet forward to a recapitulation sheet, each total being identified by the sheet number and the class of merchandise listed. The total of the recapitulation sheet will, of course, represent the total value of the stock, and should be certified correct, as to totals. Eaen individual sheet should likewise be signed as to calling out the stock, taking it down, inserting the prices and extending the values. None of these suggestions would entail any difficulty or hardship, and their adoption would not only prove a satisfaction to the owner whose desire is to ascertain his true position, but would enhance the credibility of the work in the eyes of the bank and creditors, and the auditor and fire underwriters as well.

The Value of the Stock.

It is appropriate to discuss here the principle that should be followed in pricing the stock. Opinions vary, somewhat, some claiming that market value should be taken, irrespective of cost, while others contend that the reverse process is the more correct. The writer adheres to the latter system for the reason that no matter how market values may fluctuate, neither profit nor loss can be determined prior to sale. A merchant with say 100,000 yards of cotton goods on hand, might feel tempted to take advantage of a rise of a cent per yard in market value, for that would mean an advance of $1,000 in the value of his stock. But if he shows the profit or rather gain, in this year's business, and prior to the sale of the goods, it follows that next year's business, during which the goods would be sold, would be deprived of its legitimate profit. Supposing further, that the market on these same cotton goods declined a cent per yard after January 1st, it likewise follows that the new year's business would be saddled with a loss of $1,000 at one stroke, and without the semblance of justification. There can be no question that as a general rule and under ordinary circumstances, actual cost, less an allowance for depreciation through shopwear or other causes, if such exist, should govern in the valuation of stock on hand.

What Constitutes Cost.

But what constitutes actual cost, is sometimes asked? In the opinion of the writer, the invoice of purchase, after deducting trade discount if any, and adding cost of freight, and drayage charges, would show the actual cost of goods. Discounts secured for cash should not be deducted from the cost, nor should railway charges for demurrage be added. The one is a reward earned through diligence, and the other a penalty suffered through negligence, and both constitute items of the current profit and loss account. Packing charges, which, in the case of chinaware or glassware, for instance, amounts to a serious item, are, of course, included in the invoice and form a legitimate part of the actual cost, but the cost of unpacking, if any, or of warehousing, have no proper place in the cost, and should be charged direct to the profit and loss account. Shortages and breakages, if not recovered from the shipper, should also be debited to profit and loss, and not to the cost of the remaining goods as is often done. It has been claimed by some authorities, and not without some show of reason and equity, that the cost of the buying department should be charged to the cost of the goods purchased, on the ground that economies are effected thereby, and the goods placed on the shelves at a lower cost than they otherwise would. The writer fails to see the conclusiveness of the argument, however, because, if lower prices are obtained then longer profits are made possible, and the profits should therefore bear the burden.

An Equipment Inventory.

With reference to fixtures and equipment, these should never be joined to the merchandise stocks, as is sometimes done. A separate inventory should be taken, and at a valuation, annually depreciated, until they reach a figure that would entail no loss in the event of realization of assets..

Bills Receivable and Payable.

The next talk will deal with bills and accounts, receivable and payable, and other assets and liabilities that usually find a place in the average balance sheet. Before closing this talk, however, it might not be amiss to suggest an easy method for ascertaining the value of goods purchased by the gross, with only the gross price available. The writer happened to enter a drug store one day and found a clerk laboring over the cost each of a stock of tooth brushes which had cost varying prices per gross. Here was his process:—Divide the gross price by 144 to ascertain the cost each, then multiply by the number of brushes to find the cost. For instance 9 brushes at $20. $20.00 ÷ 144 = 13 8-9 cents each. 13 8-9 × 9 = $1.25, cost of 9 brushes. A tedious process this, and likely to exhaust the patience and ruffle the temper of any stocktaker, if much of it had to be done. The following method is much simpler, and though not mathematically accurate, is sufficiently exact for all purposes—seven times 144 equals slightly over 1,000, therefore seven times the price per gross, divided by 1,000, equals the cost each. Seven times $20.00=$140.00. Move the deci-

(Continued on page 36.)

How Retailer Raises Standard of Quality

Evolution of High-class Goods Now Found on Shelves of Canada's Best Stores—Wherein Lies the Retail Dealer's Power to Sell Such Goods—Trend of the Times.

By Harry Theobald.

In raising the standard of groceries the retailer has played a prominent part. Articles that are now going into the average household were unheard of only a few years ago. They are now occupying a conspicuous position on the grocer's shelves alongside goods that have been known to the trade for a long time. When the manufacturer turned out some new line only the first step had been taken, the uncertain work still remained —the winning of the goodwill of the general public.

Success of a New Line.

It is not so long ago that prepared soups made their first appearance. Just now they are having a wide sale, but their field is only partially covered. However, the most doubtful or difficult part of the road to success has been covered. Manufacturer and retailer are confident of the future, and their individual efforts henceforth will be made with a feeling of security that will enable both to attempt greater things. It must be remembered that the retailer was the court of last resort for his customer. If they enquired, he recommended, for it was his confidence in the quality of the goods that induced him to give a trial order. When they failed to mention this new idea in canned food, he or his clerks suggested a purchase at opportune times. He gave over one or more of his windows to attractive displays and his counters likewise played a part in the general scheme. To the retailer belongs a great deal of credit in this, as in many other similar campaigns.

Raising the Standard.

Another example of the retailer's work is in preserved fruits. As canned fruits and vegetables turned the public's attention to the quality of these goods, canners went a step further, and the result is found in the increase of preserved fruit in glass. The jars were practically identical with the old homemade idea, but as in many other directions, people have been departing from the old mode of living; so it was felt that there was an opening to appeal to women who either would not or could not preserve fruit as did their grandmothers. So the grocer whispered to those customers whom he thought would buy, and day after day he or his clerks repeated it. Hardly is it necessary to remark that the high-quality preserved fruit has a large sale, and grocers will steadily augment it.

The Watered Oyster.

It is likewise not so long ago that the watering of oysters was prohibited, and the new regulations caused an advance in price, but the public profited by receiving better quality, and, furthermore, they were paying for oysters and not for water. But the majority of purchasers overlooked the latter point, thinking only of the higher price. It remained for the retail grocer to make the necessary explanations, and to point out that oysters would no longer be water-soaked, but that they would be delivered with practically no loss of the freshness they possessed when taken from the beds.

And, note the rows of pickles, sauces, etc., that adorn the shelves of the average grocery. These, with many specialties, have been introduced by the retail trade. A customer may read about a new article, but she has never seen it and knows next to nothing about it. Her grocer, however, is asked his opinion, and as far as the individual woman is concerned, that is generally sufficient.

Grocers will affirm that some women are always skeptical about innovations in foodstuffs. A customer does not say, "I see you have plum pudding now, Mr. Brown. Give me a two-pound tin." No, it is, "What's this plum pudding like, Mr. Brown?" Then it is probable that she will remark upon the vast amount of food that may be secured in tins. She will also want to know if many are buying it, or she may ask the price, depending upon her personal traits.

Initiative of Some.

And so it goes. Many grocers wait for the manufacturer to produce a new line, but not a few scour the country for special or fancy lines that are sold elsewhere. Instances could be mentioned of those who visit the large cities in the United States for suggestions in the matter of new goods. Fancy biscuits, cakes and confectionery furnish sufficient examples in themselves of the advancement that grocers have made in the raising of the standard of their goods. The strongest evidence on this question, however, is to be gained from the older grocers. Those who have been thirty or forty years in the business can trace the evolution of the old-time store so dear to cartoonists down to the present-day emporiums found throughout the country.

In all the retailer has played a prominent part, and there is no likelihood of his losing the important position he holds in his relations with the manufacturer on the one hand, and the customer on the other.

Some Clerks Show a Disposition to Grumble When They Have a Little Extra Work to Do. This is not Giving Proper Service.

Methods to Make January Busy Month

Strive to Maintain January Sales at Good Average—Should Not Invite Dullness by Stopping Advertising—Flour Should be Featured During Month—The Time to Start in on Season's Fish Campaign—Many Reasons Why Canned Goods Should be Pushed—Keep up Display of Nuts.

By W. J. Bryans.

January is regarded by many grocers as a quiet month. The very fact that they regard it as such has the tendency to make them listless and unambitious to make the first month of the year a good one in point of sales. Business during January should not be poor. The grocer has so many things at hand which may be brought into play in assisting sales that January trade should be appreciable in volume.

Dealers accustomed to fall back on their oars and allow January sales to sag below the average have in numerous cases admitted it was their own fault. By a change of attitude on their part and the expenditure of some real effort during this month, they have made January bear its full burden of the year's work. Others by swinging themselves into the line of aggressive dealers will also be able to keep the cash register working full time.

Don't Neglect the Advertisement.

The mistaken idea exists that advertising during what is considered a quiet period is a waste of money. The fact that interest in the dealer's goods is at a low ebb is taken as a sign that interest cannot be aroused. Far from the truth. The quiet period is the time the dealer should advertise to maintain interest and sales at desired level. The dealer cannot afford to invite a dull season by discontinuing his advertising.

Flour should be given its share of attention during January. It has been neglected during the holiday season and now should be a splendid time to feature it.

Cater to Farming Trade.

In country districts, the fall supply of flour put in by some farmers will be running low and they should be induced to replenish the stocks. The present is rather a slack season with majority of farmers and they have more time to read your advertisements. A good flour ad. in the local paper should serve to arouse interest. Point out the features of your flour that will appeal to customers. Look up the advertising phrases that the flour manufacturers themselves use to induce sales for their product. They are valuable material for your advertising. Co-operate with the publicity being given to the flour you handle by the manufacturers. Do not forget the sales impelling force of personal talks to customers about your flour when they visit your store.

The city grocer does not sell the same volume of flour. However, the baker is far from being supreme even in the larger centres. There still lingers with the city people the desire for the home made bread and a good window display may be turned to good advantage in making that desire so strong that it will create sales for flour. Pastry flour should also be given its share of attention, and as in bread flour, quality should be made the keynote.

A Splendid Fish Season.

Real winter has now descended upon Canada to stay. The weather is now most favorable for the handling of fish and the retail grocer should give this department the prominence to which it is entitled. Fish are comparatively easily handled. They give a good profit. They attract customers to the store. The inducement for handling them is therefore strong. There is also a good reason for getting started at once, in the fact that if you get a customer's trade now you will probably retain it throughout the season and before the close of Lent trade is bound to be large.

Push Canned Vegetables.

There are several good reasons for pushing canned goods this month. They are almost self apparent. Green goods and dry vegetables are scarce and high in price. Canned vegetables should therefore sell easily. Given attention to tomatoes, peas and corn, the three big lines, but don't forget beans, asparagus, beets, spinach, succotash, etc.

The dealer knows the amount of fruit put up by the housewife last year was comparatively small. He knows that his canned fruits and jams are prepared in a strictly sanitary manner and that they compare favorably with the home-made preserves. These are the arguments which he should use in selling canned fruits, jams and marmalades.

Now that more seasonable weather has set in, syrups and molasses should not be forgotten. Condensed and evaporated milk under the present scarcity and high price of the fresh article should sell well. It is not a well-known fact among consumers that condensed milk possesses all the advantages of the fresh milk. This should be impressed upon them.

Fruits and Nuts Will Sell.

The holiday season is over, but this does not mean that the sale of fruits and nuts is over. Indeed during January, sales in these lines should be good. Supplies and varieties are large enough for good display. Navel oranges will be improving in quality. Grapefruit, bananas and Malaga grapes are in ample supply. Lemon sales under the present weather should be large.

The retailer should not allow the sale of nuts to drop after the holiday. This used to be a common practice among nearly all grocers, but more and more they are coming to recognize that nuts will sell all year round. They possess a high food value that should be impressed on customers. They should not be shifted to the background but displayed where customers will see them.

Now, while the year is yet young, is the time to make a start towards a record year's showing. If the mid-winter sales are kept up to a good standard it will assist materially in the year's total.

GIVE ATTENTION TO WINDOW DISPLAYS.

Vancouver, B.C., Jan. 4.—(Special.)—Vancouver grocers are noting much more than in the past the value of window display. This is especially so on the principal streets, notably Granville, where the west end trade is catered to, and a displayed article suggests a delicacy for the meal. The London Grocery, the A. & C., McDowell's and McTaggart's are instances of where the fullest advantage is taken of the store front. Another is May's Pantry Grocery. With perhaps smaller frontage on the street, an excellent pattern is followed. Entrance may be had to store on either side of a display with a square area, while against each wall are glass cabinets which give opportunity of view, while keeping the goods protected from the wind and weather.

A new feature is a silent salesman, not detached, just between the entrances, which commands the attention of those who stop to look for a moment. All these are attractive with glass and white tile.

Drummers Enjoy Song, Speech and Story

Snack Club Holds Annual Christmas Holiday Dinner—About Fifty in Attendance—President Geo. Smye the Toastmaster—Some of the Incidents.

ONCE upon a time— but before the stories begin it is necessary to say they were told by members of The Drummers' Snack. The occasion was their annual dinner at the Walker House, Toronto, last Friday evening. No further introduction is needed to express the intimation that there was a good time, not coming, but then and there.

* * *

William Algie, of Alton hamlet—"The Father of the Club"—is responsible for this appropriate 1911 yarn. Morning after the 21st—the September equinox, as he put it—Michael and Patrick met. Mike said to Pat: "Michael, did you vote aginst riciprocity?" "No," returned Patrick, "shure an' I did not." "Well, be jabers," said Michael, "somebody did."

* * *

Sol Walters recited a story about "Pete Sousa's Bear Hunt." According to Sol it is one of Drummond's (unpublished) poems. Pete went out one day "for wan big bear." But the bear saw Pete first and, and———, but the shorthand notes on this story got lost so that the conclusion is necessarily omitted.

* * *

There is much talent among the members of the Drummers' Snack. Colonel Stoneman is a master in the art of elocution, and at the dinner told in true dramatic fashion, the story of how Bill Adams won the Battle of Waterloo—as related by Bill. Bill credits himself with scaring off Bonaparte with a million behind him, while he—Bill Adams—had but a hundred picked men. Anyone who can believe Bill Adams henceforth is himself a true son of Ananais.

* * *

A Scotch boy one time was offered a penny by a preacher if he would prevent his father from sleeping through the sermon. The boy was ambitious enough to give his services, and the first Sunday he earned his penny. The "meenester" was so encouraged over the success of the experiment that he made a deal with the boy to pay him a penny for every Sunday he prevented his father from disturbing the sermon by his snoring. Next Sunday went by, but the father slept. The same thing was repeated the following Sunday. The "guid mon" met the lad during the week and wanted to know why he was not earning his penny. He had lost money, he thought, and wondered, because he was a Scotch boy. "Why, me faythe gies me tupence each Sabbath to le' him alone." That story goes to Wm. Algie's credit.

* * *

Michael Malone spoke to the toast, "Manufacturing and Commercial Interests," and touched upon some important national questions, such as technical education, which he strongly favored, Canada's natural resources and her possibilities. "Make technical education as thorough and broadcast as the collection of taxes," he said, and that means it will have to be pretty thorough.

* * *

"The Great Force" and "The Force Behind The Force" discussion between W. Pringle and Robt. Algie at the banquet table lost these drummers their "Tomato Bouillon with Whipped Cream en Tasse," part of their "Thedford Celery" and a portion of the "Broiled Restigouche Salmon Steak." They finished the argument, however, in time for "Venison Chop Farci" (whatever that means), and the "Frozen Egg Nogg." But whether a centrifugal force controls the universe or a force behind that again or the force behind the force behind the force behind the centrifugal force that controls it, is a conundrum for us all.

* * *

J. A. Willoughby, of Georgetown, Ont., the home secretary of the great and only annual Drummers' Snack outing, was there, and extended to the boys an advance welcome on their 1912 visit.

* * *

Robt. Algie became quite reminiscent, and referred in poetic terms to the infant days of The Snack at Alton. He very touchingly, as the dramatic critic might say, brought back to memory the picture of Alton School boys and girls proudly waving their Union Jacks through Alton streets. He hoped the good fellowship feeling among the boys would ever exist.

* * *

Here is another from Wm. Algie's story book: If our memory serves us right, it was about a Scotchman traveling from Edinburgh to Inverness. He handed some money through the wicket to a ticket clerk, who on passing back the piece of pasteboard, ventured the following information: "Change at Aberdeen." "No, sir," replied the traveler," eef you don't min' I'll tak' my change noo."

* * *

Charley Silver responded to toast to the Drummers' Snack Club. As he had been elected to the board of the Commercial Travelers' Association during the week, he was naturally quite elated and profusely thanked the Snack Club for their assistance. M. Matthews championed the cause of the ladies.

* * *

Speaking of talent among the drummers, one must not overlook Table 2, where the bagpipe band, led by Charley Smye, furnished fightin' music. Jack Wildfong and Geo. Campbell did parts of the skirlin'.

* * *

Billy Dore—Harry Lauder's double—and a great baseball player at the annual outings, performed well as usual. Lauder was out-Laudered, all right and—we'll get him to tell you the Scotch meenester's version of the ball game when no Sunday school students are about.

* * *

When Jack Wildfong's name was called for a song some decided to leave the room under the leadership of Sol Walters. But when Mr. Wildfong announced a recitation it was different. Those that came to scoff remained to listen. And it was something extra good—a medley.

* * *

Jack Charles looked the very picture of health in his patriotic Canadian song. Nothing seems a worry to him. W. Pringle and W. N. Shaver were other appreciated singers.

* * *

President Geo. Smye performed the arduous duties of toast master, ably assisted by Vice-President Billy Meen. In E. Jules Brazil, the club secured a premiere performer on the piano.

On the Side.

Wm. Algie has a story on the origin of the Kandy Kid. Get him to tell it.

Table No. 1 was too quiet for Walter Madill. So he left it.

In the bagpipe selections, Geo. Campbell kept time with a white handkerchief. He neglected to bring his plaidee.

Michael Malone has improved wonderfully in his method of delivering addresses from a year ago. No local option memory in his make-up.

Ernie Bowles, the club's official accompanist, was unavoidably absent.

To attend the Snack Dinner, Wm. Algie had to forego the pleasure of a dance with his wife which he regretted very

much. They have been married a long time too. Good fellowship strong there all right.

"Casey at the Bat," by Colonel Stoneman. Sufficient hath been said.

The Club's motto:

Here we stand,
Bagmen, in a band,
Knights of the grip are we,
We greet our King,
With a three cheer ring,
For loyal Princes are we.

More poetry:

But pleasures are as poppies spread,
You seize the flower, the bloom is shed;
Or like the snowfall on the river.
A moment white then gone forever.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

PAPER BAG COOKERY.

Editor Canadian Grocer,—Can you advise us of any firm in Canada from whom we can procure paper bags for cooking purposes; if not, where we can buy them in the States?

CHRISTIE & BENSON.

Nelson, B. C., Dec. 23.

Editorial Note.—These may be secured from Edward Lloyd, Ltd., Eastern Townships Bank Building, Montreal, and Jno. Dickinson & Co., 214 Lemoine Street, Montreal. The advertisement of Edward Lloyd, Ltd., appeared in The Grocer the same day as the enquiry was written.

AUTO DELIVERY.

Editor Canadian Grocer,—In the Fall Campaign number of November 3, on page 109, is an interesting comparison of the cost between horse and motor delivery service.

I would like to have the names of two or three retail grocers who are using the motor delivery. Also some names of companies selling motor delivery wagons.

My annual turnover is from $50,000 to $60,000. Do you think it would pay to establish a motor delivery service? Aside from quality in the goods, I consider the delivery service the most important factor in building up a good grocery business.

I have been a constant reader of The Grocer for the past two years, and have received some very helpful suggestions from it. I do not see how any grocer who makes any pretensions of being up-to-date can get along without it.

Wishing The Grocer a prosperous New Year.

J. E. NIX.

Edmonton, Alta., Dec. 28.

Editorial Note.—Here are some names of retail dealers who have established motor car delivery: Stevens & Allan, Kamloops, B. C.; J. Ingham, Jr., 5 Market Street, Toronto; F. Simpson & Sons, 736 Yonge Street, Toronto, and Gallagher & Co., 107 King Street East, Toronto.

Among manufacturers of auto delivery wagons are following: Menard Motor Car Co., Windsor, Ont.; Commercial Motor Car Co., Windsor, Ont.; American-Abell Engine & Thresher Co., Toronto, and Ontario Motor Car Co., Bloor Street East, Toronto. We would judge auto delivery would be advantageous to your business.

MOTOR DELIVERY AGAIN.

Editor Canadian Grocer.—In your Fall Campaign number, November 3, 1911, on page 109, you give an article on Motor and Horse delivery. Would you please give the address of manufacturers of motor delivery waggons?

Saskatoon, Sask., Dec. 27, 1911.

McGILL & CO.

Editorial Note.—Answer to above query applies to this also.

WATCH FOR THE GYPSIES.

A band of Gypsies has been traveling along the Lake Ontario shore and St. Lawrence river, extorting money from merchants, which bordered closely on stealing. Their mode of campaign in telling fortunes was to get merchants to produce money which they placed on the palms of their own hands, and went through some sort of seance, leaving, of course, with the money. In Belleville two of the Gypsy women were arrested for stealing various sums of money, totalling $29. They pleaded guilty and, besides making restitution, they were assessed $44 for officials' fees, court costs, etc.

BETTER HOTEL ACCOMMODATION.

C.T.A. Pass Strong Resolution—Officers for 1912.

Toronto, Jan. 3.—Commercial travellers seem determined to secure recognition in the fight for better hotel accommodation throughout Ontario. At the annual meeting of the Commercial Travelers' Association of Canada, held in St. George's Hall last week, the question was thrashed out. The meeting found the members in fighting trim. A petition has been put into circulation asking the Ontario Government to improve hotel accommodation, especially in local option towns.

The petition, which will be signed by nearly 8,000 commercial travellers, will be presented to the Government through the Provincial Secretary, Hon. W. J. Hanna. The Association passed a resolution that if the petition is again ignored, the members of the C.T.A. would then demand a Royal Commission to investigate hotel conditions and to suggest a remedy for the protection of the health and lives of the traveling public in all municipalities, whether under local option or license law. James Summers recommended that the Association march in a body to the Parliament Buildings to make this demand—if the petition were slighted by the Government.

W. H. Scott said the Association would expect the Government to adopt either of the two policies—to directly license and control all hotels and insist on proper accommodation, or pass legislation which would require municipalities under local option to provide proper hotel accommodation.

The officers for 1912 are as follows:—President, Robert Gemmell; first vice-president, S. Stirling; second vice-president, Jas. G. Cane; secretary, James Sargent; treasurer, E. Fielding.

Montreal has won the Chinese egg case now well-known to Grocer readers. The Court of Appeal has reversed the decision of Justice Weir.

Beginning on Saturday, Jan. 6, grocers of Port Hope, Ont., will close their places of business at 10 o'clock, and no rorders for delivery will be taken after nine o'clock.

Wentzells, Limited, Halifax, Nova Scotia, has been reorganized through Canadian Investors, the new company including some prominent investors. The management will be divided between H. W. Wentzell and J. J. Penny. The board of directors is composed of H. W. Wentzell, president; O. E. Smith, vice-president; Joseph J. Penny, R. Moulten, M.H.A., and G. F. Ring.

MANAGEMENT OF RETAIL BUSINESS.

(Continued from page 32.)

mal to the left three more places, to divide by 1,000, and we have .140 or 14 cents each and $1.26, the cost of 9. The difference is so fractional as to be inconsequential, and the method involves only a slight mental effort. There are many quick methods of figuring, reference to which will be made from time to time in the course of these talks, and all of which will prove helpful in reducing the labor incident to the transaction of business.

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PLAN FOR THE FUTURE.

The beginning of a new year suggests to the dealer a time for planning ahead. In business the man who allows to-morrow to take care of itself is not the man to make any great success. The future should be well taken care of and this is true in the grocery business as well as in any other.

A resume of the past year will furnish the basis for consideration of improvements in 1912. Mistakes occurred last year which should not be repeated. By planning ahead and watching the business closely errors and small leaks that have caused loss before can be avoided.

How many times in the past have you said: If I had only foreseen this earlier I would have saved some money! Losses have occurred through not buying at the proper time. There are leaks in bookkeeping, in weighing, in losing goods through unsanitary methods, in delivery, etc., which can be eliminated with forethought.

Advantage should be taken of holidays, special occasions, and seasons to sell extra goods. Methods for doing this should be thought out well ahead of time and the most made of them.

Some writer has said every great institution is the lengthened shadow of a single man. What has made these institutions great has been the ability of the men behind to see into the future and to make the necessary plans to meet the coming conditions.

WESTERN WHEAT SITUATION.

Threshing has again been checked throughout the West owing to the extremely cold weather which has arrived with the new moon. During the last week the thermometer has been in the neighborhood of 20 below zero and in many places falls of snow have put a stop to threshing for a week at any rate. As long as the weather remained mild threshing went forward at many points and would have been more general had there appeared to be any chance of getting the grain to the head of the lakes within a few days after it was threshed.

It is now recognized by all that it is unsafe to store newly threshed grain in local elevators for more than a few days owing to the quantity of snow and ice which is mixed with the grain when it comes from the machine. If this cold weather lasts and if storms are now to be of frequent occurrence, there is little doubt that there are many thousands of bushels which will never be threshed in Western Canada.

A conference was held at Fort William recently between those interested in the grain trade and railway representatives, and many important promises were made by the railroads as to remedying unsatisfactory existing conditions.

Several comments are being made regarding the possibility of shipping through southern ports in bond in order to relieve the congestion at the present time. As yet, however, no definite move has been taken, and conditions are being watched with interest.

CONDEMNED BY HER OWN GOODS.

Early in December when some dealers had not received new goods they were selling last year's. The quality of these was not always of the best. Particularly was this true in the case of walnuts in the shell. The Grocer's attention was brought to a specific case which happened in a Western Ontario city, and which bears a somewhat humorous tinge.

A woman customer had purchased some walnuts in an Italian store, the majority of which were found to be of inferior quality. Next time she was on a purchasing trip in this store she wanted more walnuts, but stipulated they must be good, as the last were practically all worm-eaten.

"Oh, yes," said the Italian saleswoman, "these nuts are all good, and just to show you I'll crack one or two."

The first was bravely opened, but it turned out to be bad.

She broke another with a little less confidence, but it, too, had seen better days.

Looking up at the customer with a half smile, and unconscious of any presence of wit, she remarked: "These nuts make me lie."

POINTED EDITORIALS.

The lobster catch of Nova Scotia, which began December 15, is expected to show an increase over that of last year. The season runs to June 15, 1912.

The export of molasses from Barbados up to the middle of October of the years 1910 and 1911 averaged 77,000 puncheons for each year. Of this total of 154,000 puncheons, Canada received 105,000.

No matter how small your business is now, there is no limit to its possible growth and development if you study the best methods of getting more business. Guesswork has no place in the business world of to-day.

Production of eggs is increasing and prices on new laids are easing off. Warm December weather had something to do with this, but so also had the educational campaigns among the farmers. Scientific retailing will bring results just as will scientific farming.

The Commercial Travelers' Association of Canada are united for better hotel accommodation in Ontario. Their campaign is a worthy one, and let us hope their demands will be met. Travelers should have the same protection in hotels as at home, and they are entitled to much better accommodation than they now receive in many Ontario towns and villages.

New Year Plans for Advertising

Retailer Asks How Publicity Can be Made Most Profitable—Suggestions on How Circular Should be Written to Produce Best Returns—Should Contain Straight Business Talk, No Strictly Personal Matter and No Flippancy.

*By Henry Johnson, Jr.

This letter opens up a vein of thought which should result in our realizing extra profits during 1912. Judicious advertising will help us just as much as any other one thing we can do. Maybe I shall touch on some things I have said before, but, also, maybe, they will bear repetition. It is a thoughtful letter :—

Editor Store Management, Canadian Grocer :—

Dear Sir,—We are looking for advice as to the best means of advertising so as to increase our business. We are located in a neighborhood at the outskirts of the city ; beyond and around us are about 1000 homes. We have the largest, best stock in the neighborhood, notwithstanding we have four other stores about us. With the amount of stock we carry we feel our business should be larger. Located, as we are, newspaper ads would not give returns in proportion to the amount invested. For the past two years we have been sending out postal cards every two weeks, changing the line as well as the heading with each issue. Five hundred is the number sent out last two weeks. This, while we receive some returns, does not seem to be just what is wanted to catch business. Any suggestions you may offer will be appreciated.

Yours truly, J. D. & Son.

I feel sure of one thing—that the ads sent out by J. D. & Son are readable, snappy, lively, to the point. For here in just a few lines they have told me all about their own situation ; what advantages they have and what competition is in their way. There is the ring of conviction, of complete faith, in what they say about their store. They have advantages to offer and they know what those advantages are.

Arrange Careful Mailing List.

The problem, then, would seem to be : How to present these points to each of the housewives of those thousand homes so as to carry complete conviction to all of them—as nearly as may be.

The present method, all things considered, is not bad. In fact, I think, such direct, personal appeals, with some modification, will be best for them to continue to use. I should say, first make up your mailing list very carefully so that you may send your cards to just the right people and to all the right people. If there are a thousand homes that you would like to reach, whose occupants would make desirable customers, let your list be 1000. If only 500 are "your kind," limit your list to 500 ; and if any number between those two will best cover the ground, take that number. Remember, that the cost of getting up 500 cards is about the same as printing 1000 ; while, if it pays to spend $5 for postage, it may pay twice as well to spend $10 — and it may not.

Let us next consider the matter to be used. They have not sent me a sample of the cards. Had they done that I might be able to suggest improvements in their present matter. I should like to have one ; but now I should suggest the change from cards to circular letters enclosed in envelopes and mailed for 1c. postage. The only difference in cost will be a trifle for stationery and a little more composition. As the circulars will go out every two weeks, there will be no trouble about getting up enough interesting matter for each letter.

Make Business Offer.

Make no attempt to make these appear as individual, or personal letters. Everybody is now "onto" the imitation letter, in the first place, and, secondly, it is very difficult to make things "hitch" in getting op such a letter. I can illustrate what I mean. Let us say you begin your letter with the suggestion that hitherto you have not been successful in creating interest, as : "We are surprised, and troubled, that we are not able to interest you in our offerings," and send this to a lady who has been trading with you pretty regularly for a year ; you can see that the resulting impression might not be happy. But if, making no attempt to appear personal, you began : "We offer for the next three days," you would appeal to every reader, whether customer, occasional buyer, or utter stranger, alike.

Begin the series—and now I have in mind the man who is going to adopt this method January 1, as much as I think of the present correspondent—with simple, plain offerings of seasonable, up-to-date, interesting items. Your inventory will have revealed some things you should make special effort to clean up—at "any old price" to turn them into live capital. This does not mean that those things need be old, undesirable or in any way inferior ; they are simply not moving rapidly enough, and here is your chance to make a fair inducement in such a way that the concession in price will legitimately go into your advertising, sales-promotion expense. You can thus "turn defeat into victory," reaping a good harvest from what would otherwise be a field of thistles. Lead off with one or two of those things—do not make a big bargain-list of any letter. The plan is to educate the readers to take interest in every letter because of some distinct price-inducement, and then to use that interest to talk about your regular goods and service.* This plan will make your letters an institution whereby you and your customers will be kept steadily in touch with each other. I mean to say that you should always follow the special item or two with offerings at your regular prices, but right prices, of seasonable goods with brief, pithy descriptions, and "talky"—not windy—suggestions as to their special uses, particularly if there be some timely reasons for their purchase and use NOW.

Use Convincing Talks.

Let me emphasize that matter of describing goods. It is of primary importance. We are so accustomed to picture any item in our stock to ourselves from the barest quotation that we are very apt to forget that our customers think of many things besides groceries ; hence such quotations may mean very little to them. On such a staple as canned corn, about which every woman should seem to know, do not say : "B & M Sugar Corn, 14c per can." Say : "Extra tender, very sweet, richly-flavored Sugar Corn ; grown in ——— Ontario, the district famous the world over for this particular article ; B & M packing, which means the very highest grade possible to pack ; per can, 14c ; dozen, $1.65—for this week only." Feature such goods as you may yourselves control—laying stress on their character and quality always. You can talk of these things regularly, steadily, running different items in every letter. A slight concession may often be made, but never offer these at any price which does not pay you a good margin. You are in business for profit, largely, and advertising which does not sell goods at a PROFIT is not properly advertising, nor will it really build trade. It is slower to build than to tear down, but trade-building pays. You expect to stay in business, remember that.

A Snappy Reader.

Here, however, is an example of special offerings that is too snappy for me to pass up : A bright grocer who

(Continued on page 43.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

1912 Grocery Trade Opening Up Well

First Week Compares Favorably With Other Years—Sugar Still Holds Weak Position—Dates Display Easier Tendency—United States Tomatoes Still Climbing—Primary Market on Shelled Walnuts Higher—Prunes Firm On Coast—Brazil Nuts Well Cleaned Up on Most Markets.

QUEBEC MARKETS.

POINTERS :—

Hallow'ee Dates—Price lower.
Valencia Raisins—Firmer.
Shelled Walnuts—Up 2 cents.
Pecans—Up 1 cent.

Montreal, Jan. 4.—The grocery trade has already left behind another milestone and is putting forward a bold foot in the highway of 1912. The various houses report a good year with a splendid holiday trade, and it only remains now for collections to come in promptly and jobbers will have no regrets for the splendid business that was felt during the past few months of the year. The extensive stocks were ordered, arrived, carted about, sent out to the retail trade, and all this work will be forgotten when the books will show a complete settlement. The present week has been quiet. A few travelers are out, but they are not numerous. Then, again, Monday was a holiday, and Saturday, the feast of the Epiphany, will find many of the houses closed for the day. Thus, only four days remain for active business, and last week was disturbed by the holiday spirit. However, the coming week will find a noticeable return to the former commercialism, and the thoughts of the trade will be bent upon an effort to surpress the records and figures established in 1911. Undoubtedly there has been an advancement in the trade during the past year, particularly among retailers. The next twelve months should find the trade progressing in proportion, following the grocery markets closely and doing their share toward elevating the business to the plane it deserves.

SUGAR.—The holiday trade overlooked sugar to a certain extent, and while an ordinary demand was felt this market was otherwise quiet. Prices have remained at the $5.65 basis, although it is difficult to tell how long it will remain at that figure. Expectations of lower prices prevail and buying is of the light order that is noticeable at such times.

Granulated, bags	5 65
" 20-lb. bags	5 70
" Imperial	5 50
" Beaver	5 55
Paris lump, boxes, 100 lbs.	6 35
" " 50 lbs.	6 45
" " 25 lbs.	6 75
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 35
" " 100 lb. boxes	6 45
" " 50 lb. "	6 55
" " 25 lb. "	6 75
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 10
" " 50-lb. boxes	6 00
" " 25-lb. boxes	6 50
Powdered, bbls.	5 90
" 50-lb. boxes	6 10
Phoenix	5 65
Bright coffee	5 40
No. 3 yellow	5 40
No. 2 "	5 40
No. 1 " bags	5 25

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—The molasses market remains firm with prices steady. As the winter season advances stocks should run low before the first shipments of the summer. Syrup is enjoying a good run now and, to the retailer, offers but little difficulty for a seasonable selling effort at any time.

Fancy Barbados molasses, puncheons	0 38 0 40
" " " barrels	0 41 0 43
" " " half-barrels	0 43 0 45
Choice Barbados molasses, puncheons	0 34 0 36
" " " barrels	0 37 0 39
" " " half-barrels	0 39 0 41
New Orleans	0 25 0 45
Antigua	30
Porto Rico	0 40
Corn syrups, bbls	03¾
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

DRIED FRUIT.—Valencia raisins are quite firm, and will likely be quoted at a higher price should the demand be sustained. Supplies are said to have passed entirely out of first hands. Dates of the new crop are quoted a little lower this week with the passing of holiday season. Currants are firm in sympathy with the stronger reports from Greece. There is not a great deal of interest in apricots and peaches these days. Prunes are firm, and in short compass. One report says that out of a crop af 160,000,000 to 170,000,000 pounds there are left but 350 cars or approximately 7,000 tons.

Evaporated apricots	0 22 0 24
Evaporated apples	0 09½ 0 10½
Evaporated peaches	0 18 0 19
Evaporated pears	0 18 0 19
Currants, fine filiatras, per lb., not cleaned	0 07 0 07½
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 09½
" Patras, per lb	0 09 0 09½
" Vostizzas, per lb	0 09½ 0 10
Dates, 1-lb. packages	0 07 0 07½
Dates, Hallowee, loose	0 05½
Fards	0 11
Figs, 3 crown	0 07½ 0 10½
Figs, 4 crown	0 08 0 10½
" 5 crown	0 08½ 0 13
Figs, 6 crown	0 09 0 14
Figs, 7 crown	0 10 0 15
Figs, 9 crown	0 14 0 17
Comadre figs, about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box	0 10½ 0 11½
Glove boxes, 10-oz., per box	0 07 0 07½
Prunes—	
30-40	0 16 0 18
40-50	0 14 0 16
50-60	0 13 0 14
60-70	0 12 0 13
70-80	0 11½ 0 12
80-90	0 11 0 11½
90-100	0 10 0 11
Bosina prunes	0 08 0 09
Raisins—	
Choice seeded raisins	0 09½ 0 10½
" fancy seeded, 1-lb. pkgs	0 11½ 0 11½
" loose muscatels, 3-crown, per lb	0 08 0 08
" " 4-crown, per lb	0 09
Seedless, new, in packages	0 10
Select raisins, 7-lb. box, per box	0 63½
Sultana raisins loose, per lb	0 12
Sultana raisins, 1-lb. cartons	0 14 0 16
Malaga table raisins, clusters, per box	2 50 5 75½
Malaga table raisins, clusters, per ½ box	0 80 1 90
Valencia, fine off stalk, per lb	0 07½ 0 08
" select, per lb	0 08½ 0 09
" 4-crown layers, per lb	0 08½ 0 09

NUTS.—There are several changes to be noted in this market for the week. Shelled walnuts are up two cents a pound and pecans up at least one cent a pound. Prices should surely go higher before the new crop is on the market. The holiday trade was reported a good one and it was apparent that the old custom is not dying out.

In shell—	
Brazils	0 21½ 0 22½
Filberts, Sicily, per lb	0 10½ 0 12
" Barcelona, per lb	0 10½ 0 12
Tarragona Almonds, per lb	0 16 0 17½
Walnuts, Mayette Grenobles, per lb	0 15½ 0 17
" Marbots, per lb	0 13 0 14
" Cornes, per lb	0 10 0 11
Hungarian	0 13½ 0 15
Shelled	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 32
" (In bags), standards, per lb	0 27 0 28
Valencia shelled almonds, new crop	0 33 0 35
Cashews	0 15 0 17
Peanuts—	
American—	
Japanese roasted	0 08½
Coon, roasted	0 08½ 0 09
Diamond G, roasted	0 09½ 0 09
Bon Ton, roasted	0 11½ 0 12
Sun, roasted	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 18 0 15
Pecans, jumbo	0 19 0 21
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves, bright	0 35 0 37
Brokens	0 28 0 30

PEEL.—There is nothing important in this market now that the holiday season is over. There will be a little trading now and then but not in the same volume.

Orange	0 11 0 14½	Citron	0 17 0 18
Lemon	0 10 0 14		

RICE.—The market is steady under conditions that have existed for some time. Demand is steady and the strength that was given the market some months ago shows no signs yet of being withdrawn.

Rangoons—	
Rice, grade B, bags, 250 lbs	3 65 3 75
" " " 100 lbs	3 65 3 75
" " " 50 lbs	3 65 3 75
" " pockets, 25 lbs	3 75 3 85
" " ½ pockets, 12½ lbs	3 90 4 00
" " C.C., bags, 250 lbs	3 55 3 65
" " " 100 lbs	3 55 3 65
" " " 50 lbs	3 55 3 65
" " pockets, 25 lbs	3 65 3 75
" " ½ pockets, 12½ lbs	3 70 3 80
Fancy Patna—	
Patna polished	3 85 3 95
Pearl	4 10 4 20
Imperial Glace	4 60 4 70
Sparkle	4 70 4 80
Japans—	
Crystal	5 05 5 15
Snow	5 15 5 25
Ice Dips	5 30 5 40
Carolina rice	0 08 0 10
Brown Sago, lb	0 06 0 07
Tapioca, medium pearl, lb	0 07 0 08
Seed, lb	0 07 0 08

PEAS AND BEANS.—It might be well said that there is none firmer than this market. A good demand usually prevails at this season but when supplies are short a setback is received. Just now prices are firm and supplies quite limited.

Split Peas, per bag, 98 lbs	3 50 4 00
Whole Peas, per bus., 60 lbs	1 80 2 00
Pot Barley, 98 lb. bag	3 60
Pearl Barley, 98 lb. bag	4 75
Beans, white, per bus., 60 lbs	2 40 2 55

TEAS.—Practically nothing new can be said about tea. The market has been firm and it remains so.

Japans—		
Choicest	0 46	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

COFFEE.—The coffee market continues in its old position with no particular change to interest the trade. The question now appearing more than ever in regard to coffee is whether there is any noticeable decrease in consumption.

Mocha	0 25	0 28	**Santos**	0 22	0 24
Rio	0 21½	0 23½	**Maracaibo**	0 23	0 26½
Mexican	0 25	0 28			

CANNED GOODS.

MONTREAL.—Jobbers who have run short of prominent lines of canned goods filled up with purchases from across the border. Golden wax and Refugee beans, for instance, ran short, but were replaced by imported goods. Likewise tomatoes and peas were purchased with a view to tiding over the coming year's demand. However, with raspberries, blueberries, etc., lines that are higher than the rest, some will not try to replace them, considering such a move but a loss of money, unnecessarily. Present enquiry is not heavy.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 50
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	....	1 90
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	....	1 80
3's—Rhubarb, preserved	....	2 50
Gal.—Rhubarb, standard	....	3 90
2's Strawberries, heavy syrup	2 40	2 50
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 25½
3's—Apples, standard	....	1 10
3's—Apples, preserved	....	1 80
Gal—Apples, standard	....	3 05
Gal—Apples, preserved	....	5 30
2's—Blueberries, (huckleberries) standard	....	1 50
2's—Blueberries, (huckleberries) preserved	....	1 80
Gal—Blueberries, (huckleberries) standard	....	5 30
2's—Gooseberries, preserved	....	2 00
Gal—Gooseberries, solid pack	....	8 80
2's—Grapes, white Niagara, preserved	....	1 55
Gal—Grapes, white Niagara, standard	....	3 55
2's—Peaches white heavy syrup	....	1 90
2½'s—Peaches, white heavy syrup	....	2 57½
3's—Peaches, white heavy syrup	....	2 90
1½'s—Peaches, yellow flats, heavy syrup	....	1 55
2's—Peaches, yellow flats, heavy syrup	....	1 90
2½'s—Peaches, yellow flats, heavy syrup	....	2 60
3's—Peaches, yellow flats, heavy syrup	....	2 90
3's—Peaches, whole, yellow heavy syrup	....	2 10
3's—Peaches, pie, not peeled	....	1 50
3's—Peaches, pie, peeled	....	1 70
Gal—Peaches, pie, not peeled	....	4 40
Gal—Peaches, pie, peeled	....	5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup	....	1 80
2½'s—Pears, Bartlett, heavy syrup	....	2 15
3's—Pears, Bartlett, heavy syrup	....	2 40
2's—Pears, Flemish Beauty, heavy syrup	....	1 80
2½'s—Pears, Flemish Beauty, heavy syrup	....	2 15
3's—Pears, Flemish Beauty, heavy syrup	....	2 40
2's—Pears, light syrup, globe	....	1 35
3's—Pears, light syrup, globe	....	1 75
3's—Pears, pie, not peeled	....	1 40
3's—Pears, pie, peeled	....	1 55
Gal—Pears, pie, peeled	....	4 55
Gal—Pears, pie, not peeled	....	4 10
2's—Plums, Damson, light syrup	....	90
3's—Plums, Damson, light syrup	....	1 30
2's—Plums, Damson, heavy syrup	....	1 05
3's—Plums, Damson, heavy syrup	....	1 45
Gal—Plums, Damson standard	....	3 55
2's—Plums, egg, heavy syrup	....	1 45
2½'s—Plums, egg, heavy syrup	....	1 70
3's—Plums, egg, heavy syrup	....	2 20
2's—Plums, green gage, light syrup	....	1 00
2's—Plums green gage, heavy syrup	....	1 30
3's—Plums, green gage, standard	....	1 90
Gal—Plums green gage, standard	....	4 05
2's—Plums, Lombard light syrup	....	90
3's—Plums, Lombard, light syrup	....	1 30
2's—Plums, Lombard, heavy syrup	....	1 05
3's—Plums, Lombard, heavy syrup	....	1 45
Gal—Plums, Lombard, standard	....	3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 45
½-lb. flats, per dozen	....	1 55
1-lb. flats, per dozen	....	2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90, $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00
Aylmer boneless chicken, turkey and duck, 1-lb. tins, per doz	....	4 50
Chicken soup, 1-lb. tins, per doz	....	1 75
Chicken soup, 2-lb. tins, per doz	....	2 25
Tomato soup, 2-lb. tins, per doz	....	0 95

ONTARIO MARKETS.

POINTERS—

Hallowee Dates — Third shipment lower.

Prunes—Strong on Coast.

Shelled Walnuts — Primary market higher.

Brazils—Market bare of stocks.

Toronto, Jan. 4.—Another successful year for the Canadian grocery trade has been left behind and entry made into another period of endeavor. With a great many dealers, both retail and wholesale, it not only marks the opening of another calendar year but of their business year as well. A good many jobbers have taken advantage of the temporary lull after the holiday rush to take the annual inventory, while this has not been uncommon in the retail trade either.

This week, trade has shown a tinge of quietness, especially when compared with amount of business that has been rolling in during the previous weeks. Holiday goods have seen their day and interest has not yet been revived in staples.

Compared with other years, however, 1912 has opened up well. Travelers are again back on the road and orders should soon be coming in from the country.

SUGAR.—Sugar situation to-day is practically a repeat of that of last week with lower prices being looked forward to. One sugar man stated it was felt New York was pitted for another easing off and that it was quite possible such decline would start Canadian prices downward.

Extra granulated, bags	5 75
" " 20 lb. bags	5 85
Imperial granulated	5 55
Beaver granulated	5 55
Yellow, bags	5 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 15
" " 50-lb. boxes	6 35
" " 25-lb. boxes	6 45
Powdered, brls	5 95
" 50-lb. boxes	5 95
" 25-lb. boxes	6 35
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 65
" in 50-lb. "	6 75
" in 25-lb. "	6 95

SYRUPS AND MOLASSES.—These two lines have not come in for great deal of attention of late except that molasses was featured by retailers for Christmas baking. With arrival of new year and more seasonable weather retailers will find good results from pushing these goods.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03½
Qtr. barrels, lb.	0 03¾
Pails, 38½ lbs. ea	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Immediate changes in dried fruits are practically nil this week but there are several lines which display features of interest, mostly all denoting strengthening tendency. Dates are an exception however, for although prices remain the same, arrival of the third shipment is expected soon and prices will rule somewhat easier on Hallowees.

Spot currants hold steady under strong statistical position held. Steadiness is also apparent in Valencia raisins. A report from the Coast says that prunes are held at a material advance this week over last by all operators. Nearly all holders are firm at the outside quotations.

Demand for peels with the passing of the holiday will form but a small item.

Prunes—				
30 to 40, in 25-lb. boxes		0 16		
40 to 50 "		0 15		
70 to 80, in 25-lb. boxes		0 10		
80 to 90, in 25-lb. boxes		0 09½		
90 to 100, in 25-lb boxes		0 09		
Same fruit in 50-lb. boxes ½ cent less.				
Apricots—				
Choice, 25 lb boxes	0 23	0 24		
Fancy, " "		0 25		
Candied Peels—				
Lemon	0 10	0 11	Citron	0 16 0 18
Orange	0 10	0 12½		
Figs, 2 to 2½ inches, per lb		0 10		0 13
Tapnets, "		0 04½		0 04½
Bag figs		0 04½		0 07
Dried peaches		0 17		0 18
Dried apples		0 08½		0 09
Evaporated apples		0 09		0 10
Currants—				
Fine Filiatras	0 07½	0 08	Vostizzas	0 10 0 12
Patras	0 08	0 08½		
Uncleaned ½c less				
Raisins—				
Sultana		0 11		0 12
" fancy		0 14		0 14½
" extra fancy		0 16		0 17
Valencias selected				0 08½
Seeded, 1 lb packets, fancy				0 09
" 16 oz. packets, choice				0 08½
New Dates—			Package dates,	
Hallowees—			per 1 lb	0 07½
Full boxes	0 06½		Fards choicest	0 09½ 0 10½
Half boxes	0 07½			

COFFEE.—The year has opened with statistical position of coffee at least strong. There is no change in the chief market features. The retailer seems to be doing a good trade in this beverage.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 32
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

NUTS.—Much less interest is displayed in nuts than prior to the festive season. Shelled varieties are expected to receive just as much prominence as ever. Shelled walnuts for January shipment were quoted considerably below to-day's price at one time, but primary market has been on upward trend, so that prices are most likely to rule steady. Almonds as stated before, are not without signs of continued steadiness. The market is practically bare of Brazils.

Almonds, Formigetta	0 15	0 15½
" Tarragona	0 16½	0 17
" shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	10	0 13

SPICES.—This is not the season of largest demand for spices, but an average trade is in evidence. Primary markets are generally firm. Cloves are not turning out as well as first estimated.

	Tins	¼-lb. pkgs.	¼-lb. tins or doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

RICE AND TAPIOCA.—There have been no price changes. In primary markets rice holds a firm position in all lines. The effects of the decreased crops of last year is shown in the fact that Standard B, quoted one year ago at $3, is now $3.75 per cwt. Demand is normal from retailers.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.			
Rangoon	0 03½	0 04	Sago, medimm brown	0 05½ 0 06
Fancy rangoon		0 05	Tapioca—	
Patna	0 05½	0 06	Bullet, double goat	0 08
Japan	0 05	0 07	Medium pearl	0 06½ 0 07
Java	0 06	0 07	Flake	0 08
Carolina	0 08	0 10	Seed	0 06½ 0 07

BEANS.—The market for beans is quiet and while dealers in some parts of Dominion think prices should come down from their high position, those who believe that they will be well maintained are not few. They point to the small stocks held at producing centres and the fact that the consumption in Canada is steadily growing larger. There are reports of imports into Canada of foreign beans.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

EVAPORATED APPLES.—"Evaps" are steady in price with the steadiness more marked of late as there has been more enquiries from European sources with some business resulting. Quotations rule at 9½ to 10 cents.

TORONTO.—There are no special features to report in canned goods this week. Most lines are considered good property. In fact, there are few, if any, likely to lose money for their possessor.

Trade in canned goods is quiet. It has been among the neglected staples during the holiday rush. Retailers, while not holding overly large stocks, are buying lightly just now. With the completion of stock-taking, purchasing will probably become heavier.

No relief in tomatoes can be expected from the United States. Prices are still climbing there and $1.15 is the price for spot 3's of desirable pack as against as low as 82 to 85 cents early in the fall.

MANITOBA MARKETS.

POINTERS—

Sugar.—Weaker.

Syrup.—Firming up.

Prunes.—Firmer.

Coffee.—Steady.

Split Peas.—Firm.

Winnipeg, Jan. 4.—Last week for first time in many months the local wholesale houses had what might be termed "a week off." As stated in last week's issue, on account of holiday season salesmen were off the road. The result is that wholesalers have had to depend on mail orders this week and while these have been exceptionally heavy when conditions are taken into consideration, yet of course they were not heavy enough to keep all staffs busy.

Now that the Christmas rush is over spring lines are being looked after and a general revision of the trade for the year is being summed up. No detailed information could be secured as regards the exact conditions as yet, but it is understood that the volume of trade transacted will be considerably ahead of what it was last year.

SUGAR.—The sugar market continues to show signs of weakness, although no decline has taken place during week. Wholesalers feel very pessimistic regarding strength of market and they are looking for a decline in the near future owing to existing market conditions.

Montreal and B.C. granulated, in bbls	6 30
" " in sacks	6 25
" yellow, in bbls	5 40
" " in sacks	5 35
Icing sugar, in bbls	6 65
" " in boxes (25 lbs.)	6 90
Powdered sugar, in bbls	6 45
" " in boxes	6 45
" " in small quantities	6 20
Lump, hard, in bbls	7 15
" " in ½-bbls	7 25
" " in 100-lb. cases	7 15

SYRUP.—Prices are strengthening considerably in this line and as this season is what might be termed the syrup season, sales are good.

Syrups—		
24 2-lb. tins, per case		2 18
12 5-lb. tins, per case		2 55
6 10-lb. tins, per cate		2 45
3 20-lb. tins, per case		2 47
Half barrels, per cwt		3 90
Barbadoes molasses, in half barrels, per gallon		0 48
New Orleans molasses, half barrels, per gallon	0 30	0 31

EVAPORATED APPLES.—Owing to tightening of supplies in the east, market here has firmed up considerably and higher prices are looked for shortly. As yet, however, the price of 10c flat Winnipeg is still in existence.

NUTS.—The busy season for these lines is of course over but still there is a fair demand from retailers for all kinds. It is expected that an increase will also be seen in volume of trade transacted in these lines when this year's trade is compared with last year's.

New Filberts, large	0 11½	Tarragona Almonds	0 15½
Marbot Walnuts	0 13½	Aberaness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17
Grenoble walnuts	0 16½		

DRIED FRUITS.—There is little new in the dried fruit market this week except that prunes have advanced ½c per lb., and in the opinion of the local wholesalers they will soar to much higher prices in immediate future. There was an exceptionally heavy Christmas demand in all these lines, especially raisins, but prices hold steady at last week's quotations.

New prunes.	Per lb.	70-80s, 25s, s.p.	0 09
90-100s, 25, s.p.	0 38½	70-80s, 10s, s.p	0 10
90-100s, 10s, s.p.	0 09½	60-70s 25s, s.p.	0 09½
80-90s, 25s, s.p.	0 09	50-60s, 25s, s.p.	0 10
80-90s, 10s, s.p.	0 10	40-50s, 25s, s.p.	0 11½

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 16
Emmanuel 3-crown	0 08½
" 4-crown	0 08½
" 5-crown	0 09½
" 6-crown	0 10
" 7-crown	0 11
Club box figs	0 06
Cooking Figs	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia raisins—	
Fine, f.o.s., s.p., per box	2 00
Fine, selected, 28s, s.p., per box	2 10
4-crown layers, 28s., s.p., per box	2 30
4-crown layers, 14s., s.p., per box	1 2
4-crown layers, 7s., s.p., per box	0 58
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry clean, per lb	0 07½
Washes, per lb	0 08
1-lb. package	0 08½
2- b. package	0 17½

COFFEE.—The coffee market shows a firmer tone and is if anything a trifle stronger than it was last week. Prices are holding steady and while there are some different quotations offered by different firms, yet they all range within a ¼ of a cent.

Roasted Rio, lb.	0 22	Green Rio, 5's, lb	0 17
		Green Rio, 7's, lb	0 16½

PEAS AND BEANS.—A difference of opinion also exists in prices quoted on split peas at present time. Last week reference was made to one large wholesaler stating that this line was worth 4½c a lb. This week, however, another wholesaler quoted them at 4c a lb. and

stated that this is high enough for this week. Beans are also strong and in good demand.

Beans, 3-lb. picker, per bushel	2 55	2 65
Hand picked, per bushel	2 70	2 75
Peas, split, 100 lbs.		4 00

PROVISIONS.—There has been decline of about ½c in provision market during last week owing to drop in the price of cattle, and it is expected that an increased trade will be noticed. Lard remains firm and demand is strong

Hams, large		0 15	Tomato sausage per lb	0 10
Hams, medium		0 16½	Pork sausage	0 10
Breakfast bacon backs	0 18	0 18½	Beef sausage	0 09
Breakfast bacon bellies	0 17	0 17½	Lard, in tierces per lb	0 12½
Shoulders		0 13	50-lb. tubs	6 40
Short rolls		0 16½	20-lb. pails	2 65
Long, clear sides per lb		0 13	10-lb. pails cases	7 95
Long clear backs per lb		0 13½	3-lb. pails, cases	8 10
Dry salt backs		0 15½	5-lb. pails, cases	8 00
Mess pork, bbl		24 00	Steers, heifers, abattoir killed	0 08½ 0 09

BUTTER.—Butter is holding steady at present time and quotations remain unchanged from last week. Supplies are by no means larger, yet it was expected recently that decline would take place within week or two. Such, however, is not likely to be the case on account of change of weather, and as January is always a stormy month it is quite possible that an advance will be noticed shortly.

Creamery butter—		
Manitoba fresh made bricks		0 34
Manitoba fresh made boxes	0 31	0 32
Dairy butter—		
Strictly No. 1, delivered Winnipeg, per lb		0 25
" No. 2, " " "		0 23
" No. 3, " " "		0 18
" No. 4, " " "		0 15

EGGS.—The high price of Christmas season still continues to prevail for fresh eggs and 35 to 40c a doz. is still being quoted for Manitoba fresh, cases returned. Storage eggs are quoted at 25 to 32c.

CHEESE.—Cheese is in same condition as it was two weeks ago, Ontario cheese being the only one quoted at 16¾ to 17c lb. Local cheese is reported to be scarce and unprocurable in many cases.

NEW BRUNSWICK MARKETS.

St. John, Jan. 4.—Business with most grocers, wholesale and retail, was quiet last week, the general lull following the rush of Christmas week. There are no complaints, however, as in almost every case, dealers report their business to have been much larger than last year, particularly during the holiday season, when the people seemed well supplied with cash, and purchased freely. They are looking forward expectantly to making a good start for the New Year. Many of the wholesalers at present are engaged in stock-taking, but with retailers, most of them will wait until the dull season, which in St. John generally falls toward the latter part of January.

As regards markets, there is little to be said, as quietness prevails. Beans, both yellow and hand-picked, are easier, and oatmeal has declined as well. Ontario flour is marked ten cents higher. Aside from these there are no changes of interest.

Bacon		0 15	Eggs, hennery	0 40	0 50
Beans, hand picked, bus.	2 45	2 50	Eggs, case	0 28	0 30
Beans, yellow eye, bus	2 55	2 60	Fin. haddies	4 40	4 50
Butter, dairy, per lb	0 22	0 24	Fish, cod, dry	6 25	6 50
Butter, creamery, per lb	0 27	0 30	Flour, Man.	6 45	6 50
Buckwheat, W. grey, bag	3 00	3 10	Flour, Ontario	5 45	5 50
Cheese, new, lb	0 15½	0 16	Ham		0 15
Currants, 1's, lb	0 08	0 08½	Lard, compound, lb	0 10½	0 11
Canned goods—			Lard, pure, lb	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box		3 50
Beans, string	1 02½	1 05	Molasses, Barbados, fancy	0 40	0 41
Corn, doz	1 04	1 15	Oatmeal, rolled		5 35
Peas, No. 4		1 20	Oatmeal, std		5 90
Peas, No. 3		1 25	Pork, domestic mess	22 00	22 50
Peas, No. 2		1 30	Pork, American clear	21 50	24 00
Peas, No. 1		1 80	Potatoes, bbl	1 75	2 00
Peaches, 2's, dz	1 95	2 00	Raisins, California, seeded	0 10½	0 11
Peaches, 3's, dz	2 00	3 05	Rice, per lb	0 03¾	0 04
Raspberries, dz	2 05	2 1	Salmon, case—		
Strawberries	1 85	1 90	Red Spring	7 75	8 00
Tomatoes	1 75	1 80	Cohoes	7 25	7 50
Clams	4 00	4 25	Sugar—		
Cornmeal, gran		5 25	Standard gran.	5 80	5 90
Cornmeal, bags		1 75	Austrian gran.	5 70	5 80
Cornmeal, bbls.		3 65	Bright yellow	5 60	5 70
			No. 1 yellow	5 30	5 40
			Paris lumps	6 75	7 00

Annual Staff Gatherings

Gunns, Limited.

Toronto, Jan. 4.—On Friday night last, the traveling salesmen and heads of departments of Gunns, Limited, West Toronto, were entertained on the occassion of the annual dinner at McConkey's. F. M. Moffat, the manager, presided, and speeches, songs and stories were indulged in. Among the travelers of the firm present were the following: F. W. Boynton, S. Douglas, E. H. Duncan, G. W. King, Jno. Reed, R. L. Lennox, G. G. Maskell, Geo. Wilkinson, J. W. Kennedy, J. F. Taylor, S. Peacock, R. Evans, B. Cope and F. W. Musgrave.

A feature of the evening were a number of reminiscences by B. Cope, Sr., who has been 37 years with the firm.

Mooney Biscuit and Candy Co.

Stratford, Ont., Jan. 4.—Last week the eastern salesmen of the Mooney Biscuit & Candy Co. held a conference, which was wound up by a dinner on Friday night, tendered by the company. W. J. Mooney, president and manager, occupied the chair, and proposed the toasts, assisted by G. Noble, assistant manager. During the evening Mr. Mooney was presented with a handsome club bag equipped with military brushes, etc., and also a pipe and case.

The pack of Hawaiian pineapples this year was 750,000 cases. This pack was not sufficient to cover the demand.

C. L. Marshall of C. L. Marshall & Co., grocery brokers, Toronto, is on a holiday trip to Jamaica.

A DEALER WHO CREATES SALES.

Pushes Fruit Syrups, Cocoa, Chocolate, etc., at This Season of Year.

St. John, N. B., Jan. 4—(Special)—"While there may be several lines upon which a grocer may specialize at this season of the year," said a local grocer this week, "I know of one kind of sales which have proven beneficial to me in past years, and which I intend featuring in the same way again this year. I am speaking of fruit syrups, cocoa, chocolate and other commodities popular with the ladies as part of light refreshments to offer to guests.

"I have found it profitable to let my women customers know I have just purchased some nice new fruit syrups, pineapple, lime, lemon, etc., or that my stock of cocoa or chocolate should be sampled, and I have caused my clerks to see that few customers leave the store without the suggestion having been made that they take with them something in these lines for their callers. These lines I feature until about the second week in January."

PROVISION FIRMS UNITE.

Montreal, Jan. 4.—News of another amalgamation in the local produce and provision world has been announced. Geo. Hodge & Son and Gunn, Langlois & Co., have joined forces, the firm in future to be known as Geo. Hodge & Son, Limited, affiliated with Gunn, Langlois & Co. The nominal capital is $100,000. These two firms control a large percentage of export butter and cheese business.

SUGAR DOWN AGAIN.

Sugar declined another 10 cents about Thursday noon, too late to have the announcement appear in The Grocer's market page, as the paper had gone to press. Market figures quoted should therefore be read 10 cents lower.

The J. F. Richardson grocery, Elora, Ont., has been undergoing repairs and alterations, chief of which was the removal of the dividing wall and the substitution of pillars, making a square store with an uninterrupted view of all parts, permitting a better display of goods. The changes are now completed. A small office has been arranged about the centre of the store. The pillars have been covered with oak, the lower portion having mirrors on the four sides, with double electric light fixtures on each of the two pillars, the mirrors serving as reflectors.

Turkeys Took a Drop in British Columbia

End of Christmas Week Saw Plenty on Market—Dealers Anxious to Get Rid of Them—Potatoes Take Another Advance—Eggs on the Downward Path—Now Coming from California.

Vancouver, B.C., Jan. 4.—(Special)—Holiday business this year was good, perhaps a little better than last year. Grocers generally shared in the larger trade. The supply of goods arrived in fine condition and the excellent quality attracted customers. Japanese oranges this season came in smaller boxes, jobbing at 40 cents. A larger box was quoted at 45 cents. This difference created some dissatisfaction, because buyers of the larger box thought they were being charged more when they compared their purchase with buyers of the smaller. The difference in price was not taken into account at first. The reason given for the two sizes is to have a smaller box on the market as a more attractive buy. It has not worked well, for it is felt that the difference in price has not compensated for the difference in size. Many patrons did not know of the two sizes until they complained to their dealer that the box this year was smaller than last year.

Potatoes Going Up in B. C.

Potatoes have gone up another peg, and retail now at $2.25 per sack. It is confidently expected that by spring they will be away high, as usual. The nip of frost at the beginning of November, accompanied by several inches of snow, caught many potatoes, and it is estimated that in the Chilliwack district 5,000 bags were damaged.

With the last steamer from Australia, New Zealand butter arrived in some quantity and of good quality. It jobs at 40 cents. This butter is from the fresh grass, and coming at this time of year is specially welcome. Some find fault with it because it lacks in salt. New Zealand eggs are coming by the boat that will arrive early in January.

Eastern butter is quoted at 34 cents wholesale, rising from 32 to 33 cents. Demand from retailers is strong. All butters are high. Vancouver creamery stands at 38 cents, and Cowichan at 48. Cowichan is sold at 60 cents retail.

Eggs are coming down a little. After Christmas, the demand is not so heavy, and eggs start to come in from the south. Californias are already on the market, quoted at 48 cents, and eggs will be here from Kansas ere long. Fresh new laids can be had by dealers at 60 cents, retailing at 70, while eastern are at 30 cents.

Plenty of Turkeys.

The price of turkeys did not remain altogether at 35 cents retail. The supply was unlimited, and choice birds were easily obtained. In all the leading stores they were quoted at 35 cents, with 30 cents in some of the departmentals, and on Saturday evening before Christmas, the price was dropped several cents in an effort to clear out as much stock as possible. One large provision firm is under contract with an Eastern Canadian shipping house to take one million pounds of fowl annually. This would give an idea of how many fowls come to Vancouver, for this firm, while doing a large trade, are not the only large dealers, several merchants, especially grocers, doing a handsome business along this line.

NEW YEAR PLANS FOR ADVERTISING.

(Continued from Page 38.)

does a cash business and does not deliver, says - "Do you read my circulars? I am going to find out next week, so I am placing on sale 35 cases of extra standard Tomatoes, regularly sold (and fully worth) 12c the can. These I shall sell—next Wednesday, July 11—for 7c the can. Remember—Wednesday only—and for 7c." You need not copy the price, but you might profitably use that gingery talking style, and work in some of those expressions on special offerings. It is great to depart from the hackneyed, labored phraseology; but you will carefully note that flippancy is even worse. There is nothing flippant about this example; it would not offend anybody's sensibilities. This dividing line is often hard to draw, but in any good advertising is so unmistakably there that nobody can miss it.

All of which always finally leads me to the remark that true advertising is the highest form of written art. To the earnest student, who gives it time and thought, it will yield richly; but it is a jealous mistress and will have no trifling.

STANDARD WEIGHT FOR POTATOES.

Hamilton Dealer Wants it 75 Pounds—His Reasons for Same.

Editor Canadian Grocer.—Some time since I noticed through the press that the government had decided to pass an act applying to the whole Dominion, legalizing the weight of a bag of potatoes at 80 lbs. Now with all due deference to their wisdom in adopting this course, and no doubt it was done after due deliberation, I think that available information might have been produced which would show that the public of Canada were more in favor of a measure making 75 lbs. the standard.

Various reasons may be advanced for the latter proposition, two of which are the convenience of handling by big boys and elderly men, and the using of the hundred pound sugar bags which are now practically worthless to all. These will hold 75 lbs. of potatoes nicely, and when the farmer delivers his load, fresh bags may be given him, thus saving both his and the grocer's time, as emptying bags of potatoes has ever been a source of trouble to the merchant. This will be appreciated both by the farmer and himself, and as soon as the farmer tries the new weight at 75 lbs. I think he will be delighted to think that the merchants of Canada have been progressive enough to advocate such a bill.

This question has been thoroughly discussed by the Hamilton Retail Grocers' Association and resolutions passed in its favor; a committee was appointed to wait on the local members, Messrs. Barker and Stewart, both of whom pledged themselves to give it their hearty support, admitting that from the reasons advanced it appealed to them as a bit of legislation that would be a benefit to all, farmer, merchant and consumer.

It appears to me that if every merchant in Canada who goes into this question thoroughly and sees the benefits to be derived therefrom, he will take the trouble to at once see the member for his riding and get his pledge to support the same. It will then soon be settled that 75 lbs. is standard weight for potatoes all over Canada: and if the bill is passed, the benefits to be derived will be such that the grocers and their clerks will bless the man who originated the idea and who has spent hours of his valuable time in promoting the same: and when they decide to honor him in whatever form it may take, the inscription should be for Adam Ballentine, of Hamilton, Ont.

C.

Hamilton, Ont., Jan. 1, 1912.

Fred Newman, Picton, Ont., is moving his wholesale grocery business to the Wilcox store, about 30 rods east from present premises on opposite side of street.

Robt. Simpson, of Robt. Simpson & Co., wholesale grocers and importers, Hamilton, Ont., was presented with a gold-headed cane as a Christmas gift from his employes.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

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I X L SPICE & COFFEE MILLS, LIMITED
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New 1911 Model
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As convenient to operate as a roll-top desk.

Another Victory for the Keith Account System

The New Pittsburg Coal Co. adopts this ever-popular Account Register in all of their stores

THE KEITH SYSTEM DISPLACES OTHER SO-CALLED ACCOUNT REGISTERS AFTER FAIR AND IMPARTIAL TRIAL

One-writing. Self-Indexing. Fire-Proof.

HERE ARE THE FACTS:

Mr. H. S. Mervin, Auditor of the New Pittsburg Coal Co., whose wide experience qualifies him as a competent judge of account systems, after having given a competing register a fair trial, came to this conclusion, viz., that to hunt a customer's name under a glass, find a number, locate a page, then to open the register and search out a small spring bearing a corresponding number, was a waste of valuable time for a corporation such as The New Pittsburg Coal Co.

THE KEITH SELF-INDEX SYSTEM is free from the above complications. Any number of salespeople may operate it at the same time if necessary.

Mr. Mervin saw its advantages.

The New Pittsburg Coal Co. are saving money and time with the Keith Self-Index System.

If this company saves money by the use of this fire-proof up-to-the-minute system, would it not be good policy for you to drop in line right now?

JUST DROP US A LINE AT ONCE AND LET US GIVE YOU FULL INFORMATION

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 167, Brockville, Ont.

BRANCHES:
7 Front St. E., Toronto
156 Lombard St., Winnipeg

T. H. ESTABROOKS CO., LIMITED
St. John, N.B.

Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

Partnerships and Limited Companies

Important Question Submitted by Reader—Why Limited Liability Corporation is Safer To Shareholders Than a Simple Partnership—Former is Secured Through Legal Operations.

Editor Canadian Grocer: — Will you kindly explain the meaning of the word "Limited" as applied to a limited company; also how limited companies are formed and what are the necessary legal proceedings, etc.

The above information and any thing else that may occur to you in connection with same will much oblige.

S. J. MILLER.

Toronto, Ont.

Editorial Note.—This reader raises a very interesting question well worth discussing. There are many dealers who do not appreciate the difference between a simple partnership and a limited liability company.

Any member in a partnership is liable for all the debts of a firm, no matter what member or agent of the firm contracts them. Limited liability or joint stock companies are, as the name implies, namely, any member of the company is liable only for the amount of stock which he has bought. That is, if he has bought and fully paid for $500 worth of stock he cannot be held for any more no matter if the firm should fail for many thousand dollars. Banks are, of course, not limited liability companies, as there is a double liability in this case. For example, if a man buys $100 (par value) of stock he is liable, in case the bank fails, to a further payment of $100.

Necessary Proceedings.

To form a limited liability company proper forms have to be secured from the Provincial Secretary of Ontario, and five shareholders are necessary to make application to the Ontario Government for a Provincial charter. For a company up to $40,000 capital a fee of $100 is payable. If you intend to form a company it would probably be wise to consult your solicitor so that everything might be done in order. If you do not wish to do this, if you secure or borrow a copy of Ward's "Shareholders and Directors Manual," it will give full information.

The company is always to give public notice in its advertising and elsewhere that it is a limited liability company, so that creditors may know that the partners are not individually liable for the debts of the firm.

In case of partnership, therefore, an error in business judgment on part of any partner; a contract signed or even an oral agreement made by a partner through haste, inadvertence or mistake; the error of a clerk, or carelessness of an employe, may mean the loss of everything.

A company's creditors, however, cannot make its shareholders bankrupt because of that company's liabilities. If it gets into difficulties it will be wound up voluntarily or otherwise, and the creditors can take the company's property and assets, but nothing more.

Meaning of a Company.

By a company is meant an association of many persons who contribute money or its worth to a common stock and employ it in some trade or business and who share the profit or loss arising therefrom. The common stock so contributed is denoted in money and is the capital of the company. Those who contribute it are Members or Shareholders. The proportion of capital to which each member is entitled is his Share. Shares are always transferable although the right to transfer them is often more or less restricted. A company cannot be formed like a partnership merely by the agreement or contract of the parties. Its creation must be expressly authorized by law and evidenced by an act, letters patent or certificate granted by the state.

A Corporator is one of those to whom a charter is granted or of those who file a certificate of incorporation under a general incorporating statue. A Subscriber is one who has agreed to take stock from the corporation. A Shareholder in Canada means the same thing as a stockholder and the terms are used interchangeably to indicate one who owns stock in a company and has been accepted as a stockholder.

Any other definite information will be gladly furnished by The Grocer except where it stands as a matter of law.

Have you ever thought that a great many grocers needlessly limit the sale of

MINCE MEAT

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

Has it ever occured to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there **one real good, live reason** why it should be so? Especially so when our mince meat is procurable.

J. H. WETHEY, Limited
ST. CATHARINES, - - ONTARIO

Make Clear

your shelves for the best goods during 1912, and you will not regret it.

Macaroni of the "Swallow Brand"

has absolutely no superior, and it is therefore the line for you to handle. Our prices are right and you will find the goods just the same.

WRITE ABOUT SPECIAL PACKAGE WE ARE NOW PLACING ON THE MARKET

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's Your Move

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

MONTREAL, QUE. HAMILTON, ONT.

SPECIAL PRICE

SMOKED

Cottage Hams (BONELESS) - 11½

Picnic Hams - - 10

Specially suitable for sale by the piece without slicing. Nice bright stock of very finest quality.

TRY A SAMPLE ORDER.

GUNNS LIMITED

WEST TORONTO

Pork and Beef Packers, Cotton Oil Refiners.

Good Resolutions

FOR

1912

Buy only Government Inspected Meats, and buy them from

F. W. FEARMAN CO.

LIMITED

HAMILTON, ONT.

THE Ladies' Journal tells of a Gentleman from the Canadian West, while visiting in Washington, was asked by a lady "If there were any Reindeer in Canada." He said: "Oh, yes, there must be, when there are two large factories condensing Reindeer Brand Milk, and most people seem to prefer Reindeer to any Milk they can buy, as it was known to be so much richer and better, even as a food for delicate children.

REINDEER LIMITED

Factories at

Truro, N. S. Huntingdon, P. Q.

BOVRIL **The Reason Why** BOVRIL

Let us have a straight talk with you. When a traveller calls with samples of a line you or your customers never heard of before you are justified in hesitating about stocking them until you hear more about their quality. But when you are shown goods which **have**

AN OLD-TIME REPUTATION
A GENUINE GUARANTEE OF QUALITY
A GOOD NAME WITH THE PUBLIC

then it will pay you to put in a strong stock, because you can sell them and make a good profit.

That is WHY

you should always have BOVRIL in stock and push it.

Write for Show Cards

BOVRIL **BOVRIL, LIMITED** BOVRIL

Montreal, Que.

Early Increase in Egg Production

Educative Work Among Farmers Has Helped Great Deal—United States Eggs Come to Canada—Butter Loses None of its Firmness—Pork Products Not Brisk During Past Few Weeks—Last Week's Poultry Situation Varies at Different Centres.

The hen is getting industrious early in the season this year. Egg production is beginning to show an increase at a much earlier date than usual. The mild weather during the greater part of December, no doubt, accounts in part for this, but educative work being carried on among the farmers in recent years must also receive some credit. This increase is hardly discernable at some country points, but receipts at the larger market centres are ahead of last year.

A goodly quantity of eggs are coming into Canada from United States points. British Columbia reports an easier feeling. New Zealand stock is now coming, while California's are already on the market, and Kansas' expected before long. The easier prices on new-laids should induce much larger sales.

The butter market seems to have lost none of its steadiness. At many country points, dealers are receiving barely enough to supply their own requirements. Receipts of creamery also continue irregular, and at the large market centres stocks held are light. British Columbia is now receiving supplies from New Zealand.

Pork products are as yet inclined to quietness. Lard is in fair request. Live hogs have varied little during past week, but receipts were quite light at most points.

Poultry situation varied considerably at different Dominion centres during last week. For instance, at Toronto the market was almost completely cleaned, in some cases at slightly higher prices, especially for turkeys. On the contrary, in Montreal, with colder weather, supplies increased, and turkeys and chickens eased off, but geese, on account of the limited supply, held up under good sales. On the whole through the holiday poultry trade has been quite gratifying.

MONTREAL.

PROVISIONS.—Trade in provisions has been rather quiet during the past few weeks under the influence of holiday season. Live hogs are firm at $6.75 and dressed at from 9½ to 9¾. There should be a brisk demand for pork, beginning at any time now. Lard is steady and unchanged.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12¾
" " " 3 " "	0 12¾
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 08¾
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 75
" dressed, per cwt	9 50 9 75

BUTTER.—The butter market occupies practically the same position as that of week ago. Prices are unchanged, there is a steady demand, particularly local and district, and the tone of firmness remains with the situation. Receipts are comparing favorably with a year ago, the present figures being larger.

Creamery	0 32 0 32½
Dairy, tubs, lb	0 24 0 27

CHEESE.—There has been little or no movement in cheese during holiday week. The market is strong for reasons already referred to decreasing stocks, a fairly steady export demand and a good local trade being responsible.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs.	0 16 0 16½
Old cheese, large	0 16½ 0 17½

EGGS.—As was intimated in last week's report of the market, eggs have declined at least five cents. Reports are beginning to come in quite freely with advices in regard to sending in supplies of new laids which appear to be in more liberal supply, and coming in earlier than usual this year. The market will soon lose its strong position if these conditions of supply are continued as is expected. The demand for eggs is steady and considerable, and goods are moving freely as supplies are more numerous. The price is fairly firm at the new figure.

New laids	0 55
Selects	0 33
No. 1	0 27

POULTRY.—There proved to be an ample supply of holiday poultry at prices that should have proved acceptable to the majority of buyers. Prices were fairly well maintained, but previous to New Year's the price eased off slightly. On the whole the market may be called satisfactory. It was generally understood beforehand that supplies would be fairly free and besides it is believed that few if any retailers were caught, as the conditions of the market suggested caution. The recent colder weather has helped the market.

Fowl	0 11	0 12	Turkeys	0 20	0 21
Chickens	0 10	0 15	Ducks	0 17	0 18
Geese	0 12	0 13			

HONEY.—The market remains quiet and steady under a routine enquiry. Prices are unchanged.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—As natural for this time of the year, briskness is lacking in the provision trade. Even lard which has been going out freely is quite quiet. Smoked hams are reduced ½ to 1 cent per pound this week. This is by no means a season of brisk sale for smoked products. Live hogs are resting at last week's level but receipts are comparatively light.

Smoked meats—	
Light hams, per lb	0 14½ 0 15
Medium hams, per lb	0 14 0 14½
Large hams, per lb	0 13½ 0 14
Backs, plain, per lb	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb	0 15 0 17
Roll bacon, per lb	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 11¾ 0 12
" pails "	0 12 0 12½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	5 90
Live hogs, local	6 20
Dressed hogs	9 00 9 25

BUTTER.—The fact that butter production has been on a small scale for some time is well known. Demand from retailers has been fairly good and stocks held are small, accounting for a firmer tendency which has amounted to an advance ranging around 1 cent per pound on most lines. There seems nothing at present to break the firmness.

	Per lb.
Fresh creamery print	0 33 0 35
Creamery solids	0 30 0 31
Farmers' separator butter	0 30 0 32
Dairy prints, choice	0 27 0 28
No. 1 tubs or boxes	0 25 0 27
No. 2 tubs or boxes	0 21 0 23

EGGS.—The delivery of new laid eggs continues quite freely and is somewhat

WE WANT
Turkeys
LIVE OR DRESSED.
Canadian Produce Co., Limited
113 Jarvis Street
TORONTO

heavier than at this time other years, explainable by the mild weather of December, while the educative work that is being carried on among the farmers is also probably partly accountable. Prices which for a time were practically prohibitive have now come down within the reach of the fairly well to do householder and more business will no doubt be induced.

Storage eggs hold fairly steady as stocks can by no means be said to be heavy. Prices in United States markets just now will not any more than allow them to be imported so as to bring a profit.

Storage eggs	0 27	0 29
New laid eggs	0 35	0 40

CHEESE.—Cheese holds a similar position to that which has prevailed for several weeks past. Purchases by retailers are rather small.

New cheese—			New twins	0 16	0 16½
Large	0 15½	0 16	Old Stiltons	0 17	
Old cheese	0 17				

POULTRY.—Following a fairly close clean up of stocks of poultry previous to Christmas Day came good demand for supplies for the New Year's trade. Sales were perhaps better than us usual for New Year's. No doubt the colder weather helped considerably in this regard. As result decks were well cleared, in some cases particularly turkeys at slightly increased prices.

Turkeys, geese and ducks will now be shifted to background, the Christmas holiday seemingly being their special season. However, they will find a certain demand. Chickens will no doubt be in keener request and are expected to rule steady.

Poultry—dressed—			Ducks	0 12	0 14
Fowl	0 08	0 09	Geese		0 12
Chicken	0 10	0 12	Turkeys	0 17	0 20

SARATOGA CHIPS

A line that has pleased hundreds of housewives and paid grocers good profits. One dealer on repeating said, "They always come back for more." Get them. Sell them.

The Neilson Mfg. Co., 524 Morcan St., MONTREAL

Agents Wanted

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

FINEST ENGLISH KIPPERS

AND

EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

SALESMEN WANTED

Trained Salesmen earn from $1,200 to $5,000 a year and expenses. There are hundreds of such positions now open. No former experience needed to get one of them. We will teach you to be a Salesman in eight weeks by mail and assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions. Address Nearest Office Dept. 243

National Salesmen's Training Association

Chicago New York Kansas City Seattle New Orleans Toronto

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

YOU CAN'T GET AWAY FROM CREDIT BUSINESS—BUT YOU CAN MAKE SUCH BUSINESS SAFE

You can "stop the leaks"—avoid disputes, misunderstanding, ill feeling — prevent accounts running too long or growing too large—by using

ALLISON COUPON BOOKS

which also PAY FOR THEMSELVES by saving time and work in bookkeeping alone without counting the main features of safety, accuracy and that all important point—"stopping the leaks." Furthermore, the customer LIKES the system because it is a system HE can understand

HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect on your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

LEITCH ANCHOR BRAND OAK LAKE

Holidays

Users of ANCHOR BRAND FLOUR always enjoy an outing, because they do not fear return to HOME DUTIES; its quality invites work and makes BAKING DAY a pleasure.

12

Anchor Brand Flour

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Manitoba.

Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known and well advertised makes it the best cleaner to sell.

GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It is a fine disinfectant.

E.W. GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

Order Now

Italian Peeled Tomatoes

Something rich; will be appreciated; the flavor is there.

Spanish Peppers

1-lb. tins, 50 to a case

Pickled Peppers

Nothing half as good ever brought into Canada. A regular treat. Your better class customers will purchase readily. They are a small green pepper, pickled by experts—each a mouthful of deliciousness.

N.B.--We are headquarters for Gorgonzola, Roman and Parmesan Cheese, also Tomato Extract and Olive Oils.

H. E. VIPOND

197 St. Paul St., - MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Confectionery Trade Has Been Good

During Past Year as Well as During Holiday Season—Showing an Annual Increase—Dealers Should Plan Now to Secure Their Share During 1912—Rolled Oats Steady at Last Week's Decline—In Regard to Flour, Much Depends on Argentine.

The holiday trade in confectionery is generally conceded to have been good this year. Retailers on the whole were well pleased, stocks having been well cleaned up. Manufacturers of confections report the past year a record one, the sale of sweetmeats in Canada showing a goodly increase every year. Another feature is the increasing demand for high grade goods.

Now is the time the dealer should make his plans to coral his share of the confectionery business of 1912. This line should not be allowed to drop with the passing of the holiday season for even during January by proper attention gratifying results may be secured.

Neither flour or cereals show any change in price this week. With last week's decline, it is felt that rolled oats have probably hit the bottom. Trade during the past few weeks has been decidedly under the holiday blanket and is quiet even yet. In the shaping of the flour market much is said to depend on Argentine. Conflicting reports continue to come forward from that republic.

The International Agricultural Institute's report on Russian wheat indicates a drop of 114,000,000 bushels as compared with the previous month's estimate. The 1911 wheat crop for countries so far reported aggregating 3,132,267,000 bushels is 98.6 per cent. of that of last year.

Broomhall's Argentine correspondents estimate the probable exportable surplus at 120,000,000 bushels. This forecasts a crop of 160 to 165 million bushels as against his August estimate of 185,000,000 bushels. Last year's official estimate was 136,319,000,000 bushels

MONTREAL.

FLOUR.—No change has been reported in the flour market. Prices remain steady at former figures and with a good seasonable demand the market appears to have a strong tone that should hold for a while at any rate.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40
Fine oatmeal, bags	2 52
Standard oatmeal, bags	2 52
Granulated oatmeal, bags	2 52
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 30
Rolled oats, cotton bags, 90 lb	2 35
Rolled oats, barrels	4 85

CEREALS.—Last week's drop of 35 cents a barrel in rolled oats was surely unexpected in view of the strength of the primary market. At the new price the situation is steady and firm with good seasonable sales.

TORONTO.

FLOUR.—There is no change in flour prices to record nor in the general situation either. Trade ruled quiet during the holiday season and export inquiries have also been few.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

CEREALS.—Last week's decline of 35 cents per barrel in rolled oats is believed to have brought the market down to the low point for the present. Greater interest should now be stimulated in cereals. The holiday rush has once more been left behind and retailer will have more time to give to this line. The dealer who pushes cereals during the present favorable weather should get good results.

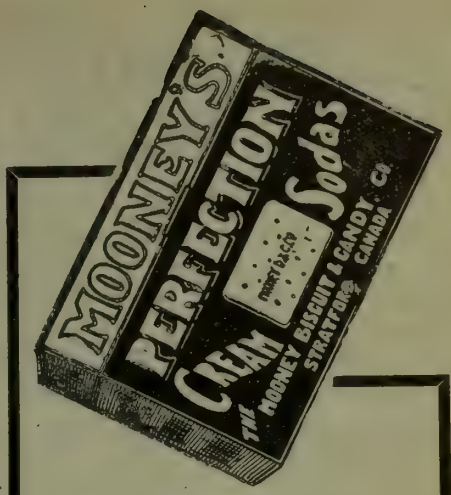
Rolled oats, small lots, 90-lb. sacks	2 30
Rolled oats, 25 bags to car lots	2 20
Standard and granulated oatmeal, 98-lb. sacks	2 56
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

Augustin Comte & Cie., wholesale dealers in spices, teas., coffees, etc., Montreal, have been incorporated with a capital stock of $50,000.

W. Symington & Co., Market Harborough, England, manufacturers of soups, have made an addition to their selling staff in Canada, having appointed C. W. Gregory as their Montreal representative.

GOOD HAMILTON HOLIDAY TRADE

Hamilton, Ont., Jan. 4.—(Special)—A record was established among Hamilton grocers during the Christmas season. December sales were more than doubled in many cases and as the grocers here are rather thrifty and farsighted, they took advantage of the strong markets in certain goods, as intimated by The Canadian Grocer, and made early purchases. This, with a splendid business, has enabled them to show a larger margin of profit than usual, and as Hamilton is largely populated by people from the Land of the Heather, and as a majority of the trade are lineal descendants of Scottish ancestors you can readily understand what they will do with the surplus.



WATCH

MOONEY'S PERFECTION CREAM SODAS

Steadily advance in popularity during 1912. They cannot advance in quality—they have reached the acme in soda biscuit making, but are rapidly advancing in public opinion. They have their own distinct rich, nutty flavor which pleases the connoisseur.

Your Soda Biscuit success is assured if you pass out Perfection Cream Sodas.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM, CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.

THERE'S MERIT IN THE FLAVORING

MAPLEINE

IT'S DAINTY
IT'S POPULAR
IT SELLS

The demand is growing and you can procure a stock from your jobber, or

Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. - WN.

KO-KO-BUT TALK NO. 5

Mr. Grocer, think this matter over. We are ready to do some free advertising for you in your locality and amongst your customers. We have a product which is bound to please the housewife, and if you simply co-operate with us a little we can create sales for you.

KO-KO-BUT

The Perfect Cooking Butter

is not an imitation. It is a discovery and means economy in the houshold. Being pure vegetable fat and free from water, you can readily see why 1 lb. of it goes as far as 1½ lbs. butter or lard.

FOR ONE CENT
you can
GET DOLLARS
SEND A CARD

THE DOMINION COCOANUT BUTTERS LIMITED
MONTREAL

TRY A

Condensed Ad.

IN

This Paper

When writing advertisers kindly mention this paper.

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—
The Selling Profession.
Education and Training.
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Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
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Special Tactics.
Character and Conduct.
183 pages, 5¾ x 8¾ inches.

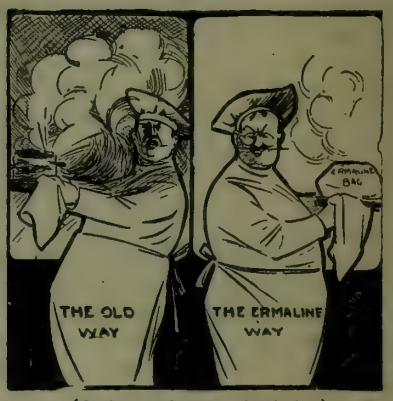
PRICE $2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

AT LAST

you have an opportunity to offer your customers a real time-saver and economizer, something that will cut down expenses all right and yet not interfere with your accounts, something which will again add a nice sum to your receipts.

The ERMALINE Cooking Bag



(Quite a change, isn't it?)

Deserves your immediate attention, because it is now being generally adopted throughout Canada. Act now and show your customers that you are out to meet every requirement. Don't have them suggest that "you get them in." That's "second fiddling" on your part.

FEWER GREASY UTENSILS
SMALLER GAS BILLS
TASTIER MEALS
LESS COOKING ODORS
NEW CUSTOMERS

Ask your wholesaler or write direct to

EDWARD LLOYD, LIMITED
MONTREAL, QUE.

A FEW OF THE LONG LINE OF E.D.S. PURE, DELICIOUS, UNADULTERATED

Fresh Fruit Products

THEY are trade producers the year round. E.D.S. Catsup, Preserves, Jams, Marmalades, etc., give more than satisfaction, they please the consumer.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg: R.B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

THE DELICIOUS FLAVOR OF "Kit" Coffee CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a **delightful flavor and aroma.**

It will pay you to get full information from our

CANADIAN AGENTS:

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

KIT COFFEE CO., Govan, Glasgow

She wouldn't take as a gift any other salt but

WINDSOR SALT

FOR TABLE OR DAIRY

She knows that "Windsor" Salt is pure, that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food, the butter and the cheese.

She knows, too, that no other salt is "just as good."

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO.

VOLUNTEER (Sunkist)

NAVEL ORANGES

Our first car has arrived. Stock is fine, will have other cars arriving every few days. Lemons are now arriving in fine shape, prices are low, full lines of Almeria Grapes, Nuts, Dates, etc.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

Don't forget this

There's no doubt why the demand

"St. Nicholas"

"Home Guard"

"Puck" or

"Kicking"

It's the Quality!

J. J. McCABE

AGENT

TORONTO, : : ONT.

Lull Follows in Wake of Holiday Rush

First Week in January Finds Temporary Quietness in Fruit Trade—Cold Weather in California Frosts Some Orange Groves and Affects Celery—Florida Celery Expected Around Middle of Month—Potatoes Hold Steady — Staples Should Now Come to Front.

Like the proverbial calm after the storm, a lull in the fruit and vegetable trade after the rush during the festive season is only a natural result. New Year's trade as gleaned from reports from various sections of the Dominion was appreciable in volume. Consumptive demand for fruits this week sagged off, while retailers are endeavoring to clear out any odd lots which may have been left. No doubt trade will shortly react to normal again.

One news feature this week is the cold weather which has been prevailing in California. Several of the orange groves were nipped and there will probably be some damage. Adverse effects were particularly felt in the low lands.

Celery was also frosted in California. This line was already none too plentiful, so that now no abundant supply can be looked for. Prices are high and the amount of celery imported into Canada will no doubt be limited until Florida is ready, which is expected to be about the middle of January. This is earlier than usual for shipments to Canada. Although Florida stock is usually on United States markets by this time, Canada generally prefers California as long as possible on account of the size of the heads. Florida in sympathy with California stock will rule high.

More interest should from now on be taken in the more staple lines. Onions have been neglected. Home grown variety are inclined to scarcity, so Spanish should later meet with good sales. In Europe under the quietness there is a slightly easier tendency in Spanish onions.

Potatoes in Eastern Canada hold steady. In Manitoba prices are slightly firmer, while they have recently moved up another notch in British Columbia. Early frosts caught a considerable quantity in the sunset province.

MONTREAL.

GREEN FRUITS.—Prices of green fruits are fairly liberal following the holiday. The range of prices for apples is lower and also for lemons and oranges. The market has been rather quiet following New Year's, but soon showed signs of reviving.

Apples—		
Spies	4 25	5 00
Fameuse	3 75	5 50
Baldwins	3 50	4 50
McIntosh reds		6 00
Greenings	3 50	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries in bxs. 21 qts	3 25	3 50
Cranberries, N.S. bbls	9 00	9 50
Grape fruit, Florida, case		4 00
Jamaica, case		3 50
Grapes, Malaga, per keg	5 00	5 50
Lemons	2 50	3 25
Limes, a box	1 25	1 50
Oranges—		
Navels	3 25	3 50
Valencia	3 75	4 00
Jamaicas, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban, case	4 50	5 00

VEGETABLES.—The vegetable market shows but little change during the week. Onions and potatoes are firm and the imported specialties are disappearing.

Beans, green, hamper	3 00	
Brussels sprouts, per qt		0 25
Carrots, bag		0 90
Cabbage, doz		0 40
Cauliflower, doz.	1 75	2 00
Celery, Cal. 6 doz to crate, crate	6 00	6 50
Cucumbers, doz		2 25
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Lettuce, Boston, per box of 2 doz		2 25
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate		3 75
Half crate		2 25
Canadian reds, 100 lbs		3 75
Radishes, doz		0 45
Sweet potatoes, per basket	2 50	3 00
Montreal potatoes, new, bag	1 40	1 50

TORONTO.

GREEN FRUITS.—The early January lull which generally follows in wake of festive season is making itself felt just now. There was an appreciable demand from retailers for fruits for the New Year's trade, but this week opened quite quiet.

The cranberry supply continues to acquire smaller proportions and prices accordingly continue to harden up. From $14 to $15 is being asked this week for Cape Cods and Jerseys. Nova Scotias are quoted at $8 per barrel.

Pineapples are firmer at $4 per case. Navel oranges will receive the major portion of attention from now on.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Limes, box		1 50
Oranges—		
Florida	3 00	3 25
California navels	3 00	3 50
Mexicans	2 25	2 50
Valencias, 714's		5 50
Valencias, 420's		4 75
Grapefruit—		
Florida, case	4 50	5 50
Jamaica, case	3 50	4 00
Grapes, Almeria per keg	5 00	6 00
English hot house grapes, lb	0 65	0 75
Cranberries,		
Cape Cod, brl.	14 00	15 00
Nova Scotia		8 00
Jersey long keepers	14 00	15 00
Apples, brl	2 25	4 00
Pineapples, case		4 00

VEGETABLES.—Like fruits, vegetables are not receiving a great deal of attention this week. Staples, with the revival of trade, will once more come to the front. General lines hold a position of steadiness. In this respect might be mentioned potatoes, carrots, beets, cabbage, parsnips and home-grown onions.

Boston cucumbers, doz		2 25
Boston head lettuce, doz		1 25
Canadian beet, per bag	0 80	0 90
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 25	2 00
Canadian, 75-lb.		2 00

Cabbage, Canadian, dozen	0 50	0 65	
barrel	1 50	1 75	
Carrots, bag	0 80	0 90	
Turnips, bag		0 50	
Celery, per doz.		0 40	
Parsnips, bag		0 90	
Potatoes, N. B. stock, bag		1 50	
Potatoes, Ontario, bag		1 40	
Sweet potatoes, hamper	1 75	2 00	
Mushrooms, 1-lb. boxes	0 70	0 75	
Can. hot house tomatoes, lb.		0 30	

WINNIPEG.

FRESH FRUITS.—Trade during Christmas season for fresh fruits has

FRESH TOMATOES

OUTDOOR GROWN

Weekly deliveries guaranteed, and every tomato sure to be in good condition

6 BASKETS TO CRATE

Each crate is carefully examined and all crushed tomatoes removed. These goods are something unusual and you will have something rich to offer your customers.

WEST INDIES FRUIT CO.

30 William Street, Montreal

FOR—

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

FANCY HALIBUT

A Most Delicious Fish

No Waste, all Beautiful White Meat.

Selling case lots 8c. less, 9c. lb.

Full line of Frozen, Smoked, Salted, and Pickled Fish.

WHITE & COMPANY, LIMITED

Wholesale Fish, Fruit and Produce

HAMILTON TORONTO

"GOLDEN ORANGE"

BRAND

Southern California Navels

Our first car of Golden Orange Brand Navels, due to arrive this week. Commence the New Year right and buy this reliable brand. All Southern Fruit so far is running largely to small sizes. We have the large sizes in other Fancy Brands.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 GUELPH, ONT.

MAKEPEACE Evaporated Cranberries

Grown, prepared and packed by A. D. Makepeace & Co., Wareham, Mass. This product retains all the Delicious Flavor, Piquancy, and well-known Medicinal Properties of Fresh Cranberries. These properties can be obtained in no other way than by this process. It brings to the consumer Fresh Cranberries throughout the year. Cannot freeze, no decay, no waste, more convenient and economical than Fresh Fruit, will keep in any climate. Order a sample case from your wholesaler.

Sales Agent **W. B. Stringer** Toronto

been decidedly satisfactory and volume is reckoned to be far ahead of last year. The list of fruits offered at present time is not large but prices have in many instances shown a downward tendency and oranges and lemons are quoted at $2 per case less than they were a month ago. California Tokay grapes and Valencia oranges are off market, while Jersey cranberries are still being offered, but it is expected that trade in this line will fall off considerably before another week or two is out.

Bananas, bunch	2 75	3 50
Cal. navel oranges, per case	3 50	4 00
California lemons, crate		5 00
Malaga grapes, per keg		6 00
Jersey cranberries, bbl		14 00
Washington pears		4 25
Florida grape fruit, per case		6 50
Apples, assorted Canadian varieties, per bbl	4 50	5 50

GREEN VEGETABLES.—Another advance is noticed in prices prevailing for green vegetables at present time and imported lines are fast replacing home grown lines. Sales over Christmas holidays have been exceptionally good and all are satisfied with results. With extreme cold weather that is setting in at the present time it is expected higher prices will be seen, as owing to mild weather of last five weeks supplies were able to reach the city in good shape, but it is likely that a lot of frozen lines will arrive within next two weeks and will consequently be unfit for high class trade.

Native parsley, per doz	0 40
Native lettuce, per doz	0 40
Native radishes, per doz	0 50
Native celery, doz	0 60
Imported mint, per doz	0 60
Imported celery, per doz	1 00
Cal. tomatoes, crate	3 00
Imported onions, doz	0 50
Imported lettuce, doz	0 50
Imported head lettuce, doz	1 50
Imported cucumbers, doz	3 00
Native Brussels sprouts, lb	0 25
Native vegetable marrow, doz	1 00
Native pumpkins, per lb	0 02
Native citron, lb	0 03
Native hubbard squash, lb	0 03½

POTATOES.—The price of potatoes continues to advance steadily with approach of cold weather and 5 and 10 bushel lots are being sold at 85c. This is an advance of over 15c during last month and with arrival of present sharp spell, it is likely that another upward movement will be noticed shortly. Great care is being taken by buyers as many bushels of frozen potatoes were sold in city five weeks ago.

Manitobas, 5 to 10 bus		0 85
Manitobas, 10 to 20 bus		0 80
Buying price, carlots, f.o.b. Winnipeg	0 65	0 70
Virg. sweet potatoes, per hamper		3 25

Fish - Oysters

Weather Before Xmas Causes Big Loss

One Firm Report a Loss of $11,000—Not Alone Were Sales Smaller Than Usual, But Fish Spoiled on Dealers' Hands—January Trade Has Opened Fairly Well Despite Quietness Generally Apparent at This Time—Halibut Scarce in British Columbia.

A good start has been made on the January fish trade. Despite the quietness generally present for a time after the holiday season, trade this week has held at a level which gives no cause for complaint. Weather is more favorable, retailers have more time to give over to this line and it is accordingly progressing favorably.

A good volume of trade is anticipated from now on, and should not be long in developing good speed. January and February generally see big sales, while the Lenten season is only about seven weeks distant.

A report to The Grocer from British Columbia says halibut was never so scarce as it is at the present. While the fishing is generally poor at this time of the year it seems more so than usual this year and boats are returning with small catches. Frozen halibut is plentiful, however, in that province.

Trade in fish previous to the holidays was by no means all to be desired. The sales sheets of wholesale houses plainly denote this. One firm state they lost $11,000 on account of warm weather before Christmas. Not alone were sales small but fish spoiled on dealers' hands.

ONTARIO.

TORONTO.—The January fish trade despite the quietness which generally follows in wake of a holiday season has opened up quite satisfactorily. For one thing weather is more favorable for business than some time ago. All lines seem to be sharing fairly well in present sales. Oysters were good sellers during the week between Christmas and New Year's. The next two months are expected to be productive of a good brisk trade in fish.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 07

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb	0 04½
New Pink sea salmon	0 09	Sea herring, 55-lb. bx	2 25
Whitefish	0 10 0 11	Mackerel, lb	0 12
Red salmon, headless and dressed	0 11	Mullets	0 04
Halibut	0 09	Bluefish	0 12
		Lake herring	0 03 0 05

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1	Quail-on-toast	0 07
Finnan Haddie, lb	08 0 09	Fillets of haddie	0 11 0 12
Digby herring, bundle	1 00	Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	5 00
Oysters, selects, gallon	1 70 1 75	Labrador herring, half bbls	3 25
Oysters, standards, gl	1 65		

QUEBEC.

MONTREAL.—There has not yet been much movement in fish. Prices are practically unchanged and the festive season was not exactly a good one for fish. The latter was, generally speaking, much neglected while the annual turkey was enjoyed. By the middle of this month there should be a big fish trade felt, particularly as seasonable weather must be felt then. In the meantime there is an ordinary trade which should begin to assume large proportions in at least another week when the trade will have to begin preparations for Lent.

FRESH

Steak cod, headless, per lb	0 05 0 05½	Haddock, per lb	0 04½ 0 05
		Smelts, fancy	0 10

FROZEN

Haddock	0 04 0 04½	Round red salmon	09 0 10
Halibut, per lb	0 08 0 09	Gaspe salmon, per lb	0 18
Herring, frozen, per 100 fish	1 70 1 80	Qualla salmon	0 07½ 0 08
Pike, round, lb	0 05 0 05½	No. 1 smelts, lb	0 10
Pike, dressed & headless, lb	0 06 0 07	Extra smelts, lb	0 14
Steak cod	0 05	Lake trout, lb	0 10
Mackerel	0 11	Tomcods, orl	2 25 2 50
Dressed perch	0 10	Whitefish, large, lb	08½ 0 09
Dore or Pickerel	0 07 0 08	Whitefish, small	0 06 0 06½

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	6 50

SALTED AND PICKLED

New green cod, per bbl 200 lbs	10 00	No. 1 green haddock, per 200 lbs	7 50 8 00
No. 1 bbl. 200 lbs	9 00	No. 1 green pollock, per 200 lbs	7 00
New green cod, per lb	0 04½ 0 05	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl	3 15	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls	12 00	Salmon, Labrador, half bl	8 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel, pail	2 00	Salt eels, per lb	0 06½ 0 07
No. 1 mackerel, ½ bbls	8 00	Salt sardines, bbls	5 50
Scotia herring, No. 2, bbl		Salt sardines, ½ bbls	3 00
Lake trout, kegs	6 50	Sea trout, ½ brl	6 50
Choice mackerel, pail	2 00	Sea trout, bbls	12 00
		Scotch herring	6 50
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

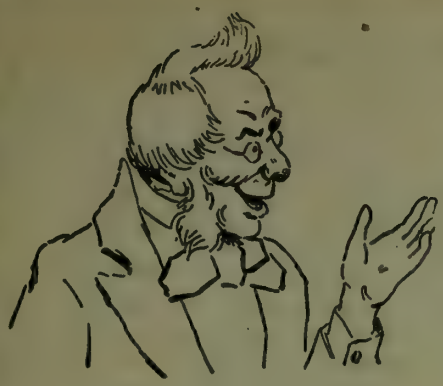
Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb	0 11
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish	1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

BRITISH COLUMBIA.

VANCOUVER.—Never before was halibut so scarce as now. The boats coming from the northern grounds have brought small catches after long trips,



"Yes. I have found them First Class"

When a retailer looks pleased and makes this statement the wholesaler smiles and so does the producer. Those lines which please should be your lines.

Just Arrived **Newfoundland Frozen Herring** Just Arrived

These goods are of the very highest quality and should be featured right now because the housewife is looking for supplies which will afford an appetizing meal and help her at the same time to combat the high cost of living. You can be a Fish Man as well as a Grocer. Nothing pays so well as an extensive fish trade.

WHEN WRITING

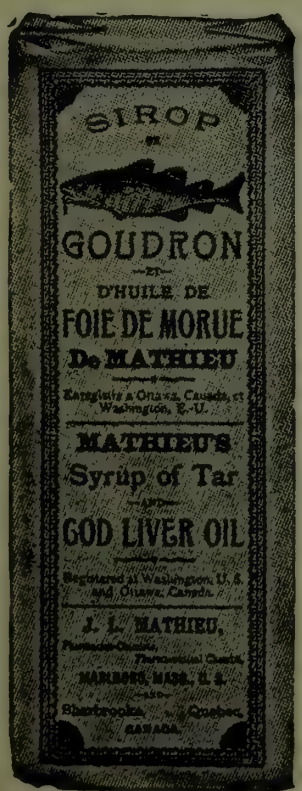
Ask about Ocean Brand Haddies, Kippers, Bloaters

Boutilier's Brand Smoked Fillets ***Canada Brand Pure Boneless Cod***

The Halifax Cold Storage Co., Limited

47 William St. Selling Branch MONTREAL

Money In Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

"CAN'T BE TRACED"

That's what Donald said with reference to Alum when analyzing

Quaker Brand Baking Powder

We anticipated the abolition of Alum in Baking Powder and are furnishing an absolutely pure article under the QUAKER BRAND at reasonable prices:

1 lb. - $2.00 per dozen
6 ozs. - .90 per dozen

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

and some of the steamers have been laid up for overhauling. The wholesale price ranges from 7 to 9 cents, the highest quotation yet for halibut. It is not at all probable that the halibut is being thinned out, for the boats have to go further north than ever after the fish, and where big catches were once made none can now be caught. At this season of the year, however, halibut are never so plentiful as a little later on. The habits of this fish have never been studied on this coast, but it is presumed that they must go off into deeper water, perhaps for spawning purposes. Halibut are fished all the year round, so it is little wonder if the supply in time becomes exhausted.

Frozen halibut is plentiful, since catches in the fall were large. It is quoted at 7 cents.

Frozen salmon is not in plenty, the quotation ranging from 8 to 12c. The season of 1911, and high price paid by canners. Canned salmon calls for a good price, and every effort was made to get as many fish as possible. That left fewer for frozen fish industry.

January Fruit Window Will Sell Goods

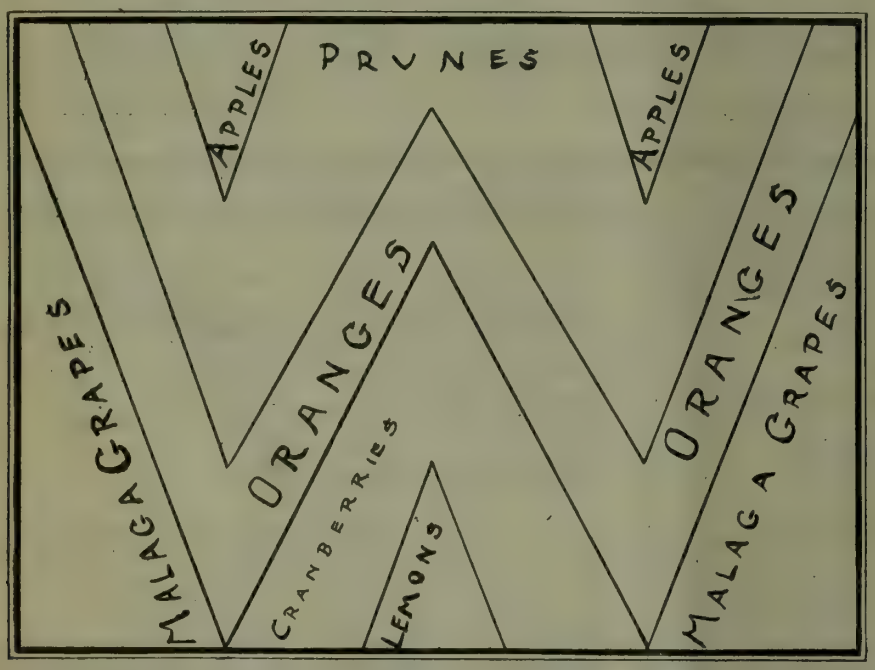
A Suggestion Submitted That Can be Worked Out With Little Trouble—Give Some Attention to Color Effects—Make Window a Stimulant to Sales This Month.

During January the dealer should continue to keep everlastingly at window displays. The policy of resting on the oars after the holiday rush because things are naturally a little quiet is a poor excuse. Trade will come to your store if you meet it a little more than half way. Every large successful dealer knows that had he waited for actual demand instead of getting busy and creating business he would not be in the financial position he is to-day.

Attractive windows always are necessary to best selling results. Change the window at least every week. Lead customers to expect something new, tasty and worth studying. Give them a change. Elbert Hubbard says there is nothing permanent but change. Applying this to the grocery window, it becomes permanent when it is changed—make it a permanent asset.

Simple, But Attractive Display.

Herewith is suggested a January display of green and dried fruits. During the month there are plenty of opportunities to sell oranges, lemons, prunes, cranberries, malaga grapes, table raisins, apples, etc. This design will be found to look particularly well.



Green and Dried Fruit Window Which can be Easily Arranged and Which will Look Particularly Well.

The oranges arranged three wide on the floor of window with two row on top between will form a striking setting with a color that immediately attracts attention. Care should be taken to have them neatly placed showing no ragged edges.

Above the oranges, prunes are suggested and in the V shaped spaces at top of window red apples might be placed. This would tend to make an effective color scheme—oranges, prunes, red apples—the contrast being marked.

In the inverted V shaped space at bottom lemons are suggested which with cranberries between them and the oranges, should enhance the general appearance. Malaga grapes, table raisins or nuts can be used in the lower corners.

V Shape for Small Window.

For a small window the W shaped space allowed for oranges could be changed to a large V with a smaller one in the top centre and the sides and lower corners filled with something red or black. The effect is sure to attract attention.

By using display cards and one or two price tickets the selling value of the window will be enhanced.

This suggestion may call to mind some similar arrangement that can be used with advantage. The point is that the dealer should make January a better month than last year; it should be better than it would be if demand is simply waited for. If the windows are carefully attended to, as during the weeks prior to Christmas, business will be given an extra stimulant worth while.

OPPOSITION TO PHONE RATES.

Winnipeg Merchants Say the New Tariffs Are an Imposition.

Winnepeg, Jan. 4. — (Special.) — The Retail Merchants' Association has come out against the new telephone tariffs as proposed by the telephone commission and seconded by the provincial ministry.

The chair was taken by President John Dyke and the meeting was simply a protest against the proposed rates. The unanimous opinion of the members as revealed in the many speeches and the warm endorsation given remarks condemanatory of the proposal was that the rates were an imposition and injurious to the best interests of business.

A motion that W. T. Devlin, J. B. Coyle, John Dyke and G. J. Hyndman be appointed to enquire into the peoposed rates and to report back at the earliest possible moment was carried unanimously. The next meeting will have the same business to consider and will be at the call of the president.

After the meeting members of the association went over to the Garry exchange and for two hours toured the building and watched the detailed workings of telephone administration. They were interested in what they saw and the committee will get down to its labors with a much more intelligent interest than would otherwise be possible.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

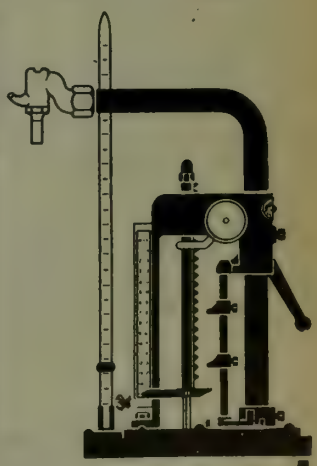
CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Long Winter Nights Mean More Kerosene

Your kerosene sales for the next five months will be double what they have been for the last seven. The winter season is the kerosene season. Are you letting any of the profits slip through your fingers? If you are using the old measure and funnel method you are losing money—you know that.



Cut 19. First floor outfit

BOWSER

Self Measuring Systems

will not only save every cent of profit but will do away with dirty measures and funnels, oil odors, contaminated merchandise, oil soaked floors, etc.

Thousands of merchants around you are using Bowsers and making money by it. If it is a good investment for them it must be for you.

Send a card for our illustrated book on self-measuring systems. All styles and sizes. Ask for book No. 5.

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., TORONTO

You Can Win a Larger Family Trade

After you have sold the first can of Kitchener Brand Pork and Beans you can rest assured your customers will bring you many repeat orders. After once proving the quality of Kitchener Brand Pork and Beans, they will never go back to the ordinary kind again.

The careful selection of Beans, combined with the keen watchfulness of experts in cooking and flavoring, make Kitchener Brand Pork and Beans a table delight for all classes.

Put up in 5c and 10c packages---Ask for quotations.

The Oshawa Canning Company, Limited
OSHAWA, ONT.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y
WINDSOR, ONT.

Master Mason
King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce **repeats** and profitable enough to make the **dollars** come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are **bound** to **please.**

DROP A LINE

The Rock City Tobacco Co.
Quebec Winnipeg

JAN. 15th 1912 We will double the size of our tins.

SAME QUALITY

SAME PRICE

We could not improve the polish.
We doubled the size of the tin.

THE "NUGGET" POLISH CO., LTD.
TORONTO, ONT.

BLACK JACK
THE BEST FAMILY POLISH MADE

TRY IT.

SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE—Two hundred ten-lb. tins Clover Honey—twelve cents pound. GEO. DETWILER, Cargill, Ont.

SALESMAN WANTED.

THERE is an opening on the staff of the Canadian Grocer for an experienced salesman with knowledge of the grocery trade. Advertising experience is desirable. This is a good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

SITUATIONS VACANT.

EXPERIENCED SPECIALTY SALESMAN wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

WANTED—Travellers for new flour mill. High salaries paid to right men, together with commission on sales. Apply ONTARIO AND MANITOBA FLOUR MILLS LIMITED, Castle Building, Ottawa.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOK-KEEPING STAFF IN ITSELF, DOING the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited. 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

When writing advertisers kindly mention having seen the advertisement in the Canadian Grocer.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3	" "	1 25
¼-lb. tins 4	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	1 20
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

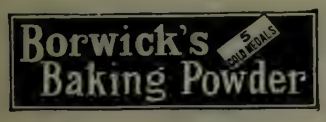
ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

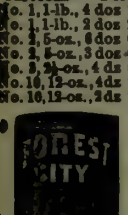
WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65

Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 16, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 16, 12-oz., 3 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
Greengage plum, stoneless	1 75	Orange Jelly	1 55
Gooseberry	1 75	Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

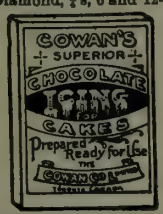
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 13	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85

REINDEER, LIMITED

"Jersey" brand evaporated cream	per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)		5 50
"Reindeer" Condensed Coffee, case		5 00
"Reindeer" Condensed Cocoa, case		4 80

ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	zen	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.

1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.

Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 80
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., **Wholesalers** **HAMILTON, ONT.**

BANNER COLD BLAST LANTERN

Notice to Dealers

Every purchaser of a

Banner Lantern

can get a

CALENDAR for 1912

by filling in and mailing the coupon found in the

LANTERN

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL AND WINNIPEG

You Are Being Robbed

By allowing the sun's rays to beat upon fruit and other perishables which you may choose to display in front of your store.

A new awning costs practically nothing, in comparison to your yearly losses of spoilt or damaged stock.

Ask us for quotations to supply your store with awnings for next season.

Raymond Bros.

London ***Ontario***

A TEMPTING DISH

is made more appetizing with the addition of salt But it must be pure salt, clean, wholesome salt. In these respects the

ONTARIO PEOPLE'S SALT

has won the charm of every household.

It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited

KINCARDINE, ONTARIO

The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited HAMILTON, Canada BUFFALO, N.Y.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 1 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 1 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

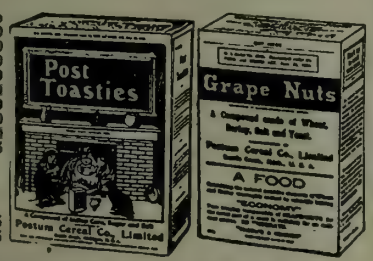
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Force, 36's	4 50
Gusto. 36's	85

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz	
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 4

100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½

GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).

GILLETT'S PERFUMED LYE

Ontario and Quebec Prizes.

Per case	
1 case of 4 doz	$3 00
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special" per box	0 22½
8 lbs. " " "	0 44½
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	6 06½

Jelly Powders

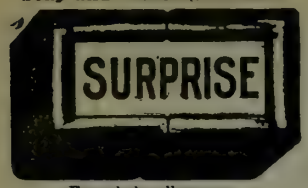
Assorted Case,		Contains 2 doz. $1.80
Lemon	(Straight)	Contains 2 doz. $1.80
Orange	(Straight)	Contains 2 doz. $1.80
Raspberry	(Straight)	Contains 2 doz. $1.80
Strawberry	(Straight)	Contains 2 doz. $1.80
Chocolate	(Straight)	Contains 2 doz. $1.80
Cherry	(Straight)	Contains 2 doz. $1.80
Peach	(Straight)	Contains 2 doz. $1.80
Weight 8 lbs. to case.		Freight rate, 2d class.

Assorted Case,		Contains 2 doz.
Chocolate	(Straight)	Contains 2 doz. 2 50
Vanilla	(Straight)	Contains 2 doz. 2 50
Strawberry	(Straight)	Contains 2 doz. 2 50
Lemon	(Straight)	Contains 2 doz. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50
Weight 11 lbs. to case.		Freight rate, 2d class.

IMPERIAL JELLY DESSERT

Assorted flavors—gross 10.75.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20

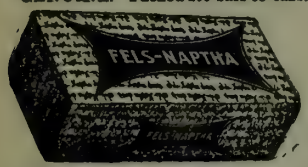
3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.

5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.

GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall.	doz. 2 00	1 gall.	doz.	19 20
¼ gall.	" 6 00	1-16 gall., gross lot		20 00
½ gall.	" 10 80			

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
36 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch	0 05

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
1-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS

Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND

CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND

Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 85
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 33½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

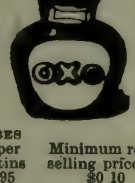
Plain tins, with label—		Per case
2 lb. tins, 2 doz. in case		2 65
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
1 lb. tins 2 doz in case		$3 50
5 " 1 " "		4 00
10 " ½ " "		3 95
20 " ¼ " "		3 90

(5, 10 and 20 lb. tins have wire handles)



OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum reselling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, ½ doz. cases, per doz.	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case, per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

	Per dozen
H.P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ⅔ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	" 3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS

THE "SALADA" TEA CO.

Wholesale Retail

East of Winnipeg only.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00

Ceylon Tea, in ¼ and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

D - Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

The Grocer Who Can Supply and Who Pushes

SNAP

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—*"Success,"* and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner—cleans the hands of all kinds of soil, paint, grease, tar, etc.

Snap Co.
Limited
Montreal, - Que.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

WINN & HOLLAND, LIMITED
SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

"WELLINGTON"

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

F C Harkness (DH)
34 Royal Bk Bldg

Sales MUST Repeat

Over nine hundred thousand housewives now use FIVE ROSES—
Because it has the *Selling Ability*.
The same difference that exists between a counter attendant and a *good* salesman.

Do YOU know what that means?
Just this—
That the first bag must sell the *second*.

Advertising has a tremendous driving force—yet it can sell only *one* bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of *price* and *favor*.

Twenty-three years ago there were —all told—only 800 barrels of FIVE ROSES flour sold in the world.

To-day there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 *barrels a day*. Can any sane person deny in the face of such brutal facts that FIVE ROSES *must* possess a compelling sales force?

FIVE ROSES will *not* sell itself—no flour will.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

But once introduced, Brother Grocer, your trade is *riveted* for all time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-cents side—just think how safe your trade might be—

If *YOU* could sell FIVE ROSES flour.

Maybe you can—maybe you *can't*, for we don't sell everybody, remember that.

Write our nearest office—perhaps we can come together.

Write NOW.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXVI. PUBLICATION OFFICE: TORONTO, JANUARY 12, 1912 No. 2

Robinson's Patent Groats

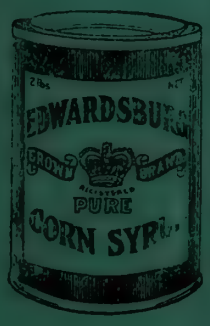
Made from the finest oats, scientifically prepared.

Robinson's Patent Barley

Made from the finest Barley. Will bring you the best class of trade.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



You Can Help Sales When You Remind the Mothers That

hungry little boys and girls are always fond of sweets; the only difficulty is to find wholesome sweets for them. Remind their mothers that

CROWN BRAND CORN SYRUP

is good for them---pure, wholesome and nourishing, and that no matter how other sweets or syrups disagree with them they can eat freely all the Crown Brand they want to.

THE EDWARDSBURG STARCH CO LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

DEAD STOCK ON YOUR SHELVES

MEANS

That the product has not contained the Quality necessary to make repeat orders. That you have wasted your money, time, and floor space in stocking it and maybe lost some of your best customers by selling a poor quality product to them.

By featuring

MACONOCHIE'S

PICKLES, PEELS, FISH, MARMALADE, JAMS, WORCESTER SAUCE, BLOATER PASTE, PAN YAN SAUCE, PAN YAN PICKLE, ETC.

QUALITY PRODUCTS

You will save your time, give your customers perfect satisfaction (which is the best means to an increased trade with them), make new customers, have less worry and more satisfaction, and in the long run more profit.

ASK YOUR WHOLESALE GROCER

CANADIAN AND UNITED STATES REPRESENTATIVES:

MacLaren Imperial Cheese Company, Limited

Manufacturers and Importers Grocers' Specialties

Offices: New York, Chicago, Detroit, Montreal, Toronto

Factories: Woodstock, Ont., Wellesley, Ont., Bancroft, Mich.

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING SUPERIOR IS GROWN OR PACKED IN CALIFORNIA

What the users say:

"I never want to use better Raisins."

—

We have scores of such testimonials.

Raisin Perfection

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."

FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."

CHIVERS' GOLD MEDAL JELLIES

The "**Court Circular**" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES

"**Great Thoughts**":—"Flavor and purity cannot be excelled."

"**Grocers' Review**":—"The highest possible state of perfection."

GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

The Original and Genuine
PYRAMID FLY-CATCHER

is guaranteed to give entire satisfaction

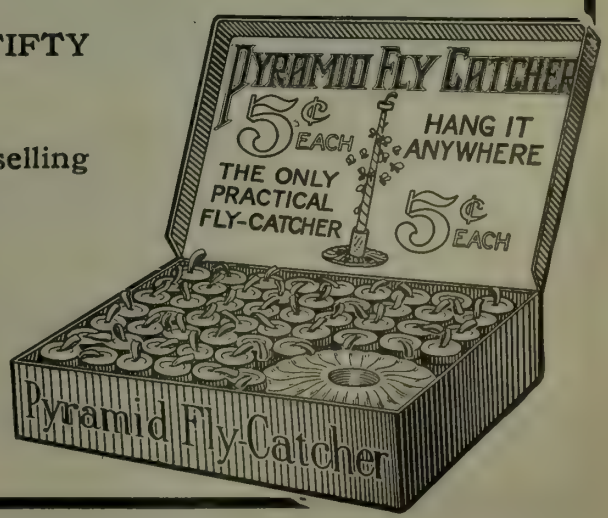
MR. WHOLESALER—We can assure you of prompt delivery—in time to fill your early spring orders—if you will anticipate your requirements and place import order NOW.

CASES CONTAIN FORTY CARTONS OF FIFTY PYRAMIDS EACH.

This German device is admitted to be the best selling Fly Catcher in the World.

WM. H. DUNN, Importer
MONTREAL, TORONTO AND VANCOUVER

Selling Representatives:
MASON & HICKEY, WINNIPEG
J. W. NUNN, VANCOUVER
J. FRANCOIS TURCOTTE, QUEBEC



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

ADVERTISE YOUR STORE

Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE WIDE-AWAKE—USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

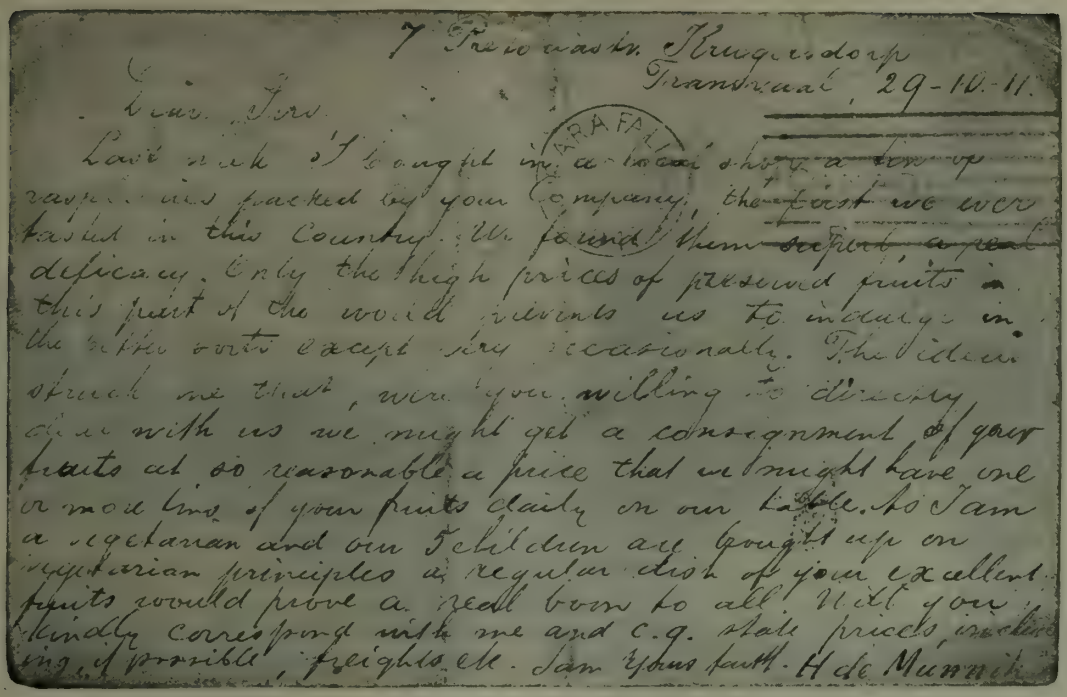
This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books "SAFE EGG DELIVERY" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



7 Pretoriastr, Krugersdorp,
Transvaal, 29-10-11

Dear Sirs,—

Last week I bought in a local shop a tin of raspberries packed by your company, the first we ever tasted in this country. We found them superb, a real delicacy. Only the high prices of preserved fruits in this part of the world prevents us to indulge in the better sorts except very occasionally. The idea struck me that, were you willing to directly deal with us, we might get a consignment of your fruits at so reasonable a price that we might have one or more tins of your fruits daily on our table. As I am a vegetarian and our 5 children are brought up on vegetarian principles, a regular dish of your excellent fruits would prove a real boon to all. Will you kindly correspond with me and c. g. state prices, including, if possible, freights, etc. I am,

Yours faith.,
H. de MUNNIK

The postal here reproduced bespeaks the universal popularity of Dominion Canners' products.

Dominion Canners Limited

Hamilton ∴ Canada

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.

"Our Baby" No. 1

BAGS MADE TO ORDER

or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, 'Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO.

Specialists and Original Designers

Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

APPROVED BY ALL AUTHORITIES
HEALTHFUL
NUTRITIOUS
DELIGHTFUL
A DAINTY DESSERT
ST. VINCENT
240 LBS
GROSS.
ARROWROOT
THE IDEAL DIET FOR CHILDREN AND ADULTS
A NICE BREAKFAST
ST. VINCENT ARROWROOT
has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users.
The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.
Write the Secretary for information and samples.
ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

PACKETING MACHINERY

Of Every Description

PACKETING
LABELLING
WRAPPING
BAG-MAKING
Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.
59/60 Gracechurch St., LONDON, ENG.

[M.E.]

TO GET AND HOLD TRADE

sell your customers absolutely reliable goods. Don't run the risk of losing their good-will by offering an article of doubtful quality.

When you sell

Kitchener Brand Pork and Beans

you are always sure of pleasing your customers. Every housewife knows that Kitchener Brand is wholesome and dependable.

The contents of every can of Kitchener Brand Pork and Beans is a combination of the finest selected beans, cooked and packed under modern sanitary conditions, with the right amount of flavoring ingredient to give them a delicious and wholesome flavor that will command repeat orders.

Put up in 5c and 10c tins

The Oshawa Canning Company, Limited
OSHAWA, ONT.

Quick Sellers

Sure Profits

PINK'S TABLE DELICACIES

Have the genuine Fish and Meat flavour. Put up in convenient packages and guaranteed Pure, they make an easy line to sell. Prices from our Sole Canadian Distributors.

The Manufacturers Agency Co.

Montreal: J. W Windsor, 22 St. John Street. Halifax, N. S.: C. E. Creighton, Bedford Chambers.
St John, N. B.: S. Cecil Irvine, 48 Princess St. Boston, U S.A.: Gen. Sales Office, 330 Board of Trade Bldg.

E. & T. Pink, London, England

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish, Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL —The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.

Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

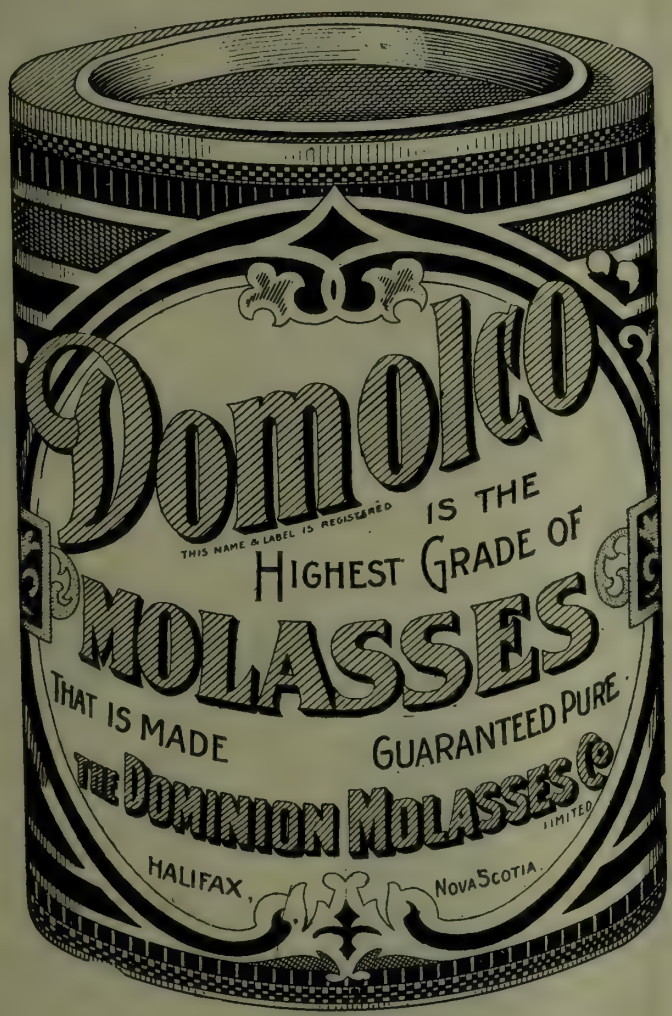
Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK
BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

MOLASSES



There Is No Doubt About It!

Domolco Molasses

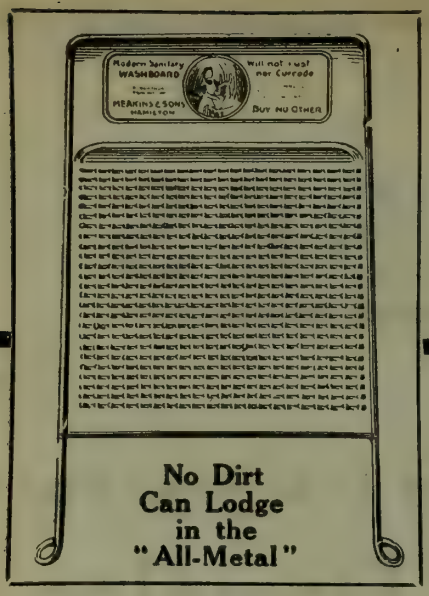
has caught the Market. We are getting "Repeat Orders" from all over Canada, which is proof that it pleases the Consumer.

If you have not stocked this Celebrated Molasses place an order with your Wholesaler Now.

The Dominion Molasses Co.

LIMITED

Halifax, - - Nova Scotia



No Dirt
Can Lodge
in the
"All-Metal"

IN A CLASS BY ITSELF

The **Meakins' Sanitary Washboard** leads all others and is so much superior that it stands alone in a class by itself. It is the grocer's best all-year-round seller, very attractive in appearance, being built of metal in one piece, which will not rust or corrode or give chance of cutting the hands on rough edges. Hygienic principles on this popular washday implement are predominant, as the construction gives no chance to collect the grime and dirt of washday.

This is the washboard you will handle ere long.

Meakins & Sons
Hamilton, Ont.

Rowat's Goods Sell!

The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles
AND
Paterson's Sauce

They are 'quality' goods which never fail to satisfy.

ROWAT & CO.,
Glasgow, Scotland.

Canadian Distributors,—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis and Co., Vancouver, B. C

CENTURY SALT

TRADE MARK

TAKE NO SUBSTITUTE

Your salt sales should be good at this time, Mr. Grocer, when much meat is being packed and cured for the summer, and should the salt you handle not be pure you will be a sure loser when more salt is wanted.

CENTURY Salt is all salt without adulterants used in the processing.

It's **THE** salt that can be used with confidence.

THE DOMINION SALT C° LIMITED
SARNIA, ONT.

The Right Thing

Shows a good profit

Take no substitute

Reliable Quality Packed in Finest French Olive Oil

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor
QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
ST. JOHN, N.B ---
W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---
A. E. Richards & Co.
LONDON, ONT.---
Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---
Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

Mr. Grocer, of course you have noticed the Heinz advertisements appearing in the different magazines throughout the country, during the past few weeks.

Are *you* explaining to your customers the difference between Heinz Mince Meat and the kinds usually made?

Do you realize that by keeping in stock an assortment of the 57 varieties, it helps to create an impression with your customers that you wish to cater to the best trade?

Remember that Heinz goods are guaranteed to *please*, and that you are authorized to refund full purchase price, should any of your customers fail to be pleased with them.

Heinz Mince Meat and Heinz Plum Pudding are being extensively advertised just now, and a good stock of these should be kept on hand to supply the demand.

Other seasonable goods are Heinz Apple Butter, Preserves, Tomato Soup, etc.

H. J. HEINZ COMPANY

IF ALL THE GROCERS IN CANADA

ST. CHARLES MILK

WERE LINED UP

you would find the best of them handling

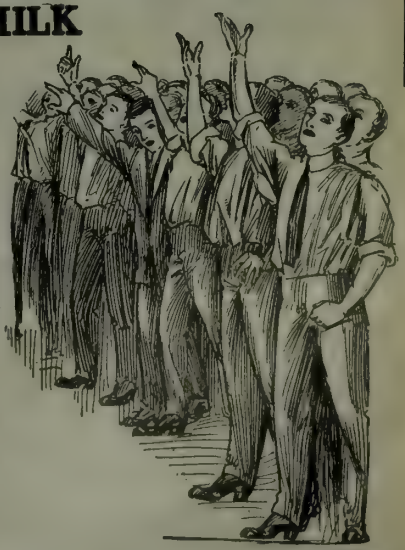
ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co.,
INGERSOLL, ONT., CANADA

JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

John Gray & Co., Ltd., Glasgow, Scotland

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit.

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

ANTI-DUST!

ANTI-DUST!

ANTI-DUST!

Remember the name. The housewife will use this and no other, once you introduce it to her. It is **different**, more up-to-the-minute than any other make. Not an imitation but a discovery.

Deodorizes Disinfects

and "plays the dickens" with all germs and microbes. Try it in your own store and see how sweet a smell it will leave behind it.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

Successful Service

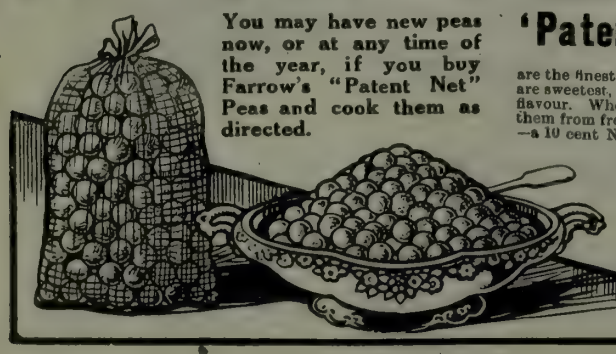
There is just one conclusive test of a Coffee Mill, and it is a simple test. Anybody can make it. Find out the price of a Mill, then find out what service that Mill is giving owners of one, two and three years' standing. Not only how it ran during the first three months of use, but how it runs TO-DAY. Then measure up your price and service and get the answer.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

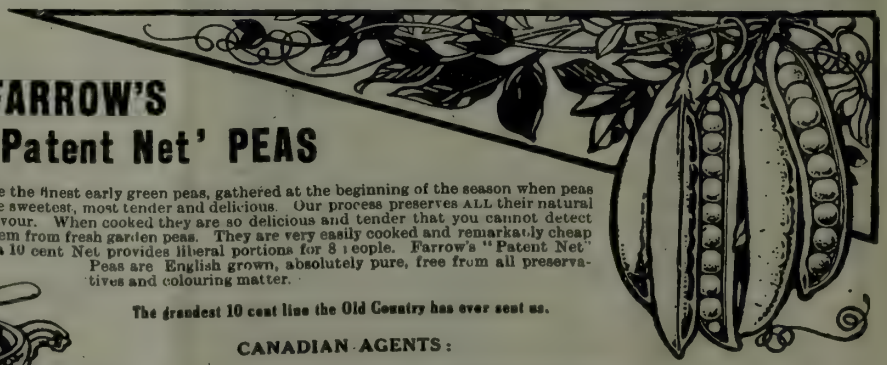
New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.



The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

End Your Accounting Troubles

This is an illustration of a McCaskey Gravity Account Register. It is built of wood and steel, but when operated it equals human intelligence.

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

will tell you more about the details of your business (the things you should know) in five minutes than you can get from a set of books in hours.

The McCaskey System cuts out useless copying and posting from one book to another and the information it gives you about your business is reliable and can be depended upon.

With The McCaskey in your store you can tell at a glance the total amount due you on each account receivable.

At a glance you can learn what twenty customers owe, when they made their last purchase and what they bought.

The McCaskey collects money automatically.

The McCaskey prevents errors and disputes with customers over their accounts.

The McCaskey gives every customer an itemized statement of his account with each purchase and shows his total indebtedness to date.

The McCaskey limits credits, prevents overbuying and overselling.

With The McCaskey you can prove your loss to the penny if you are visited by fire.

Over seventy thousand merchants in all lines of business are using The McCaskey System.

We'd like to send you more information. Drop a postal card to-day.

Dominion Register Co.
LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

It stands to reason that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.

More Than Ninety Flavors

More Than Ninety Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

You will please them and add to their confidence in the goods you sell, generally.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

More Customers

'Camp' is a magnet for drawing customers in plenty; customers who come and go with regularity, and go away well satisfied; customers whose pleasure in 'Camp' Coffee is good profit for you.

'Camp' Coffee

R. Paterson & Sons Ltd Coffee specialists Glasgow

The Best

MACARONI VERMICELLI SPAGHETTI

is the

L'ETOILE BRAND

Do you want proof?
We can furnish it.

Just Write

Cie Francaise des Pates Alimentaires

MONTREAL

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"

Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

5% Discount 5%

On all orders booked before March 15th, we will allow 5% **DISCOUNT.** Orders may be booked for delivery up to June 1st.

Write for Quotations

Write for Quotations

Now is the time to prepare for the campaign against the household pest—the fly—a menace to good health, and disease carrier. Help meet your customers' demands for a sure killer, by selling them

Wonder Fly Killer

which will last the entire season and do its work effectively; It spells death to the fly that sips of the deadly poison. Now is the time to prepare.

Dominion Agent: Joseph R. Wilson, 204 Stair Building, TORONTO

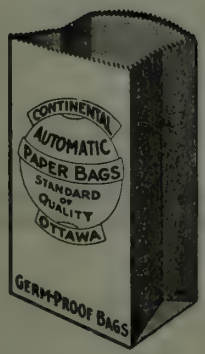
Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.: ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

ROYAL SALAD DRESSING

There is a reason for everything. The large number of people in CANADA — from the Atlantic to the Pacific, who love **ROYAL SALAD DRESSING,** is the reason for the new modern, well equipped factory to make it in, just built in Windsor, Ontario.

MADE ONLY BY

THE HORTON - CATO MFG. CO.
WINDSOR, - CANADA



The choice of paper bags in which to wrap foodstuffs—in these modern times---when customers are looking for the utmost cleanliness in handling---is of greatest importance.

Continental GERM-PROOF Bags insure to the customer all that is desired in this respect. The enormously increasing demand for these Bags is the Proof. Order now from your Wholesaler or the Distributors:

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited. Branch, 427 St. James St., Montreal.

The Continental Bag & Paper Co. LIMITED

OTTAWA

SOLE MANUFACTURERS.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case,	$3.35
Princess Condensed Milk, 4 doz. in case,	$3.90
Banner Condensed Milk, 4 doz. in case,	$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

THE RETAIL STORE

that gets the business and **HOLDS** it, is the store that handles lines of the Best Quality. How many new customers do you get in a month? How many do you **LOSE?** Certain retail stores get a "name" for goods of high quality, **THEIR** business is permanent, just the kind of business **YOU** want!

YOU CAN GET IT by buying from **"US."** Anything and everything needed in your business, bought for you right, from the right people and shipped to you promptly. The best manufacturers, firms that put out lines of the finest quality are constantly making us their direct representatives for the West.

LET US HELP YOU towards permanent and increasing business.

RICHARDS & BROWN, - - - WINNIPEG

Wholesale Commission Merchants

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

A Dialogue With a Moral

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

Write your jobber for prices

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

By Special royal permission

THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND

NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

John W. Bickle & Greening (J. A. Henderson) **Hamilton, Ont.**

CLARK'S

Boston Baked Pork and Beans

SELL

Because neither you as a business man, or your customers as consumers of pure foods, have the time to make experiments.

CLARK'S BAKED PORK AND BEANS are packed by the finest process in the world.

CLARK'S SAUCES, TOMATO, CHILI and PLAIN, have that flavor which is only found in the natural fruits and spices.

Add our experience and you can easily realize how we are able to produce

CLARK'S PORK AND BEANS

W. CLARK, - - MONTREAL

Manufacturer of the Celebrated MINCE MEAT in the NEW STYLE CAN

JAPAN TEAS

Both the JOBBER and the RETAILER should remember that JAPAN TEAS are not so staple as others, and while they can in consequence obtain better profits, can with impunity recommend them for their distinct, pleasing character and absolute purity.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

THE DAY IS SOON COMING

when the dealer will get rid of inferior branded articles he carries in stock and will replace them with products of standard quality. The consumer regards only the best, which is realized to be the cheapest in the long run.

STERLING EXTRACTS have long proven their superiority and mean new and bigger trade to the merchant who promotes their sale.

The T. A. Lytle Co.
LIMITED
Sterling Road, Toronto, Canada

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Fresh Cow's Milk - Evaporated

In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - **Aylmer, Ont.**
Head Offices, HAMILTON, ONT.

St. Lawrence Sugar

The standard of quality.
The granulated sugar that's an all-pure cane product.
Proved by actual government test to be $99^{99}/_{100}$ to 100 per cent. of Sugar, containing no impurities whatever.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

How are your Soap Sales?

Down? Then we can put them up.
Up? Then we can put them higher up still. How do we do it? It's quite simple. We sell you

"Canada's Best" SOAP

and the soap, in a very literal sense, "does the rest." It is the soap customers come back for, the popular favorite which is always increasing in popularity.

SHALL WE SEND YOU A SAMPLE CASE?

United Soap Company
OF CANADA, LIMITED
MONTREAL

WE DEFY

anyone to mention an occasion on which our goods were found adulterated. This is certainly a strong statement, inasmuch as there has been so much adulteration going on; yet we put forth the challenge, knowing that our policy of putting up a pure Maple Syrup has never been abused.

Pride of Canada Maple Syrup

should be on your shelves. You can sell it just as well as the cheaper and impure. Your customers will readily appreciate the difference and thank you for introducing it to them.

Pride of Canada and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL TORONTO

Tea Lead

(*Best Incorrodible*)

"Pride of the Island"

Manufactured by BRAND
ISLAND LEAD MILLS, LIMITED
Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

McLEAN'S

The old order changeth,
Giving place to new,
But White Moss remaineth
Tried and True.

THE CANADIAN COCOANUT COMPANY, MONTREAL

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when
wanting a car of
Evaporated Apples.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.

LIND BROKERAGE CO.
73 Front St. East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS
AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty :—Fruit Pulps of all Kinds.

Correspondence Invited.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited

Wholesale Brokers and Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited

Sussex Street, Ottawa, Canada

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

The

Condensed Ad.

page

will interest you

HOUSEWIVES' FAVORITE

WHITE DOVE Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey

MONTREAL, QUE.

The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.

CRESTON - IOWA, U.S.A.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland.

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

CLUB JELLY POWDERS

are just what will please the housewife, and you should not hesitate for one moment to put them before her. In order to do so you must have a supply. Can we send you a trial lot?

Remember

that with each package the purchaser gets a delicious custard powder free.

Club Jelly is quality

Club Jelly is delightful

S. H. Ewing & Sons

Montreal - Toronto

Financial Writer—

We propose increasing our staff of editors and will consider confidentially applications from men who can furnish evidence of high character and good ability. They should have some knowledge of investments and preferably be university graduates with newspaper experience. State age, experience and salary wanted. Address

The Financial Post of Canada,
143 University Ave.,
Toronto.

WE WANT YOU

to base your judgment of this match by testing them yourself. We know your decision will be in their favor.
TRY A SAMPLE CASE.

Dominion Match Co., Limited
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto, Ont. The A. Macdonald Co., Winnipeg, Man. Snowdon & Ebbitt, Montreal, Quebec.

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty
is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE
AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)
Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
43-149 University Ave., TORONTO

Tartan BRAND
THE SIGN OF PURITY

OUR ANNUAL TEA SALE

Special values and big bargains for our trade this year. Our Teas were bought before advance in price. Do not buy until you see our travellers' samples, or if they do not call upon you we would be glad to send you samples and quotations on application.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**
'PHONES 3595, 3596, 3597 3598, 748, 462

New Premiums for Displays Without Photograph

We find that many grocers who are willing to make displays are unable to have them photographed.

To meet their wishes we have decided to offer the following premiums for displays which are made without photograph.

These displays must be made during the month of January. They must be made of Quaker and Mother's Oats only—of one or both of these brands. Regular or family size.

These displays must consist of not less than three cases, and must be made of goods purchased during the month of January.

Applications for the premiums must be accompanied by a jobber's invoice, showing the amount and date of purchase.

The invoices must reach us not later than the end of February.

This supplementary offer does not modify conditions named relative to State Association prizes.

For displays as above specified, made in windows or stores, we offer the following cash premiums:

Every grocer complying with these conditions and sending jobber's invoice for not less than three and up to nine cases will receive our check for 50c.

Every grocer complying with these conditions and sending jobber's invoice for ten cases or more will receive our check for $1.00

(Each case must consist of 36 packages Regular Size or 20 packages Family Size.)

No grocer is entitled to more than one premium.

These premiums are less than for photographed displays, but they save you the cost and trouble of taking a photograph.

In applying for these latter premiums, the grocer must send a jobber's invoice showing the amount of purchase and must accompany same with a statement, made over his signature, on back of the jobber's invoice that the store display has been made.

Please bear in mind that the purpose of these offers is to sell Quaker Oats and Mother's Oats *for you*. That's why we require a quantity purchase—to insure a good display and good sale. And that is why we require that the displays be made during the best selling month, which is January.

Here are liberal premiums, open to every grocer. And every grocer, *for his own sake,* should get one of these premiums. It will mean, in addition, a multiplied sale on Quaker and Mother's Oats. It will make your store look like headquarters for these favorite brands.

Make a big display and make it at once, and see how your trade on these brands increases.

Address Applications for Premiums to

The Quaker Oats Company

Window Display Dept., Peterborough

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

It is only the store which keeps the best goods that gets the best trade.

Chase & Sanborn's High Grade Coffees are guaranteed highest quality.

CHASE & SANBORN

MONTREAL

SALESMAN WANTED

There is an opening on the staff of the Canadian Grocer for an experienced Salesman with knowledge of the grocery trade. Advertising experience is desirable. This is a good position and offers splendid opportunity for advancement.

State fully age, experience and salary expected.

MACLEAN PUBLISHING CO., LIMITED

143 University Avenue, - - - TORONTO

The Weakness In Your Selling Power

oftentimes lies in the quality of goods you pass out. Your selling ability will be at its best when you handle L. & B. Pure Fruit Jams and Jellies. Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails---the popular sizes.

Lindner & Benner, Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

This is the weather for good Mince Pies

Your customers will have the best if you sell them our brands.

"Old Homestead" Mince Meat, pails 8c lb., tubs 7¾c lb.
"Prosperity" Mince Meat, - pails 7½c lb., tubs 7¼c lb.

The finest quality that can be produced—TRY A SAMPLE ORDER.

California Seeded Raisins—

"Anchor" and "Griffin & Skelly's," 16oz. fancy.

Our quotations are below the market.

LOBSTERS are scarce and prices will be higher.

We have a good stock, ½s and 1s, of exceptionally fine quality.

EBY-BLAIN, LIMITED - WHOLESALE GROCERS TORONTO

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

It's New Business That Counts

Don't travel in a rut. Get after new tea business. Regain the trade the peddler has taken. It can be done, and "SALADA" is the only tea to do it with. Every year—for twenty years—increase has topped increase in "SALADA" Sales. New customers have been added to the old. Their confidence and satisfaction have been obtained and retained. A reputation for reliability has been established. A trade worth while has been built up.

AND WE'RE STILL AFTER NEW BUSINESS

THE "SALADA" TEA COMPANY

TORONTO MONTREAL

INDEX TO ADVERTISERS

A

Adamson & Co., J. T. 20
Allison Coupon Co. 50
American Can Co 47
Aylmer Condensed Milk Co. 18

B

Balfour-Smye & Co. 22
Benedict, F. L. 21
Bickle, J. W., & Greening 16
Borden Condensed Milk Co. 3
Bovril, Ltd. 48
Brown Mfg. Co 21

C

Campbell Bros. & Wilson 44
Canadian Cocoanut Co. 19
Canadian Postum Cereal Co. 52
Canadian Produce Co 49
Chase & Sanborn 25
Chivers & Sons 2
Church & Dwight inside back cover
Cie Francaise de Pates Alimentaires 14
Clark, W. 17
Clawson & Co. 20
Clements Co., Ltd. 57
Coles Mfg. Co. 12
Concord Canning Co. 61
Connors Bros. 61
Continental Bag & Paper Co. 15
Crescent Mfg. Co 53

D

Dalley, F. F. Co. 66
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 22
Dominion Molasses Co. 9
Dominion Register Co. 13
Dominion Salt Co. 11
Downey, W. P. 21
Dunn, W. H. 3

E

Eby-Blain, Limited 26
Eckardt, H. P 43
Edwardsburg Starch outside front cover
Epps, James & Co. 46
Ezeez, W. H. Co., The 20
Eureka Refrigerator Co. 14
Ewing & Sons, S. H 21

F

Farrow & Co., Jos. 12
Fearman, F. W., Co. 48
Fels & Co. 46
Furuya & Nishimura 18
Fussell & Co. 55

G

Gillard, W. H., & Co 66
Gillett, E. W., Co., Ltd. 51
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Gray, John 12
Gunns, Ltd. 48

H

Halifax Cold Storage Co 59
Hamilton Cotton Co. 66
Heinz, H. J. Co 11
Henderson, Thos 51
Horton Cato Mfg. Co. 15
Hudon-Hebert Co. 45

I

Imperial Extract Co. 13
Irish Grocer 21
Isaac, Robert 50
Island Lead Mills Co. 19

J

James, F. T 61
Jameson Coffee Co. 51

K

Kessel Co., F. 21
Knickerbocker Case Co. 6

L

Labrecque & Pellerin 55
Lambe, W. G. A. 20
Lemon Bros. 51
Lind Brokerage Co. 20
Lindner & Benner 26
Lloyd, Ltd., Edward 54
Lovells Bag and Packet Machinery Co. 7
Lytle Co., T. A. 1

Mc

MacLaren Imperial Cheese Co. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 56
McDougall, D., & Co. 21
McLeod & Clarkson 20
McWilliam & Everist 56

M

Maconochie Bros. inside front cover
Mayor, Son & Co outside front cover
Major, L. H., & J. Soubliere 21
Malcolm, Jno. & Son 15
Maple Tree Producers 19
Marshall Brokerage 20
Mathewson's Sons 59
Mathieu, J. L., Co. 59
Meakins, Sons & Co 10
Millman, W. H., & Son. 20
Mooney Biscuit and Candy Co. 53
Mott, John P. & Co. 52

N

Nation, E. J. 54
Neilson Mfg. Co. 50
Nelson, Dale & Co. 14
Nicholson & Bain 47

O

Ontario Peoples Salt & Soda Co. 66
Oshawa Canning Co. 7

P

Paterson, R. 14
Patrick, W. G. & Co. 20
Perrin, D. S 42
Phoenix Packing Co. 11
Pickford & Black inside back cover
Pink, E & T 8

Q

Quaker Oats Co. 23

R

Raymond Bros. 66
Reindeer, Ltd. 48
Richards & Brown 16
Robinson & Co., O. E. 21
Rock City Tobacco Co. 63
Rowat & Co. 10

S

St. Charles Condensing Co. 11
St. Lawrence Flour Mills Co. 52
St. Lawrence Sugar Refining Co. 19
St. Vincent Arrowroot Growers and Exporters' Association
Salada Tea. 27
Sanitary Can Co 4
Sapho Mfg. Co. 12
Sherbrooke Cigar Co. 63
Silver, H. R. 20
Smalley-Kivan & Outhank 8
Smith, E. D. 55
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 4
Stevens-Hepner Co. inside back cover
Stewart, I. C. 21
Stringer, W B. 57
Symington Co., T. inside back cover

T

Telfer Bros. outside back cover
Thum Co., O. & W. 50
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 63

U

United Soap Co. 19
Utilities Limited 54

V

Verret, Stewart Co. outside back cover
Vipond, H. P. 51

W

Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 57
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills inside back cover
West India Fruit Co. 57
West India Co 18
Western Distributors, Ltd. 20
Western Salt Co. 61
Wethey, J. H. 46
White & Co. 57
White Swan Spice & Cereals, Ltd. 22
Wiley, F. H. 20
Wilson, Jos. R. 15
Woods & Co., Walter 67
Woodruff & Edwards 8

The handsome Christmas display in Island's grocery, Toronto, winner of first prize in The Grocer's 1911 competition.

Winners in Window Dressing Contest

The Grocer's 1911 Competition Results in Receipt of Many Excellent Displays—Circular Stair With Steps Covered With Christmas Goods Winner in Class I.—Some Photographs Do Not Show Sufficient Detail.

The accompanying panel represents the results of our 1911 Christmas window dressing competition. This contest brought out some fine displays, two of which are shown herewith. The others will be reproduced in our big Fall Number next October—a time when dealers will be looking for suggestions for the trimming of their 1912 Christmas windows.

The judges had warm praise for the Island display, winner of first prize in class 1. This is an exceedingly attractive window representing a lot of careful work. As the photograph did not show up extra well we are reproducing here a line drawing of the display as well as the original photo. It was dressed by Mr. Island's partner, C. J. Bamford

The Construction.

A circular stair is made of ten uprights placed in the centre of the window and covered with tinsel paper. The bottom row is covered with currants inlaid with the letters "Season's Greetings" made of loaf sugar.

The second row is covered with raisins, currants, sultanas and mixed peel.

THE WINNERS.

Class I.—Towns and cities over 10,000 Population.

1—C. J. Bamford (Island's Grocery), Toronto, Ont.

2—E. A. Reed (Dowling & Reed), Brandon, Man. ($3.)

3—Bruce & Sanderson, Toronto. ($2.)

Class II.—Centres under 10,000 population.

1—R. George (Hudson's Bay Co.), Kamloops, B.C. ($5.)

2—C. H. Milton (H. A. Ross), Oshawa, Ont. ($3.)

3—Millar & Wigle, Essex, Cnt. ($2.)

Judges—S. S. Moore and J. L. Maude, Honorary President and Secretary Window Trimmers' Association of Canada.

The third row is covered with table raisins and boxes of fancy biscuits.

The fourth contains different kinds of Christmas candies.

The fifth row is covered with package dates and essences.

On the sixth is shown table figs.

The seventh is covered with bottled candies and boxes of chocolates.

The eighth contains shelled nuts.

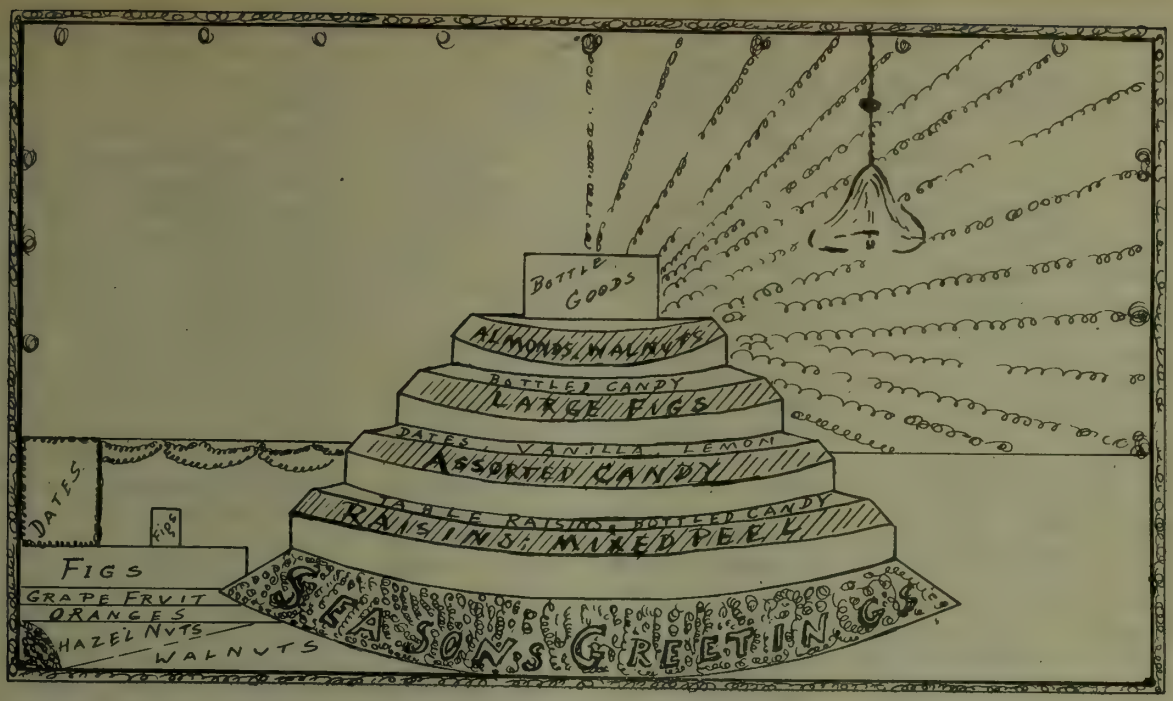
And the ninth and top row is covered with bottled olives and bottles of wine.

On the bottom is placed on each side a pyramid, one of currants and one of Sultana raisins. Around these divided by slats covered with tinsel are shown the different kinds of nuts. The back is arranged with dates, figs, oranges, grapes and grape fruit. The back of the central fixture is draped from the centre to the sides and top with twisted colored paper forming a circle.

Winner of Class II.

The display submitted from Kamloops, British Columbia, by R. George is another good window—good enough in the opinion of the judges to carry off first prize for centres under 10,000 popula-

(Continued on page 41.)



Line drawing of Island's window showing how the detail was worked out. Decorations and floor of window were same on either side.

A Kamloops, B.C. window, winner of first prize in centres under 10,000 population. Note the order in which the goods have been arranged.

Grocers' Expenses and Expenditures

Pertinent Inquiry for Beginning of Year—Interest on Investment—How Investment Kept Stationary—Surplus Account.

By Henry Johnson, Jr.

Editor Store Management Department, Canadian Grocer :—

Dear Sir :—Should freight and drayage be added to this overhead account ? Please answer through your paper :

Interest on investment.
Rent of building, one year.
Own salary, one year.
Extra help, salary, one year.
Extra help, salary, one year.
Extra help, salary, one year.
Depreciation on stock.
Depreciation on fixtures and tools.
Donations.
Insurance on stock and fixtures.
Light and heat.
Ice.
Paper, bags, twine, wooden dishes, etc.
Office and store stationery and supplies.
Wagon and stable.
Phone and telegrams.
Trade paper and dues.
Advertising.
Goods stolen.
Goods not charged.
Goods returned.
Bad debts.
Collection accounts and expense.
Taxes on stock and fixtures.
Miscellaneous expenses.
(All for one year.)
Dec. 30, 1911.

Respectufully,
McA—— W——.

This very full list seems to me to cover about all the needful expenses. The man who looks into his affairs as closely and analytically as this merchant does is not apt to let any important matter escape him, even if, in making up such a list, he forgets to put some of them down. Others make up a list which would nearly cover the entire stock, as, for instance, in addition to the above :

Bad weather days.
Brooms and cleaning.
Errors in figuring.
Newspapers.
Clean towels.
Lost in transit.
Wagon grease and horse shoeing.
Leakage
Nails.
Messenger service.
Pencils, pens, postage, post office box.
Repairs.
Soap.
Spoilage.
Street sprinkling.
Water rent.
Market declines.
Spoiled vegetables.
Free candy and cigars.
Harness.
Fires.

But here many things are merely amplifications of such things as properly belong in classifications ; as pencils and pens in stationery. It is all right to forget nothing, but no need to list all things used. The man who charges up donations will not neglect to charge brooms, nor will he enter laundry bills for clean aprons or towels, as other than items of expense.

Expenses and Expenditure.

Further, it will not do to confuse expenditure with expense, else your classification vanishes. Freight and drayage are not expense. Nor are goods stolen, or not charged, or returned ; nor bad debts. Until yesterday, we might say, paper, bags and twine were not expense, but merchandise ; they have only just become items of expense, though they are properly expense, mostly, to-day.

In our business the word, Expense, covers properly such items as cannot be definitely located and charged against merchandise. Inasmuch as we handle such a lot of miscellaneous merchandise, of varying values, under varying conditions, we have a heavier "overhead" than a manufacturing business, for instance, or the printing business. I shall illustrate by the printer. A very great proportion of the "cost" of any job with him is what, in our case would be expense, but in his case is cost. This, because his man's time is charged for by the hour and so much time is put onto a job. Hence, while 75 per cent. of the cost may be time, it goes in as cost, not expense ; while his real overhead or charge which cannot be allotted to that work, is trifling—maybe 5 per cent.

Freight and Drayage.

With us the term, Expense, must be confined to the cost of handling merchandise ; and, while we must be exceedingly careful not to overlook anything, yet must we not charge to expense anything that can definitely be fixed on cost. Freight and drayage are such as these—items which can be put right into cost, definitely charged against the items on which such charges accrue. Tea comes under first-class rate. Let us say it costs us 40 cents per 100 lbs., and our drayage is done under contract at 50 cents per ton. The right way is to add ½ cent per pound to cover freight, drayage and shrinkage. That is safe, and our margin must be computed on top of this cost.

Goods stolen, if known as to amount, must be simply charged to Loss & Gain (or Profit & Loss, if you choose), and credited to merchandise. The same with goods not charged and lost or returned goods. But why all this trouble ? Whatever this loss, or shrinkage has really amounted to will show up in the inventory, when your net gain or loss, which we hope it will not be—is passed to the credit of your Capital or Surplus account. So, out of that list, I should take the following—if you have any doubts or objections, let us reason it out together later on :

> Goods stolen, not charged, returned and bad debts ; bad weather, errors in figuring, lost in transit (charge direct to merchandise and credit back again when and if recovered) ; leakage, spoilage, market declines, spoiled vegetables.

I do not grasp the meaning of "all for one year" or "fires." These things go on year after year ; and fires, let us hope, come so seldom that we can afford to give each one an individual accounting.

Wrapping Paper Given Away.

I said that until very recently paper, bags and twine were merchandise. This is because these were formerly sold at a profit. Paper cost from 2 to 4½ cents and, being weighed into the goods, was sold at from 2½ cents, say for salt, to $1 or more, for tea. Two factors have latterly altered this. One is the great quantity of package goods which now have to be wrapped, in which case we give the wrapping materials away. The other is the new idea of giving absolutely net weight of merchandise, which has become prevalent in many sections. If we must set our scales at 10 lbs. 2½ oz. when we weigh 10 lbs. of oatmeal, we obviously give away the bag and twine. We must see, therefore, that our margins are sufficiently wide to cover this new condition ; for it is just as obvious that we must get back the cost of everything—and then some—or we cannot live. The public must pay, but I hasten to say there is no vindictiveness in this—simply fact and condition. Further, I incline to like the net weight idea. The more we and the public understand about the details of these things, frankly discussing them, the better understanding will result.

Interest on Capital.

One point more I want to cover at this time. It is very important, so I ask your careful attention. This is the item of interest on capital. It is properly 6 per cent.; but you must avoid

over-capitalization. This will sound funny to you—to think of a grocer watering his stock. Yet that is just what you may do on a scale which may be burdensome, unless you handle things right.

Let us say that you have reached a stage of development where $5,000 is enough for your capitalizing purposes; 6 per cent. thereon is $300 per year. Let us say that this year you have cleared $1,500— that your Loss & Gain account shows that much earnings. What are you going to do with that? If you charge it out of Loss & Gain and credit it to Capital, you will have $6,5000 capital. At 6 per cent. your charge for interest next year will be $390. Go on another year, making say, $1,800; add it to Capital in the same way, and your charge for interest will go up to $498. You can, of course, put a portion of that money out at interest, into bonds, mortgages, or real estate. Then you will open an Interest account, to handle what you receive; and what that surplus earns will stand against the $498 charge.

Capital Account Remains Same.

But I handle it differently. My business has gone along for the past six years without a change of Capital account. I have opened a Surplus account and net earnings go into that. That sum has been taken right out of the business and put into high-grade investments. Thus my Capital stays stationary, but the Surplus grows. This is a nice way, to my mind, to watch the growth, comparing it year by year, and obviates the passing of earnings on Surplus through the books at all.

I can see where my Capital will have to be enlarged soon, but then it will be done definitely, through incorporation or otherwise, so that my Good Will will have due credit; but then Surplus will have the future earnings just the same. Meantime, my business is kept well within bounds, so that it is always on a conservative basis.

An Extravagant Start Causes Trouble

Montreal Traveler Relates Actual Experience of Mechanic Who Opened Grocery Business With $1,000, and Spent Half on Fixtures—Other Half Went to Goods and $125 for Delivery Outfit—Careless Over Accounts Into the Bargain.

Montreal, Jan. 11 (Special).—This is the story of how a young mechanic began a grocery business handicapping himself before he had actually opened his store doors. It is from actual life and illustrates just what extravagance can do in the case of the man with small means. A traveler tells it.

"I had known him for about eight years. We will call him Brown just for convenience. He told me one day about seven months ago that he had saved $1,000, and wanted to invest it. Like many others he thought the grocery business looked easy and asked me to keep my eyes open for a good location. Remember that he was a mechanic of some kind, an electrician, if I remember rightly.

Began With $500 Stock.

"Well, I picked out a location that he approved, and of course he was very eager to put the place in order and begin taking in money. First of all I selected for him a stock that cost $500. It was well assorted, fresh and was about the right quantity for an infant business.

"Before the stock arrived we had to select fixtures and it was right here that my friend began his own undoing. I explained that we should be able to get decent shelving and other stuff of that kind for about $40. Remember I was interested in him as a friend, and I was afraid that he might get started wrongly. So I told him to look around for a second-hand line of what we wanted. We had to get a refrigerator and a scale or two.

"My advice to him all along was to go slow. He had five hundred dollars left and it was desirous that he keep as much of it as possible. I was not sure of the price we would have topay for the several lines we wanted, but I thought I had impressed upon him the necessity of being satisfied with simple fixtures until his business warranted better. He was located in quite an ordinary neighborhood and it was not necessary that he go to extremes in preparing his place for business.

Prices Caused Him no Worry.

"A few days later I called at the store and found that a refrigerator had already been purchased at $75. That was miles too much for what I had been planning, because I knew how other grocees had made their beginnings, and they had told me just about what their fixtures cost them. My friend was new to the business game, and besides I was only an adviser. To make a long story short, Brown paid $300 for the shelving and other woodwork and firmly believed he had secured a great bargain.

"I bought several cheap iron balance scales for about seven dollars, but a few days after they arrived I was surprised to find a $125 scale on the counter. It was brand new and looked the part. Brown stated that he was convinced he could make quite a saving with this machine and asked me what I thought about it. I admitted the value of the machine but expressed the opinion that there was no great hurry for these expensive goods when his future business was in doubt, and especially when he was extremely limited as to capital.

Added Delivery Outfit.

"A week or ten days later, Brown opened his store, tried to look busy and waited for the first signs of promising business. His five hundred dollars capital had been expended on the purchases of the refrigerator, scales, and shelving. He did not break any sales records during the first few weeks, but he got the idea that a horse and wagon would give him an air of prosperity that might help business indirectly. I had given up hope of doing anything with my man. He had not taken my advice, so I offered none regarding the delivery outfit. It did not surprise me several weeks later when I found that he had bought one for $125.

This must have been largely on credit.

Well, that was the beginning. Six months have passed since Brown opened his store and he is now hanging on by the merest thread. In fact it will not be long until he is all in. To relate all his mistakes would take an entire volume. Specialty men came with alluring offers and in not a few instances Brown accepted goods. With our firm it became generally known that Brown was not exactly the very best customer. He was not behind a great deal, but there were questionings as to how far he would go.

Careless About Credit.

"Did he give credit, you ask? Of course he did, and just as careless was he with this part of the game as with his first steps. In fact it was bad customers who gave him a decidedly bad set-back, as he was not in a position to meet this sort of thing.

"So you ask me why some grocers fail. This answers one kind of case, the mechanic who fleeced himself before he sold a cent's worth. Brown is not off the market yet, but from a business standpoint his malady is incurable. His business received a severe set-back right at its birth, and it did not take me long to make the guess that it would not endure much hardship."

Most of the fruit shops in New Zealand towns are run by Chinese merchants.

Ontario Almost Sure of Bulk Sales Act

Member of Legislative Assembly to Bring in New Bill During Coming Session, the Principles of Which Will be Favored by Attorney-General—Purposes of Bill Defined—Now in Operation in Most Western Provinces—Prevents Fraudulent Sales.

Staff Correspondence.

Toronto, Jan. 11.—A proposed Bulk Sales Act for Ontario, was the subject of an address by W. D. McPherson, M.P.P., before the members of the Ontario section of The Canadian Credit Men's Association, at McConkey's, on the evening of Jan. 4. A couple of sessions ago a bill was introduced into the Ontario Lagislature covering terms of sale of a business, but as it was considered class legislation by some, it met an early death. However, there is now every reason to believe that when a similar bill is introduced this session—as it will be by Mr. McPherson—it will not be met with the same opposition as before.

Mr. McPherson said in part:

"Now in all matters of credit, particularly credit in personal property, as distinguished from real estate, there is a great element of chance, as I have no doubt most of you in this room have learnt. When a man comes to you and announces he is opening up business in a certain locality, after he has gone through the ordinary course of giving you information, in the last analysis, and based merely on the credit of personal estate, it must depend largely upon the character of the man with whom you are dealing. When a man parts with the possession of his goods and they go out, say to the Northwest, and while his bills are maturing, his debtor is disposing of the goods which he, as purchaser, has sold to him on credit. And after one or two renewals of the bills, it may be the purchaser finds he has not been engaged in a paying business, and he is running some risk, not only of being swamped, but of losing the money he has already invested. And he may, perhaps, have such a knowledge of the workings of the law as to enable him to put up a scheme to defeat or delay the law so as to defraud his creditors.

When Bill of Sale is Required.

When a man sells his business, if the purchaser does not go into immediate possession, then the law requires that the transaction shall be evidenced by a Bill of Sale, and in order to protect the creditors, it is necessary that the bill shall be registered with the clerk of the County Court. If, however, there is an immediate change of possession, so that the buyer goes into immediate possession of the goods, the Bill of Sale is not required.

It may be that a scheme is put up by the debtor intending to defraud the creditor, and there may be a collusive arrangement between the seller and the buyer, who in the majority of instances where that kind of thing has taken place in Ontario are near relatives; the seller fortifies himself with a certain amount of cash. He turns the business over to the buyer, gives him a receipt, vanishes across the line, and by the time the creditor hears of the transaction, a new man is in occupation who acknowledges no liability to him, and the debtor far away with the money in his pocket.

The Remedy Under the Law.

Assuming that to be the case, your remedy practically is gone. There has been a valid transfer of the goods, which, as long as they were in the possession of the debtor, would have been a security to you as seller; but when the ownership of the goods has been changed so, there has been a good and legal transfer, and you, having left your goods in the possession of the debtor on his good faith, are without remedy under the law as it exists. When he vanishes your security has gone too.

The Law in Western Canada.

Now that phase of the law has been taken advantage of on many occasions. I dare say there is not a man in the room who has not had experience of it in his own business, or has heard from his associates of cases where it has occurred. It has been for some time an object with the mercantile fraternity to stop a gap of this kind. Some of the western provinces devised the idea of having a law passed by the legislatures which they call the Bulk Sales Act, and which, in short, was a provision by law whereby a man intending to sell out his stock of goods to another man, there was an obligation placed by law upon the intending purchaser to inquire of the intending seller as to what his accounts where in respect of the goods. And the law requires a certain percentage of the creditors of the intending seller to assent to the transfer, giving them the opportunity of coming into touch with the intending purchaser, so that he would be notified of what the true state of affairs was.

Now, there are Bulk Sales Acts in operation in Manitoba, Saskatchewan, and British Columbia, but so far, nothing of the kind has been in operation here. The Legislature of Ontario was approached and the subject was mooted to the government of the day, to see whether they would consent to making it applicable to Ontario. A bill was introduced two sessions ago by Dr. Jessop, of Welland, but it did not proceed very far. The government were afraid that, perhaps, the effect of the law would be that some people, honest in their intentions and having sold their businesses, their sale through some inadvertent noncompliance with the law might be considered null and void, and they still be held liable for the goods sold.

Why Former Bill Was Turned Down.

Last session, R. S. Gourlay, President of the Board of Trade, and Hugh Blain, with myself and other members of the Board of Trade, met at the Legislative Assembly, and requested an interview with the Attorney-General, to see whether he, representing the government as its legal adviser, could not be prevailed upon to allow a similar bill to become law in Ontario. We had a very interesting discussion, the various phases of the question were gone into thoroughly, but, although the Attorney-General favored a considerable number of the provisions of the bill, some of them did not meet with his approval, and he felt disinclined to advise the Premier to consent to its becoming law, and asked that it might remain over for another session so that he might have the opportunity to inquire of the other provinces how the Act was working out in actual practice.

Since that time, the usefulness and necessity of this Act have been demonstrated, and I have very much pleasure indeed in being able to inform you and the members of your Association that, at an interview I had with the Attorney-General the other day, he said I would be quite at liberty to introduce the Bill this year, and that it would receive favorable consideration from the government."

Mr. McPherson read the provisions of the last bill, pointing out that while the principles of the new one would be similar, some of the clauses needed attention, and invited suggestions from the members of the Credit Men's Association.

MAIL SERVICE TO YUKON.

John Zarrarelli, a Grocer reader in Dawson, Yukon Territory, writes pointing out the inefficient mail service in the winter months from the rest of Canada into the Yukon. Mr. Zarrarelli states that Dr. Alfred Thompson, M.P., for the Yukon, will ask parliament to remedy this matter and he requests aid from M.P.'s south and east of the Yukon. He intimates that all kinds of mail matter is held up until the opening of navigation in June which, of course, is a serious handicap to business.

The Management of a Retail Business

No. 3—STOCKTAKING—Continued

By H. C. Carson, F.S.S.

Our article of last week mostly concerned the question of stock-taking, with special reference to the valuation of goods, their depreciation, and other features, methods, and principles that should govern every serious attempt to ascertain the money worth of a business at a given time. The stock sheets, however, form only a part of the inventory. In reality, although not in name, the whole balance sheet is an inventory and consequently the other items, assets as well as liabilities, should be listed and valued.

Inasmuch as merchandise and fixtures, with which we have already dealt, belong to the asset side of the balance sheet, we had better adhere to this side for the present and first of all look into the question of accounts receivable. We will not discuss now the merits or demerits of cash or credit systems. There is much to be said on this point, and it will be reserved for an article later on in the series.

Charge Accounts Correctly.

The first thing that should be made sure is that all accounts have been properly charged, or credited as the case may be, up to the time of stock-taking. Sales made after the stock has been taken should not be posted to accounts receivable until after the balances have been struck, but if they are, care must be taken to deduct the cost value of such sales from the stock sheets, otherwise a false inflation would arise.

There are few merchants doing a credit business that do not sometimes make an error in extending credit, and when making the list of accounts, taken one by one from the ledger, the merchant should weigh the collectible value of each, taking all circumstances into consideration.

It is better to clasify them under three of four heads, using paper ruled with sufficient money columns for the purpose. By entering the ledger folio against each name considerable time may be saved from time to time in making reference to the ledger from the sheets. If three classifications are used they might be termed "good," "doubtful" and "bad," and if four classes are adopted, the "good" may usefully be divided into "prompt pay" and "slow pay."

Do Not Overestimate.

Very often the dealer will be in a quandry as to what class a certain account should be assigned. A safe rule to follow in this event is to place it in the lower class, that is, if he is debating in his mind whether it should be good or doubtful, make it the latter. If doubtful or bad, make it bad. The mere fact that the merchant himself admits of doubt is proof enough that this rule should be followed. The object, of course, is to get at the true worth as nearly as possible, and it is better to err on the side of conservatism rather than the reverse.

Having completed the list, and ascertained the total of each classification, the question arises as to what value should be placed upon them. The list of good accounts should, of course, go in at par. Doubtful accounts should be subject to a depreciated valuation determined by the merchant who knows, or should know, all the circumstances in connection with each account so listed. As for bad accounts, they should have no cash value in the balance sheet. Bills receivable, of course, should be subjected to the same mode of treatment as accounts receivable.

Serve as Good Reminder.

Besides serving the purposes of the merchant in preparing his balance sheet, these lists of accounts, made in duplicate, if necessary, can be made to serve as a tickler or reminder in the important work of collecting accounts. The doubtful list should call for immediate attention and efforts made forthwith by judicious means to turn the accounts into cash. The bad accounts should not be entirely discarded until every resource has been exhausted.

48,000 CASES TOMATOES.

The copy for the page advertisement of Hudon, Hebert & Cie., Ltd., in last week's Grocer announced that while receiving only 40 per cent. of their order of canned tomatoes, the firm had sold 48,000 cases, and had delivered the full amount of 48,000 cases. By a typographical error, one of the ciphers was omitted from these numbers, giving a totally inadequate idea of the immense volume of canned tomatoes handled by Hudon, Hebert & Cie. That this was a typographical error was doubtless recognized by most of our readers, who know the extent of this firm's business, but to prevent any possibility of a wrong idea in the minds of any of our readers this correction is made.

MONEY IN SLOT MACHINES.

That there is money in the penny, nickel and dime slot machines is evidenced by the expansion of trade made by a large United States concern. Although only organized a little over a year ago one company's earnings up to Nov. 1, 1911, were at rate of 6 per cent. a year on its capital stock. This one operated penny machines. A company operating five and ten cent machines is planning to acquire a number of corporations for which it will pay almost $65,000,000.

REFUSED TO EXTEND CREDIT BEYOND A WEEK

Woman Customer First Paid Cash, Then Asked for Week and Finally for Month—Latter Request Refused and Customer Still Stayed.

Toronto, Jan. 11.—(Special)—Bruce & Sanderson, Parliament St. grocers, believe it is better to refuse credit where there is ever so small a chance of loss involved, than to sell on account even if it means the gain of a new customer.

Some time ago, to exemplify their methods, a woman began dealing with them. For quite a while she paid cash for everything. Then she asked for credit as she didn't happen to have the money. This, however, was refused until she gave her promise to settle up at the end of each week. This, Mr. Bruce, emphasised particularly.

All went well for some time. Next she came with the story that her husband was only paid once a month and that sometimes it was very inconvenient to settle more frequently. She could get credit at other stores but she liked Bruce & Sanderson's, liked the service and the goods and wanted to continue to deal there.

But this story didn't work. Mr. Bruce pointed out that her trade was appreciated but that he couldn't possibly extend credit any longer than the week. To keep up their business and make it a convenience to the public they must receive money for their goods. He would be sorry to lose her account but under the circumstances couldn't see his way clear to grant the request.

The woman is still dealing at Bruce & Sanderson's and paying her account weekly.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Province of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—
New York—R. B. Huestis. 115 Broadway, New York. Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne. 607 Marquette Building, Chicago. Telephone Randolph 3234.

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription, Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

WE TURN OVER A NEW LEAF.

The man in business who merely holds his own in this country is going behind, because the country as a whole is going ahead. Methods, stocks, store fronts, fixtures, that were good enough twenty years ago have outlived their usefulness, just because we are living in a progressive age. There is nothing so deadening as doing the same thing over and over again. No business is so dead as that where methods are justified merely because things have always been done in that way.

The value of The Canadian Grocer lies in the fact, that it is a continual protest against a man getting into a rut. It tells the grocer in Moncton what his brother is doing in Kamloops. It gives a man in Saltcoats an idea about window dressing caught from a photograph taken in Halifax. The Canadian Grocer is the purveyor of news about groceries and the sale of groceries. Its markets are news, its editorials are news, and most of all the big news feature of The Canadian Grocer is its advertising section. Here, over two hundred writers, specialists in their several lines, are telling our readers each week, something about the line in which they are most expert. Sometimes one of them may nod and forget that his business is to give the news, but there never was a time when The Canadian Grocer's advertisements were more what advertisements should be, bright, meaty tales, full of suggestions that give the grocer or his clerk ideas, talking points, suggestions for selling beyond what is merely asked for, beyond merely supplying the demand.

Our New Year's resolution was that we would keep that news idea constantly before us, before our reporters, our advertisers and our readers. Then we began to look ourselves over. After all, were we just as newsy as we might be? We had been improving our paper typographically, strengthening our editorial and reportorial staff, making it more practical and bringing it closer to the retailer, but in spite of this had we been getting into a rut in places, doing things merely because we had got into the habit of doing them?

Guilty.

We had to plead guilty. While every grocer in Canada had been improving his store front, while plate glass windows, brass railings and electric lights had become common during recent years, we had been running along with our old green cover, which could not take a half-tone cut and which made a special color advertisement look like a faded circus poster. Why had we continued it? Habit. And we are cutting out bad habbits. With the first of February, the old green cover goes. In its place we will use a heavy coated white paper that will take the best half-tone cut made, and bring out a design in special colors with all the brilliance of the spectrum.

One thing about making a good change in that one good change suggests another. If the news value of a good advertisement is as important as that of the market report, why shouldn't we have a new news-item advertisement on the front cover of The Grocer, every issue. It would attract more attention, more permanent attention, it would emphasize the news value of all our advertising, and so strengthen every other advertisement in the paper. Besides, it would give a chance for nearly fifty different advertisers to take part in writing our front page news advertisement, instead of two as heretofore. This should result in a greater variety of news, wider extent of interest, as well as a greater opportunity for all our friends to use this space occasionally.

So much for our front door. Our interior arrangement and fixtures then came in for examination. While our subscribers had been installing silent salesmen, counter bins and modern shelving, making a place for everything, and putting everything in its place, we had been so absorbed in improving the quality of the matter handled in our provision, cereal and other departments that we had neglected to do for ourselves what we have been all along advising our readers to do—keep our floor space clear—and have been mixing up our advertising and reading matter in our special departments, like the interior arrangement of the store of twenty years ago.

Never again.

Here's where we start improvement number two. When the grocer is reading advertisements in this paper he is interested in advertisements, and is not particularly anxious at that moment to know what the learned editor has to say. The time is past when you have to trap Canadian Grocer subscribers into reading the advertisements in this paper by placing them next to reading matter. Advertisements are news, and we are going to classify our news, the advertising news in the front and back and the staff news in the centre of the paper. Hereafter, the make-up of The Grocer will be a model for an up-to-date grocery store-plan. We will have a place for everything and everything in its place.

Our good resolutions take effect the first of February. We only wonder now why we never made them before. Keep your eye on The Grocer this year, its reforms are just beginning. There are more to follow.

CANADA'S GREAT FISHERIES.

Nova Scotia is the premier fish producing province of the Dominion During season of 1910-11 the fisheries of this province produced a value amounting to $10,119,243, the largest yet reached. This is an increase of $2,038,131 above the previous year, according to the government's blue book.

Salmon, lobsters, haddock, pollock, hack and halibut all showed increases while herring and mackerel went back a little. The total increase is largely accounted for by the big catch of the Lunenburg deep-seas fleet and the high prices paid for dried fish throughout the year. Majority of the other provinces showed slight declines.

but on the whole the value is $336,264 above previous year.

The entire capital invested in Canadian fisheries during the year was $19,019,870. The total value of fish marketed amounted to the huge sum of $29,965,433, constituting a record.

British Columbia was a close second to Nova Scotia, with $9,163,235 worth.

No less than 93,588 persons were engaged in marketing the fish in Canada. It is a fact that Canada possesses the most extensive fisheries in the world.

LESS OLIVE OIL ADULTERATION.

A bulletin just issued on olive oil by the Dominion Inland Revenue Department shows that of 152 samples of oil from various parts of the Dominion examined, 139 were found to be genuine and 13 adulterated. It is gratifying to note that the percentage of adulteration is greatly reduced since 1889, when the first inspection was made. Out of 75 samples examined that year, 40 only were genuine, 30 adulterated and 5 doubtful.

The adulteration consists in every case of an admixture of cottonseed oil without declaration of this fact. In some cases, this article has been sold in good faith, believed to be genuine olive oil. While this fact seems to exculpate the immediate vendors from any charge of intent to defraud, the samples must still, under the Act, be described as adulterated.

WESTERN AGRICULTURAL SITUATION.

With a temperature ranging from 20 to 40 degrees below zero during the last week, threshing has of necessity been stopped, but the grain continues to pour out of interior elevators to such an extent that the capacity at the head of the lakes for storage is deficient and arrangements are being completed for storing grain in bond at Duluth.

The estimated returns from the farms, including cereals, live stock, hay and root crops, Manitoba poultry and dairy products, of the three central provinces for 1911 is $101,620,716.20 as compared with $80,202,947.65 for 1910. In spite of the late threshing a larger percentage of wheat has been accounted for than ever before at this season of the year, while new records have been made in the matter of the forward movement from interior elevators.

In December, the enormous total of 18,000,000 bushels were inspected at Winnipeg, the total number inspected to December 31 being 79,914,700 bushels. It is also estimated that within the neighborhood of 50,000,000 bushels of wheat iis till in the farmers' hands, if the estimate of 146,000,000 made in September is correct.

THE HIGH COST OF LIVING.

In the recent "High Cost of Living" newspaper talk much was said about the "middleman's" margin of profit being excessive, which was unfair and unfounded.

It has been calculated that but 20 per cent. of the income of the people of the United States (and the same, no doubt, applied to Canada) is spent for food. Food, too, is a necessity to life.

J. C. Reid, president of the National Oats Co., pertinently asks: "How then with 80 per cent. for other things, Dr. Wiley, Secretary Wilson, or any one else could charge that the retail grocer is responsible for the high cost of living, we are at a loss to understand.

"It costs the average retail grocer from 15 per cent. to 17½ per cent. to operate his business. His average gross profit is but 20 per cent; he makes a bare 2½ per cent. on his sales. The sales of the average grocery store would approximate $20,000 a year, or a profit of $500. Grossly exorbitant, is it not? And when one thinks of the wastefulness of these political officeholders, we are so filled with disgust that it approaches nausea when we contemplate the cheap and petty reasons for their making the public statements that they do."

Mr. Reid's contention is quite fair. Newspapers and politicians in their zeal to cater to the masses without using their brains, make most unjust statements about the grocer and his margin of profit. Let them stop to consider that not more than 20 per cent. of the peoples' income goes to food—an absolute necessity—that it costs grocers from 14 to 17 per cent. to do business, and they will likely discover other reasons for the high cost of living.

SEASON OF FROSTS HERE.

The season is here when the grocer must guard against damage to his goods by frost. This is one case in which a stitch in time is not only best but necessary. The customer who receives an article which has been touched by frost is by no means satisfied. You will probably hear about it. Perhaps it may mean the loss of a customer. Then there is often direct loss by goods totally destroyed or the flavor so impaired that they are rendered unsalable.

Oranges, bananas, grapes and other fruits grown in a warm climate are very sensitive to frost. It does not take a low temperature to affect potatoes, carrots, apples, cabbage and similar lines, which lose their flavor by being frozen, and which all spoil when frost touched.

Canned goods should be stored in a safe place. Oysters, while they should be kept cool, should not be allowed to freeze. The same care should be taken with bottled goods, barrel vinegar, cheese, etc. It will pay the grocer to keep on the watch in order to prevent freezing.

FEATURE CEREALS NOW.

When the holiday window is removed and the grocer drops back to his ordinary seasonable business, it might not be amiss to make a beginning with a cereal display.

In this, rolled oats will have to be given a position of importance, because of the seasonable sales that are being made and that can be much increased. A Montreal grocer opened his daily advertising by giving a prominent position to cereals, including a little reference to the fact that this is quite seasonable. It is a contrast to the goods that have been shown during the past three or four weeks, and is a plain food in comparison with what has been sold of late.

This will be catching the trade in about the middle of the season and should help to maintain and increase the interest in rolled oats and the other seasonable cereals.

Figures showing extent of building in Canada during first eleven months of 1911 are very encouraging. In 27 of the largest cities the increase amounts to 28.1 per cent. over corresponding period of the preceding year. This percentage is another good indication of the prosperity of the country.

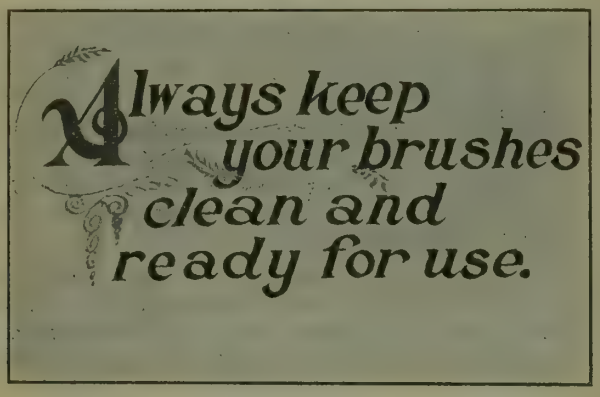
Lesson 9--Short Course in Card Writing

The Edwards Short-cut System—Showing Lower Case Letters of the Speedy Slant Roman Alphabet—Simple Method of Illuminating—Mixing Colors.

By J. C. Edwards. Copyright, Canada, 1911.

The use of capitals exclusively in a card is very undesirable as they are not so easily read as the lower case or small letters, with a capital either beginning the sentence or beginning each word. The capital and lower case letters are more quickly made; in fact, a card-writer can execute the small letters in less than half the time that it takes to make capitals.

Note each letter and its various strokes in detail and practice each many times, always being careful to get the correct slant to every letter. The more graceful and easy swing you get into this or any style of letter the more successful you are in reaching the goal every card-writer aims for.



Ornamented card, showing application of the speedy slant Roman.

The object in introducing this style of letter is to acquaint the student with the details which go to create speed rather than retard it. Compare this style with that taught in lessons No. 6 and 7—Brush Stroke Roman. Note the absence of spurs wherever it is possible to do away with them. This point alone is a recommendation for the slant Roman lower case letter. For instance, note the first stroke in letter "A." It is practically a cyma, lacking as it does the spur that is used in the plain brush stroke upright style. Note also the second stroke of the same letter; the second stroke in "f," the second in "j," the second and third in "s" and so on, and you will see that one single stroke of the brush replaces the rather difficult spur of the upright style as shown previously. The "c" also demonstrates this point as also does the first stroke of the "b," the third of "d," second of "h," third of "m," second of "n," etc.

Examine every letter and try them with your brush flattened out nicely—rubbed out on your palette or card board used for that purpose.

Draw the lines as referred to in lesson 8 as guide lines to get the right angle. You are sure to have difficulty at first, but perserverance will master it. Don't get discouraged if you fail first time; even the second or third time. Try again and you will succeed.

Always hold the brush at the same angle—square with the top of the card; don't change it or twist the fingers but make the letter with clean brush strokes. There are only two or three cases where the brush is held at commencement at a different angle and those are to form cymes, as stroke three in the second form of "g," stroke one in the "s" and two in the "z."

The strokes such as two in "j" and three in "g" may be made either with the brush held straight or at a slight angle (inclining to the left). This is left to the discretion of the writer.

Another letter which can be made in two different ways is the "p." It can be made as shown in the plate with the curved stroke all in one or it may be made as the "b" with two strokes. This also is left to the judgment of the student.

The card illustrating the use of this style of lettering is quite a plain and decorated specimen, but serves to demonstrate this lettering put in card form.

It also shows a very simple mode of illuminating—a few strokes of the brush wet with a grey paint or some mild shade or tint.

Do not allow your lettering to creep too far to the one side or the other. Be careful also to get your letters spaced evenly or rather to make them look even. Two o's coming together will bear less space between them; two capital "L's" coming together in the same word can be shortened so as to not make them look uneven, the same applies to capital T's.

The scroll which is shown at the bottom of the plate is very simply made with one stroke of the brush. Try it. Note the arrows.

Tints are made from a foundation of white letterine with a slight bit of any color added; a little at a time is added until the desired shade is acquired.

Get a little dry blue at the hardware store or aniline dye at the drug store, and pour out a small quantity of white on a piece of glass to which add a very small portion of blue. Mix thoroughly and work up until the right shade, which should be mild, is arrived at.

Shade the letter as shown in this lesson or use the left hand shade, as shown previously, which is the most simple and most easily made. Note the round cut showing outfit.

For particulars regarding brushes, outfits, etc., write to the author, J. C. Edwards, care MacLean Publishing Co., 143 University Ave., Toronto, or to this paper.

See descriptive chart on page 37.

WINNER IN AD. WRITING CONTEST

The winner in The Grocer 1911 Christmas ad-writing contest was the W. H. Stone Co., Winnipeg. The writer of the ad. was A. E. White, the manager, and for general appearance, neatness, type, display, setting and wording, is a splendid sample. The only criticism was against the introduction. The two next best advertisements in the opinion of the judges were those of Forsyth, Jr., Dartmouth, N.S., and J. D. Taylor, Sudbury, Ont. These, they state, while the wording was generally good, did not have the best appearance, the fault being mostly attributable to the composition. The Grocer has held the reproduction of these Christmas advertisements over until our fall number in October when they will be particularly beneficial for seasonable inspection.

The province where the Spanish onion is grown most abundantly is Valencia, Spain, in which 9,266 acres are planted with this vegetable, and the annual crop amounts to about 3,200,000 bushels. The province of Zamora leads in the output of garlic, the last crop amounting to 255,397 bushels.

Plate No. 9 - Speedy Slant Roman

- Lower Case -

a a a a a b b b b b c c c c c d d d d d e e e e e f f f f f g g g g g h h h h h i i i i i j j j j j k k k k k l l l l l m m m m m n n n n n o o o o o p p p p p q q q q q r r r r r s s s s s t t t t t u u u u u v v v v v w w w w w x x x x x y y y y y z z z z z & & & & &

speed, though not everything, counts

J. C. H. Advance

Lower case of a letter particularly adapted to speed. By constant practice the beginner should master it.

The Pulse of the Grocery Market.

Sugar in About Same Position as Previous to Last Week's 10-cent Decline—Operations on Hand to Month Basis—Salmon Holds Firmly on all Markets—All Canned Goods Continue Steady—Prunes and Sultana Raisins Stronger in Montreal—Winnipeg Reports Syrup up 10 cents Per Case—Prunes and Valencia Raisins Firmer There Also.

QUEBEC MARKETS.

Bordeaux Walnuts.—Price is firmer.

Alimentary Pastes.—Up ½ cent a lb.

Arrowroot.—Advance noted.

Salmon.—Up 2½ cents a doz.

Prunes.—Price going up 1 cent.

Sultana Raisins.—Very firm.

Montreal, Jan. 11.—The new year has begun auspiciously, but not particularly so. Travelers should all be on the road again with beginning of next week and usual business of this season should be felt. Some claim that business is brisk after first of year but that it begins to fall off again after first three or four weeks, has a short period of near dullness and then wakes up to boom preparations for Easter and the spring trade. This is only one estimation of how the business season opens and others may not agree with it. At present there is an encouraging amount of business passing, but it must be remembered that the last three months of the year were exceptionally good and it can hardly be expected that all supplies then bought up are yet exhausted. When they begin to approach the point of exhaustion there will be a strong movement to renew supplies.

It may be said that market is characterized by holding of prices on lines that were high before the holidays. Dried fruits and nuts with but few exceptions are firm and, as will appear in another column, prunes are giving signals already of further advances in the near future. And this is not the only instance in these markets which deserve the attention of that portion of the trade who as they claim like to buy right.

Alimentary pastes, French and Canadian, show an advance of one-half cent. a pound and arrowroot is also higher. The latter is quoted now as follows: 7 lb. tins, 14 cents a pound; one pound tins, 18 cents a pound. The markets have begun the new year satisfactorily thus far.

SUGAR.—Reference was made in last week's issue of the decline on the 4th at 11 a.m. At the new prices the market has been fairly steady with a moderate demand. The unsettled condition of the market does not invite confidence and purchasers are buying for present demands only.

Granulated, bags	5 55
" 20-lb. bags	5 60
" Imperial	5 40
" Beaver	5 45
Paris lump, boxes, 100 lbs	6 25
" " " 50 lbs	6 35
" " " 25 lbs	6 65
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls	6 25
" " 100 lb. boxes	6 35
" " 50 lb. "	6 45
" " 25 lb. "	6 65
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 00
" " 50-lb. boxes	5 90
" " 25-lb. boxes	6 40
Powdered, bbls	5 80
" 50-lb. boxes	6 00
Phoenix	5 55
Bright coffee	5 30
No. 3 yellow	5 30
No. 2 "	5 30
No. 1 " bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—Molasses are in limited supply locally and are therefore held firmly. The price should hold steadily under present conditions for some time. Syrups are in good demand and retailers should remember that a particular seasonable trade can be done in that line now.

Fancy Barbados molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls		0 03½
" ¼-bbls		0 03½
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

DRIED FRUITS.—An item of importance to the trade this week is an announcement that the price of prunes to the jobbing trade will be or is practically advanced one cent a pound over the last price at which jobbers made their purchases. It will be remembered that early last summer prunes in the smaller sizes went up to 18 cents and even higher. It is significant that jobbers have instructed their travelers to impress upon the retail trade the desirability of covering their wants or rather anticipating their future requirements for the year and of purchasing while prices are at present level. Jobbers have remarked that their prices have not yet been advanced, but that they will be marked up as soon as a revival of demand is felt. Trade in this line is quiet at present, but as supplies among the retailers become exhausted there is bound to be a new interest. One jobber stated he expected to see prices for prunes go as high as they did a year ago. In the meantime retailers might do well to consider their position and to carefully review the market and its conditions. Sultana and Valencia raisins are quite firm and prices are unyielding. Owing to the supply being none too free the market is fully expected to hold steady and strong. Dried fruits so far have lost nothing as the result of passing of holiday trade. They should hold firmly.

Evaporated apricots	0 22	0 24		
Evaporated apples	0 09½	0 10½		
Evaporated peaches	0 18	0 19		
Evaporated pears	0 18	0 19		
Currants, fine filiatras, per lb., not cleaned	0 07	0 07½		
" " " cleaned	0 07½	0 08		
" 1lb. packages, fine filiatras, cleaned	0 08	0 09½		
" Patras, per lb	0 09	0 09½		
" Vostizzas, per lb	0 09½	0 10		
Dates, 1-lb. packages	0 07	0 07½		
Dates, Hallowee, loose		0 05½		
Fards		0 11		
Figs, 3 crown	0 07½	0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08	0 10½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½	0 13	Comadre figs,	
Figs, 6 crown	0 09	0 14	about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box		0 10½		0 11½
Glove boxes, 10-oz., per box		0 07		0 07½
Prunes—				
30-40		0 16		0 18
40-50		0 14		0 16
50-60		0 13		0 14
60-70		0 12		0 13
70-80		0 11½		0 12
80-90		0 11		0 11½
90-100		0 09½		0 10½
100-120				0 08
Bosina prunes		0 08		0 09
Raisins—				
Choice seeded raisins		0 09½		0 10½
" fancy seeded, 1-lb. pkgs		0 11½		0 11½
" loose muscatels, 3-crown, per lb		0 08		0 08
" " 4-crown, per lb				0 09
Seedless, new, in packages		0 09		0 10
Select raisins, 7-lb. box, per box				0 63½
Sultana raisins loose, per lb		0 12		0 16
Sultana raisins, 1-lb. cartons		0 16		0 19
Malaga table raisins, clusters, per box		2 50		5 75½
Malaga table raisins, clusters, per ½ box		0 80		1 90
Valencia, fine off stalk, per lb		0 08		0 08½
" select, per lb		0 08½		0 09½
" 4-crown layers, per lb		0 09		0 10

NUTS.—There is an ordinary trade in nuts just now. It is as good as might be expected at this season. Bordeaux halves, walnuts are firmer and are likely to reach a higher price. Brazils are quoted as high as 25 cents, and prices all down the list are steady and firm. The holiday trade has passed but there has been no downward tendency in the market.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb	0 10½	0 12
" Barcelona, per lb	0 11½	0 12
Tarragona Almonds, per lb	0 15	0 17
Walnuts, Mayette Grenobles, per lb	0 15½	0 17
" Marbots, per lb	0 12½	0 15
" Cornes, per lb	0 11	0 13
Hungarian	0 13½	0 16
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 34
" 2-crown " "	0 31	0 32
" (in bags), standards per lb	0 27	0 28
Valencia shelled almonds, new crop	0 34	0 36
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted		0 08½
Coon, roasted	0 08½	0 09½
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11½	0 12½
Sun, roasted		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 19	0 21
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves, bright	0 35	0 37
Brokens	0 28	0 30

COFFEE.—The coffee market has nothing yet to interest the retailer. Prices remain high and primary conditions show no material change.

Mocha	0 25	0 28	Santos	0 22 0 24
Rio	0 21½	0 23½	Maracaibo	0 23 0 26½
Mexican	0 25	0 28		

TEAS.—Continued firmness prevails in the tea market, and is likely to continue to hold its place. Demand is fair and is mostly routine. Medium grade teas remain firm and the market as a whole retains the strength that has characterized it for some time.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

PEEL.—A fair demand and prices holding firmly at the pre-holiday figures practically sums up the peel market at the present period.

Orange	0 11	0 14½	Citron	0 17	0 18
Lemon	0 10	0 11			

RICE.—But little can be said in regard to rice at the present season. There is a fair demand and prices are as firm as usual of late.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 65	3 75
" " " 100 lbs	3 65	3 75
" " " 50 lbs	3 65	3 75
" " pockets, 25 lbs	3 75	3 85
" " ½ pockets, 12½ lbs	3 90	4 00
" " C.C., bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" " pockets, 25 lbs	3 65	3 75
" " ½ pockets, 12½ lbs	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 08	0 10
Brown Sago, lb	0 06	0 07
Tapioca, medium pearl, lb	0 07	0 08
Seed, lb	0 07	0 08

PEAS AND BEANS.—In regard to this market it may be said it remains in about the same position. Quotations have not moved from their position and the retail demand is steady and appreciable.

Split Peas, per bag, 98 lbs	3 50	4 00
Whole Peas, per bus., 60 lbs	1 80	2 00
Pot Barley, 98 lb bag		3 60
Pearl Barley, 98 lb. bag		4 75
Beans, white, per bus., 60 lbs	2 40	2 55

CANNED GOODS.

MONTREAL.—Canned goods are regarded as valuable holdings just now, and more particularly for the price they may bring between now and next fall when the supplies will be coming forward. Present demand is ordinary. Prices are firm. The trade seems to be temporarily supplied according to reports from jobbers.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 12½	8 55
Gal.—Cherries, red, not pitted		
2's—Cherries, white, pitted, heavy syrup	2 02½	2 50
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup		1 90
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy sy up	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved		1 80
8's—Rhubarb, preserved		2 50
Gal.—Rhubarb, standard		3 90
2's Strawberries, heavy syrup	2 40	2 50
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niavara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy sy up		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 47½
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 52½
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster— ½-lb. flats, dozen, $2.90 $3.00; 1-lb. talls dozen, $4.50, $4.75 1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00
Aylmer boneless chicken, turkey and duck, 1-lb. tins, per doz		4 50
Chicken soup, 1-lb. tins, per doz		1 75
Chicken soup, 2-lb. tins, per doz		2 25
Tomato soup, 2-lb. tins, per doz		0 95

TORONTO.—Salmon here and elsewhere holds firmly at the high price. Deliveries which were late in being made this year are practically all completed. The statistics of the pack of British Columbia salmon for 1911 show that there was put up last season a total of 948,965 cases. In 1910 the pack was 762,201 cases, and in 1909 it was 967,920 cases. The pack of sockeyes was smaller than the year before, being only 383,509 cases. Red springs amounted to 38,751 cases, white springs 9,705 cases, chums 91,951 cases, pinks 305,247, while there was a pack of 119,802 cases of cohoes. In 1905, a "fat" year the total pack was 1,167,460 cases.

The amount of tomatoes imported from the United States this year has been considerable. Prices on this line across the border continue on the upward trend.

ONTARIO MARKETS.

POINTERS—

Evaporated Apples.—Slightly firmer.

Bosnia Prunes.—Quoted at 8 to 8½c.

Cloves.—Easier tendency.

Toronto, Jan. 11.—The year for the grocery trade has opened up quite well. True, trade during the past two weeks has not been brisk, but this is only natural after heavy purchasing of previous two months, while fact that retailers are busy with their annual inventory has to be taken into consideration. In spite of this, some retailers contend that trade has a better swing than is usual at this time. At any rate, no complaints are being made by wholesalers, for memories of the past year are indeed pleasant, and next twelve months are looked forward to with confidence. Travelers are again back on the road and return to steadiness is expected in business shortly.

SUGAR.—Sugar declined 10 cents on Thursday last as announced briefly in our issue of last week. The main features of the market are practically same as previous to decline. How low the market will go is a difficult question until the situation becomes more clearly defined. There are many guesses Time alone will tell how near they are to mark. Meanwhile operations in anticipation of some further easing are on hand-to-mouth basis. Consumption seems fair for the season.

Extra granulated, bags	5 65
" " 20 lb. bags	5 75
Imperial granulated	5 45
Beaver granulated	5 45
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 75
" " 50-lb. boxes	6 25
" " 25-lb. boxes	6 35
Powdered, brls	5 85
" 50-lb. boxes	5 85
" 25-lb. boxes	6 25
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 75
" in 50-lb. "	6 65
" in 25-lb. "	6 85

SYRUP AND MOLASSES.—The year has opened up well in syrups, and molasses is also doing fairly well. With the retailer having more time to devote to these lines and the weather lending favorable assistance trade is brisk. The retailer would do well to take advantage of the favorable conditions to promote sales.

The high price of sugar naturally gives molasses producers a reason for asking high prices for their product, but, with sugar easing, they may be induced to modify their ideas on new crop as expressed some time ago.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Qtr. barrels, lb.	0 03½
Pails, 38½ lbs. ea.	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Interest does not seem to be revived in dried fruits as yet. From now on during the coming months retailers should find a steady demand for these lines, and now, with the holidays past, it is well that the dealer commence to give prominence to the staple lines. Prunes stand up well under general market conditions, although fair stocks are held here. The 1911 California prune crop was estimated at close on 175,000,000 lbs. as compared with not much over 75,000,000 lbs. the previous year, but the bare markets this year combined with big demand from foreign countries stiffened prices to their present level. Bosnia prunes are quoted at 8 to 8½ cents.

Apricots and peaches on account of high prices have not met with their usual demand. Figs and dates are selling fairly freely, the latter at slightly easier prices.

As noted last week, evaporated apples under more enquiry from foreign sources are slightly firmer.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50 " "	0 14	0 15
70 to 80, in 25-lb. boxes		0 10
80 to 90, in 25-lb. boxes		0 09½
90 to 100, in 25-lb boxes		0 09
Same fruit in 50-lb. boxes ½ cent less.		
Bosnia prunes	0 08	0 08½
Apricots—		
Choice, 25 lb boxes	0 21	0 23
Fancy, " "		0 25
Candied Peels—		
Lemon 0 10 0 11 Citron	0 15	0 17
Orange 0 10 0 12½		
Figs, 2 to 2½ inches, per lb	0 09	0 13
Tapnets, "	0 04	0 04½
Bag figs	0 04½	0 07
Dried peaches	0 17	0 18
Dried apples	0 08½	0 09
Evaporated apples	0 09½	0 10
Currants—		
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10	0 12
Patras 0 08 0 08½		
Uncleaned ½c less		
Raisins—		
Sultana	0 11	0 12
" fancy	0 14	0 14½
" extra fancy	0 16	0 17
Valencias selected		0 08½
Seeded, 1 lb packets, fancy		0 09
" 16 oz. packets, choice		0 08½

New Dates—		Package dates, per 1 lb	0 07	0 07½
Halloweens—				
Full boxes	0 06	Fards choicest	0 09½	0 10½
Half boxes	0 07			

TEA.—Although there is no real quotable change, there has been easiness in some quarters, giving relief to the late tense situation. November shipments from Ceylon to the United Kingdom exceeded all anticipations, nearly doubling those of last year. It is estimated that December shipments will take ten and a half millions compared with last December's eight and a half, making, if this estimate is correct, the total shipments to the United Kingdom for 1911 six millions ahead of the previous year's total.

"All markets for common tea," says a report from Colombo, Ceylon, "have declined somewhat and there is a probability of a still easier market for lower grades. With regard to the better grades, prices are firm and likely to remain so, for the increased supply is nearly all in inferior teas. Good to fine Ceylon teas are still insufficient to meet all demands. The somewhat larger supplies are by no means sufficient to cause a serious slump. Neither the Ceylon nor Indian crop is in excess of what will be required."

COFFEE.—What effect has the high prices had on the consumption of coffee? In the United States while some say it has decreased, others contend that it has not. These are opinions of individual coffee dealers who have different methods apparently of arriving at conclusions.

On the local market, some dealers report that sales are keeping at a good level. Others believe that the high price will no doubt reduce consumption. It is pointed out by one dealer that while it is only natural for total coffee consumption in Canada to increase, the consumption per capita on the other hand might show a falling off.

Rio, roasted	0 23	0 24	Mocha, roasted	0 30	0 32
Green Rio	0 19	0 20	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 25	0 26
Bogotas	0 26	0 27	Jamaica	0 25	0 26
			Chicory		0 12

NUTS.—There is a fair demand for nuts for the season. There are no special market features, bot the general tone is one of steadiness.

Almonds, Formigetta	0 15	0 15½
" Tarragona	0 16½	0 17
" shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	10	0 13

SPICES.—Since the close of the Christmas demand, spices have been a little quiet. Life is expected to return to trade now, however, and dealers anticipate steady trade from now through to summer months. Cloves and cassia are somewhat moderated in price. Indications are for cream tartar to hold fairly stiff.

	Tins	¼-lb. pkgs.	¼-lb. tins doz
Allspice	15—18	60— 70	70— 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75— 95	85—1 10
Cream tartar	27—00	90— 00	
Curry powder	25—00		
Ginger	22—27	65— 85	75— 95
Mace	50—80		00—2 75
Nutmegs	30—40	90— 00	1 60—2 50
Peppers, black	19—22	67— 75	80— 90
Peppers white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65— 95	75—1 10
Pickling spice	16—20	75— 00	75— 00
Turmeric	16—00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb. in bulk		0 [illegible]
Shredded cocoanut, in pails	0 16½	0 17½

RICE AND TAPIOCA.—There is a normal demand being felt in these lines. Primary markets on new crop rice hold firmly. Rangoons will arrive in March, while Patna rice comes in during May. Quotations on the latter, says one dealer, are the highest for a long time and new crop gives no hopes at present of coming below prices on old crop.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

Per lb.		Sago, medimm brown	0 05½	0 06
Rangoon	0 03½ 0 04	Tapioca—		
Fancy rangoon	0 05	Bullet, double		
Patna	0 05½ 0 06	goat		0 08
Japan	0 05 0 07	Medium pearl	0 06½	0 07
Java	0 06 0 07	Flake		0 08
Carolina	0 08 0 10	Seed	0 06½	0 07

BEANS.—There are no new features to report. Conditions are unchanged from last week. Trade is inclined to quietness.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

BROOMS.—Brooms show no further change in price, but have lost none of their firmness. Broom corn holds up in price. From one source comes the information that the past season's shipments of corn in the United States have been 3,000 cars below 1910.

MANITOBA MARKETS.

POINTERS—

Sugar—Weaker.

Syrup—Advanced.

Prunes—Advanced.

Valencia Raisins—Advanced.

Winnipeg, Jan. 11.—Severe cold which has been existing for last week has to a considerable extent handicapped trade, but wholesalers are nevertheless enthusiastic, and all predict increased trade between now and spring. Tone of market has been strong and many advances will be noticed in different lines. Travelers are now returning to their routes so that increased orders are looked for shortly. Prunes, Valencia raisins and matches have been in the greatest demand during the week.

SUGAR.—Sugar market took sharp decline last Thursday, and prices are quoted at ten cents per cwt. lower.

Montreal and B.C. granulated, in bbls	6 20
" " in sacks	6 15
" yellow, in bbls	5 30
" " in sacks	5 75
Icing sugar, in bbls	6 55
" " in boxes (25 lbs.)	6 80
Powdered sugar, in bbls	6 35
" " in boxes	6 35
" " in small quantities	6 10
Lump, hard, in bbls	7 05
" " in ½-bbls	7 15
" " in 100-lb. cases	7 05

SYRUP.—Demand from retailers continues to hold exceptionally strong and prices show an advance of ten cents per case over those of last week. New quotations are:

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 58
3 20-lb. tins, per case	2 57
Half barrels per cwt	3 85
Barbadoes molasses, in half barrels, per gallon	0 45
New Orleans molasses, half barrels, per gallon	0 30 0 31

EVAPORATED APPLES.—Fair demand continues to exist for evaporated apples and there is no change from last week. Price remains on the ten cent

basis, and no advance is looked for within two months.

NUTS.—Demand is steady and prices remain firm.

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 13½	Ab-ranes	0 14½
Brazil Nuts.....	0 18	Pecan Choice	0 17
Grenoble walnuts....	0 16½		

DRIED FRUITS.—Prunes and Valencia raisins, as predicted, have been advancing during the week, and higher prices are looked for. Stocks in the city are fairly heavy and enough to supply the demand, which, especially for prunes, has been exceptionally heavy.

New prunes.	Per lb.	70-80s, 25s, s p.....	0 09½
90-10 's, 25, s.p.....	0 08½	70-80s, 10s, s.p	0 10½
90-10 8, 10s, s.p.....	0 09½	60-70s 25s, s p.....	0 09½
80-90s, 25s, s.p.....	0 08½	50-60s, 25s, s.p.....	0 10½
80-90s, 10s, s.p.....	0 09½	40-50s, 25s, s.p.....	0 11½

New Figs—

Camel 3-crown table figs.....	0 10
" 4-crown table figs.....	0 11
" 5-crown table figs.....	0 11½
" 6-crown table figs, about 10 lbs.....	0 12½
" 6-crown table figs, about 50 lbs.....	0 12½
" 7-crown table figs, about 1 0 lbs.....	0 14½
" 9-crown table figs, about 1o lbs.....	0 16
Emmanuel 3-crown.....	0 08½
" 4-crown	0 09½
" 5-crown.....	0 09½
" 6-crown.....	0 10
" 7-crown.....	0 11
Club box figs.....	0 06

Cooking Figs

Choice boxes.....	0 05½
Half boxes.....	0 05½
Half bags....	0 04½

Valencia raisins—

Fine, f.o.s , 28s , s.p., per box..... ...	2 20
Fine, selected, 28s , s.p., per box.....	2 25
4-crown layers 28s., s p., per box.....	2 35
4-crown layers. 14s., s.p . per box.....	1 2
4-crown layers, 7s., s.p., per box	0 [illegible]
Ne plus ultra, 28s., s.p , per box.....	2 30

Currants—

Dry clean, per lb.....	0 07½
Washed, per lb	0 [illegible]8
1-lb. package....	0 08½
2- b. package	0 17½

COFFEE.—Market this week shows slightly easier tendency, although no change has as yet taken place.

Roasted Rio, lb. ..	0 22	Green Rio, 5's, lb....	0 17
		Green Rio, 7's, lb....	0 16½

SPLIT PEAS.—Split peas remain strong and scarce. One wholesaler expressed himself that split peas are just as hard to secure as pot barley. The demand is strong, but the supply totally inadequate, and consequently higher prices can be looked for.

Beans, 3-lb. picker, per bushel.....	2 55	2 65
Hand picked, per bushel	2 70	2 75
Peas, split, 100 lbs.....		4 00

RICE.—An active demand continues for this commodity, and from the present outlook a big advance is expected shortly on account of shortage of crops.

Japan, No. 1, 100-lb. sack, per lb	0 05½
Ja an, No. 2, 100-lb. sack, per lb	0 04½
Carolina, 1-3-lb. sack, per lb.....	0 16½
Patna. 100-lb. sack, per lb	0 04½
Rangoon, 100-lb. sack, per lb	0 04½

NEW BRUNSWICK MARKETS.

St. John, Jan. 11.—The only feature of interest on local market in last week has been ten cent decline in sugar per hundred. Indications are that further drop will take place, according to local dealers who follow the market closely. At any rate, it won't be any higher. Aside from this, market has been quiet, but trade has been steady. With most dealers the past week has been used for stock-taking. Travelers are again on road after holiday lull, and good orders are being received. The making of ice on the river, coupled with liberal snowfall, enabled many country customers to reach city during week.

Bacon.....	....	0 15	
Beans, hand picked, bus..	2 45	2 50	
Beans, yellow eye, bus	2 55	2 60	
Butter, dairy, per lb	0 22	0 24	
Butter, creamery, per lb....	0 27	0 30	
Buckwheat, W. grey bag.	3 00	3 10	
Cheese, new, lb	0 15½	0 16	
Currants, 1's, lb	0 08	0 08½	
Canned goods—			
Beans, baked..	1 15	1 25	
Beans, string..	1 02½	1 05	
Corn, doz ...	1 00	1 15	
Peas, No 4 ...	....	1 20	
Peas, No. 3....	....	1 25	
Peas, No. 2....	....	1 30	
Peas, No. 1....	....	1 80	
Peaches, 2's, dz	1 95	2 00	
Peaches, 3's, dz	3 00	3 05	
Raspberries, dz	2 05	2 10	
Strawberries...	1 85	1 90	
Tomatoes	1 75	1 80	
Clams.....	4 00	4 25	
Cornmeal, gran	....	5 15	
Cornmeal, bags	1 65	1 70	
Cornmeal, bbls.	3 45	3 50	
Eggs, hennery.	0 40	0 50	
Eggs, case.....	0 28	0 35	
Fin. haddies...	4 40	4 50	
Fish, cod, dry..	6 25	6 50	
Flour, Man....	6 45	6 50	
Flour, Ontario.	5 45	5 50	
Ham	....	0 15	
Lard, compound, lb .	0 10½	0 11	
Lard, pure, lb.	0 12½	0 13	
Lemons, Messina, per box...	....	3 50	
Molasses, Barbados, fancy.	0 40	0 41	
Oatmeal, rolled	....	5 35	
Oatmeal, std ..	....	5 90	
Pork, domestic mess	21 50	22 00	
Pork, American clear ..	20 75	22 50	
Potatoes, bbl .	1 75	2 00	
Raisins, California, seeded	0 10½	0 11	
Rice, per lb....	0 03½	0 04	
Salmon, case—			
Red Spring	7 75	8 00	
Cohoes.....	7 25	7 50	
Sugar—			
Standard gran.	5 70	5 80	
Austrian gran.	5 50	5 60	
Bright yellow..	5 50	5 60	
No 1 yellow...	5 20	5 30	
Paris lumps....	6 75	7 00	

NOVA SCOTIA.

Halifax, Jan. 11.—The feature of past ten days was drop in price of sugar. On Monday of last week local refineries made cut of ten cents per hundred pounds, and again on Thursday another reduction of ten cents on all grades. Just now the retail demand for sugar is rather light.

Wholesale dealers report that business during the past year was good, despite high prices asked for many lines. Many of the jobbers found on balancing books that business was considerably better than previous year. Just now trade is a little quiet, which is always to be expected after the holiday rush. Then, again, season has been open, and the country roads have been bad for travel.

Dealers in confectionery report sales of chocolates at Christmas and New Year's were heavier than ever before. They also note that there was a marked falling off in sales of the cheaper grades of confectionery.

Sales of flour are now comparatively light. Feeds are in good demand, and the prices are firm.

Potato markets continue quite active. There appears to be good demand for all stock offering, and while prices at present are unchanged, dealers say that thay will go higher.

There is an abundance of apples, principally Bishop pippins, on local market. Little hard winter fruit is offering. According to late cables, there is a falling off in the demand in the British market, and prices are easier.

Seattle jobbers have decided to no longer accept "gross weight as net weight" on walnuts. In other words they will resist the growers' system of making them pay for sacks just as though the sacks were walnuts.

DEALER GETS BEHIND MINERAL WATER.

Montreal, Jan. 11.—A few days ago one of the leading grocers received an order for a new mineral water that had been recently placed upon the market. He did not have it in stock as it had only been brought out recently, so he told the customer he would do his best to fill the order. This had been the only demand and the grocer immediately secured a supply determining to sell it to other customers without being asked for it.

The progressiveness thus displayed is found in many grocery stores and the trade, as a whole, are gradually working toward that end.

WINNERS IN WINDOW DRESSING CONTEST.

(Continued from page 28.)

tion. One of the chief features in this display is the symmetry with which it has been constructed. Kamloops has a population of about 4,500.

The top portion of the window includes dried and canned fruits and Christmas crackers. Next comes canned and bottled fruits; then is a row of evaporated fruits and below are raisins, currants and marmalade. Below that again are peels and jams and evaporated fruit. The bottom row consists of biscuits, plum puddings, figs and raisins.

The order shown in the display is much to be commended and along with the Island window, presents a good lesson in symmetry.

Both Dowling & Reed and Bruce & Sanderson have excellent displays and as pointed out above these will be reproduced in the fall. Arthur Harp, of the Cash Bargain Grocery, Brantford, Ont., deserves honorable mention.

In class II, the winners of second and third prizes, C. H. Milton, of Oshawa, and Millar & Wigle, Essex, had attractive displays with possibly too much in the former and not sufficient Christmas goods in the latter. Other good windows in this class were sent in by Donald R. McInnes, Gravenhurst, Geo M. Sawyer, Leamington, Allan H. Clark with Charlton Bros., Lakefield and E. Hutton, Earlscourt. Majority of these photographs were, however, not good. They did not show up the detail of the window. Some were spoiled by reflections. One dealer sent two windows without either name or place of business marked on them.

Every dealer and clerk should keep a file for window displays shown in The Grocer. These at some time or another will be found useful.

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

SODAS

An Ideal and Healthy Food

Quality unsurpassed. Test the flavor, crispness

Canadian Grocery News Done Up in Brief

Some Business Changes and New Stores Opened—Hamilton Association Holds Annual Meeting—Presentation by Employes —New Biscuit Factory for B. C.—Quebec Clerks' Demands—Chatham Grocer Becomes Mayor.

Wm. G. Coles, grocery broker, London, Ont., was elected an alderman of that city.

Robt. Wallace, president of the Battle Creek Toasted Corn Flakes, London, Ont., is leaving this week on a three months' trip to Bermuda.

F. E. Silcox, London, Ont., has disposed of his business to Paul Ward. He purchased it about a year ago from F. Paul & Son.

Mrs. M. McCarrell has opened a grocery store in Peterborough, Ont., at corner of McDonel and Aylmer Sts.

The early closing by-law in Caledonia, Ontario, which was questioned by one of the merchants of that village has been upheld as valid by Justice Riddell. The grounds on which the motion was based were the alleged insufficiency of the petitions presented to the council for its passage. His lordship finds, however, that the by-law was one which the council could pass without any petitions, and he expresses the opinion that the power given by the statute is not in any way diminished by the fact that wholly unnecessary petitions were filed.

Popham Bros. Manufacturing Co., Victoria, B.C., are contemplating building a biscuit and confectionery factory.

A delegation of the Retail Clerks' Association of Quebec City, recently waited on Sir Lomer Gouin, to ask that a charter with special privileges be conferred to the association by the local government. The delegation was received by Sir Lomer Gouin, Hon. Mr. Decarie and Hon. Mr. Taschereau, and their demands were promised serious consideration. The principal demands of the delegates are: That the retail merchants shall not keep their stores opened more than sixty hours a week; that the work women and children in such stores be regulated by the manufacturers' law of this province; that all the stores should be inspected by Government officials at least once a year to see if the merchants keep them in sanitary condition; that the Retail Clerks' Association be provided with a provincial charter.

A number of grocers in the southwestern portion of Peterborough, Ont., have decided to close their stores at 9 p.m. each evening. They include Mrs. Mitchell, Mrs. Dunsford, and Messrs. Parks, Goheen, Wotten, Lillico and Bradshaw.

The Retail Grocers' Association, of Hamilton, Ont., went on record at their annual meeting last week as being in favor of a provincial organization of retail grocers. The Hamilton grocers decided to issue challenges to the Brantford and Toronto associations to meet them in progressive euchre, a schedule to be arranged for the winter months. New officers for 1912 are:

President—Ed. Hazell.
First vice-president—J. M. Semmens.
Second vice-president—John Knox.
Treasurer—James Main.
Secretary—M. R. Hill.
Executive committee—W. Smye, J. O. Carpenter, John Brown, H. Taylor, John Forth and J. A. MacIntosh.

MAYOR WILLIAM ANDERSON
Chatham, Ont.

Though he barely looks that age, Mayor William Anderson, of Chatham, has been associated with the grocery business for all of thirty-six years. He commenced in his native Scotland at the age of 15. Born in Stirling, he spent most of his time in Glasgow prior to coming to Canada. He was for three years a traveler for McLaren's, Limited, of Hamilton, then joined the staff of H. Malcolmson's grocery at Chatham. After ten years spent with that firm, he set up in business for himself, purchasing the grocery formerly conducted by J. E. Johnston.

Mr. Anderson is a strong supporter of trade organization, and was a mainstay of the Chatham branch of the Retail Merchants' Association. He was president of that organization during one of the most successful years of its existence, and had a large part in instituting the annual merchants' picnic.

Mr Anderson served four years on the Chatham Public Library Board. Thence he graduated to the city council, to which he was thrice elected with a handsome vote, serving for two years as chairman of the civic property committee. This year his fellow-citizens elected him to the mayor's chair by 174 majority over a strong opponent.

G. A. Goheen, a Peterborough, Ont., grocer, was presented with a gold-headed umbrella by his employes.

W. A. Black, general manager of The Ogilvie Flour Mills Co., is in the West looking for location for the new 3,000 barrel mill the company has decided to erect.

The Gipe-Hazard Store Service Co., Toronto, has taken over the business of the Gipe Carrier Co. and also that of the Hazard Store Service Co. E. C. Gipe is the general manager.

Moir's Limited, confectionery manufacturers, Halifax, N.S., are erecting a new building. It will be eight stories high on one side, and six on the other. At present about 400 are employed in this factory, but on the completion of the new building, James Moir, the president, expects it will be necessary to add 300 more employes.

W. H. Wilson, sales manager, MacLaren Imperial Cheese Co., has left for the Old Country to discuss with manufacturers which this firm represent in Canada, ways and means advantageous to the wholesaler, retailer and consumer, in the distribution and sale of their each individual product. It is to be hoped he will return with much news and valuable information for the trade.

MAINTAINING THE PRICE.

Toronto, Jan. 11.—The maintenance of selling prices to give a fair profit is something that should have the consideration of every dealer. It is well known to careful merchants that some of their competitors either do not get their just profits or they are ignorant of the cost of goods.

"Some time ago," states a retail dealer, "a woman customer asked me the price of cheese. I told her it was 16 cents."

"But I can get it at Blank's for 14," she replied.

"Very well," I said, "if you can, you certainly should, but I cannot sell cheese at 16 cents and make a living."

The woman went to Blank's, got the cheese and on her way home called in again. The dealer asked her to let him see it. He placed it in the scale and its weight was exactly 14 ounces.

The competitor's scale of course may have been wrong. Let him have the benefit of the doubt. But when the question of a lower competitive price comes up it might be well for the dealer to point out among other things that he gives honest weight.

Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

Were Your 1911 Earnings Satisfactory?

If you are an inside worker closely confined to office hours, without the opportunity you desire; if you are determined to better yourself, insuring for yourself a larger income, we have the position for you.

We will make hundreds of appointments of representatives to take new and renewal subscriptions to our

FIFTEEN PUBLICATIONS

for the coming year. We would like to have you represent us in your locality, if you are ambitious and of good address.

The work is entirely out of doors. Your earnings will be gauged by your own efforts. Some of our representatives earn $50.00 and $40.00 a week. Many earn $25.00 and $30.00 a week, and we offer them no greater assistance than we offer you. You are unlimited in territory. We pay you a commission on every order, whether new or renewal, and you have every opportunity for advancement to a district sales managership.

We furnish you with everything necessary.

The MacLean Publishing Co., Limited

143-149 University Ave. TORONTO, CAN.

Over a Million
In Three Months

Our Sales for the last three months have been as follows:---

OCTOBER - - -	$ 367,344.32
NOVEMBER - - -	407,541.54
DECEMBER - - -	291,503.19
	$1,066,389.05

We have received only 40% of our order of Canned Tomatoes.

WE HAD SOLD - -	48,000 Cases
WE HAVE DELIVERED -	48,000 Cases

Hudon, Hebert & Cie.
Limited

MONTREAL

Established A.D. 1839

The Most Liberally Managed Firm in Canada

ST. JOHN DEALER BELIEVES IN SELLING FISH

Uses the Window Frequently and Makes Many Changes—How He Sells More Oysters, Clams and Lobsters.

St. John, N.B., Jan. 11.—(Special)—"Since trying the experiment successfully myself," said a local dealer this week, "I have been much in favor of a grocer if favorably located, conducting a fish department in addition to his regular line of provisions. And there is no reason why he should not as strictly attend to its operation as he does to his grocery trade. For my part, I make it a point to change my lines of window features in my fish store more frequently even than I do in the other branch, and I find it very practical.

"To one who is fond of oysters or clams, they can appear quite tempting while he is passing, or in the store without thought of purchasing, if displayed in glass jars on shelves in the window, and oftentimes I have a customer say to me, 'Those look pretty nice, I hadn't thought of them, but I think I had better have some.'

"Another means of attracting attention, to which I often resort, is in piling my window full of nice looking lobsters, with pieces of ice liberally scattered over them, and reserving a space in the centre for placing two or three of the largest of them which I have had my fisherman keep alive. The contrast of the blackish green as opposed to the bright red of the boiled lobsters is quite striking and will attract instantaneous attention. Many will say that the spectacle is not inviting, that there is a possibility of turning one against a taste for lobsters, but I do not agree with this. In attracting the attention of passers-by by the live lobsters clawing about, their dead brothers also receive their share, and I have tried the scheme too often to find fault from this score."

OUR BUSINESS WITH WEST INDIES.

Four years ago the shipments of Canadian flour to British West Indies was only 900 barrels. In 1910 the figure had risen to 7,269. Canada supplies about one-third of the imports of butter and one-seventh of cheese. Although 48,000 cases of condensed milk went to the islands last year, Canada supplied none. The total imports of fish have increased very little in the past five years, yet Canada has about two-thirds of the present imports to her credit.

J. & J. Colman, London, England, have this year again gotten out an attractive and useful diary and memorandum book. It has a handsome substantial leather cover and many have to thank Magor Son & Co., through their representative, E. W. Pyke, Toronto, for copy of this diary.

Have you ever thought that a great many grocers needlessly limit the sale of

MINCE MEAT

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

Has it ever occured to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there **one real good, live reason** why it should be so? Especially so when our mince meat is procurable.

J. H. WETHEY, Limited

ST. CATHARINES, - ONTARIO

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

The Causes

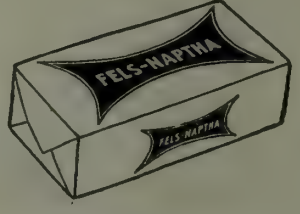
of your never having complaint about Fels-Naptha soap are:

First:—

It was **started** on the rock-bottom foundation of quality.

Second:—

The make-up and the quality of Fels-Naptha soap have always been kept uniformly high.



No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully,

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once,

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

American Cans

IN SELECTING your FRUIT and VEGETABLE Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

MONTREAL, QUE. HAMILTON, ONT.

SPECIAL PRICE

SMOKED

Cottage Hams (BONELESS) - **11½**

Picnic Hams - - **10**

Specially suitable for sale by the piece without slicing. Nice bright stock of very finest quality.

TRY A SAMPLE ORDER.

GUNNS LIMITED

WEST TORONTO

Pork and Beef Packers, Cotton Oil Refiners.

Good Resolutions

FOR

1912

Buy only Government Inspected Meats, and buy them from

F. W. FEARMAN CO.

LIMITED

HAMILTON, ONT.

A GENTLEMAN in Providence, R.I., writes to enquire if he can buy Reindeer Condensed Coffee in the States. He says "A friend of his while in Canada recently bought a can of REINDEER COFFEE and claims it was the best Coffee he ever tasted." Of course it is, as it is the best of Coffee, Milk and Sugar condensed together, making it richer than possible otherwise.

Manufactured only by

REINDEER LIMITED

Truro, N. S. and Huntingdon, P. Q.

Your Brother Got Them

Mr. Grocer, and is undoubtedly pleased. He immediately realized that nothing common could be associated with a line which has stood the test of generations, and that it would pay him to write for

BOVRIL

(the original)

SHOWCARDS

His customers always see them and do not forget to order their BOVRIL, the very essence of the richest beef. We venture to say that his sales will undoubtedly increase on this account.

There is *quality* in BOVRIL.
There is *satisfaction* in BOVRIL.
There is *profit* in BOVRIL.

Get Showcards. This is the time of Big Sales. They are yours for the asking.

BOVRIL, LIMITED, - MONTREAL.

ADVERTISED EVERYWHERE

Will the Free Hog Movement Continue

Question Which is Bothering Dealers — Has Been Fairly Free During Early Winter, Although Rather Stinted of Late—Egg Prices Have Fallen From High Christmas Level—Stocks of Butter Light—Cheese Has Lost None of Its Strength—Export Enquiry Lends Steadiness.

Some time ago many dealers looked for a falling off in hog receipts before many weeks. They pointed to the continued good movement during the fall months as a basis for their opinion. Still, arrivals have kept at a fairly good level, although of late they have been rather stinted. How much of this is due to the interference of the holidays is uncertain. The question of importance is still therefore, whether the brisk movement will continue. There is no manner by which the number of available hogs in the country can be ascertained. It seems to be conceded, however, that considering the high price of feed hogs on the hoof should be well worth the values that have been ruling during past few weeks. The English market, also a factor in shaping prices is quiet and steady, Canadian bacon ruling from 48s to 52s.

Prices of new laid eggs have at most centres eased off from the high figures ruling around Christmas. An early increase in production has been the cause. Storage stocks seem to be holding steady with even increased prices being asked at some centres following the higher prices noted across the line.

Butter shows no perceptible change. Last week the quiet period of demand was responsible for a slight easing off at some centres but in face of higher stocks than a year ago and only moderate receipts it appears as if steadiness were warranted.

Cheese has lost none of its strength, the big shortage both in production here and in England having made itself felt in high range of prices on both sides of the water. Export enquiry lends strength to the market in Canada.

MONTREAL.

PROVISIONS.—A decline of ¼ cent per lb in pure and compound lard is a feature of market this week together with fairly good demand from retailers for barrelled pork and dry salt pork. Ten car loads sent to railway construction camps in the west was one nice "little" order that was filled last Saturday and was worth noting. Demand for these meats locally is rather good and lard is moving steadily. Preparations are being made already, according to a report from a large local concern, for the Easter and spring trade. It is rather a far cry to the first week of April, but a big sale is assured and the necessary preparations will soon be under way.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12¾
" " " 3 " "	0 12¾
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11⅝
Tubs, 50 lbs. net, per lb	0 12
Tierces, 3,5 lbs., per lb	0 11¾
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 08¾
" 5 " " " "	0 08⅝
" 3 " " " "	0 09
Pails, wood, 20 lbs. net, per lb	0 08¾
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08¾
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11¼
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 75
" dressed, per cwt	9 50 9 75

CHEESE.—A little stronger feeling prevails in cheese market, the export quotations showing slight increases. The local demand is normal and at present there is no special feature to the trade. The firmness of this market mentioned previously is still maintained.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs.	0 16 0 16½
Old cheese, large	0 16½ 0 17½

BUTTER.—No change has taken place in market during week. Prices are considered fairly firm although a temporary easy feeling was reported. Spot stocks are lighter than a year ago and there should be nothing but strength in the market.

Creamery	0 32 0 32½
Dairy, tubs, lb	0 24 0 27

EGGS.—New laid eggs slumped decidedly during past week the full decline totalling ten cents and the present price is now 45 cents a doz. The receipts up to last Saturday night were 225,489 cases since May 1, as against 187,538 cases for the same period last year. Demand for eggs is good and the heavier and earlier production this year has made the price of new laids easy. Storage eggs have a fair sale.

New laids	0 45
Selects	0 33
No. 1	0 27

POULTRY.—Prices in the poultry market are practically the same as those of a week ago. Receipts after the holidays have not been heavy. The demand is steady but is not pronounced and the weather permits holders to take their time in trying to dispose of offerings.

Fowl	0 11	0 12	Turkeys	0 20	0 21
Chickens	0 10	0 15	Ducks	0 17	0 18
Geese	0 12	0 13			

HONEY.—A seasonable trade is passing in honey at former prices. There is no feature or change in the market.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—Trade in pork products is still inclined to quietness. Hog prices were raised 25 cents per cwt. this week to induce freer deliveries. Receipts of late have slackened considerably.

Some dealers would quote light and medium hams ½ cent above present quotations. Lard holds steady under a good sale, most dealers reporting that stocks of this line are being kept well cleaned up.

Smoked meats—	
Light hams, per lb	0 14½ 0 15
Medium hams, per lb	0 14 0 14½
Large hams, per lb	0 13½ 0 14
Backs, plain, per lb	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb	0 15 0 17
Roll bacon, per lb	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 21 0 23
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 11¾ 0 12
" pails "	0 12 0 12½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, Toronto	6 45
Dressed hogs	9 00 9 25

BUTTER.—Butter prices are changed from week ago. That prices are extremely high is true but dealers believe that conditions warrant present prices. The smaller stocks than in other years at this time are pointed to as reason for present steadiness.

There is some creamery coming along but a considerable quantity has that "feedy" flavor that is not wanted. Receipts of high quality dairy are light.

	Per lb.
Fresh creamery print	0 33 0 35
Creamery solids	0 30 0 31
Farmers' separator butter	0 30 0 32
Dairy prints, choice	0 27 0 28
No. 1 tubs or boxes	0 25 0 27
No. 2 tubs or boxes	0 21 0 23

WE WANT

Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

EGGS.—The feature of the market this week is a stiffening in storage, an advance of 1 to 2 cents being noted. The recent cold snap has no doubt curtailed production of new laids somewhat. "It is surprising," one dealer said, "that there isn't a keener demand for new laids at the price. People seem to be using storage instead. They are stiffening up of late."

In the States storage eggs have also increased in value. Stocks held here are generally believed to be rather small, a conservative amount having been put away by many firms last summer. While some houses may hold fair stocks, there are others decidedly the other way.

New laid eggs	0 40
Selects	0 35
Storage eggs	0 29 0 30

CHEESE.—Dealers say they see nothing in immediate future to break high prices ruling. Trade is rather inclined to quietness. Stiltons are seemingly held somewhat firmer at 17 to 18 cents.

Cheese—		Twin	0 16 0 16½
Large	0 15½ 0 16	Stiltons	0 17 0 18

POULTRY.—Prices on dressed poultry generally show an advance of 1 to 2 cents per pound this week. As reported the clean up after Christmas day was next thing to complete. Then cooler weather set in which naturally improves sales. Shipments to markets of late have been small. Hence the increase in values. Enquiry this week has been large for the season, thanks to the colder weather.

The Canadian Produce Co. quote :—Chickens, over 5 lb. each, milk fed and fat, per lb., live 13c., dressed 15c. ; chickens, plump, per lb., live 11c., dressed, 13c. ; ducks, young, over 5 lbs. each and fat, per lb., live, 13c., dressed, 15c.; hens, over 5 lbs. each, extra fat, live only, per lb., 10c. ; hens, fat, per lb., live, 9c., dressed, 9c. ; turkeys, young, over 9 lbs. each, choice and plump, per lb., live, 18c., dressed, 20c. ; turkeys, old, per lb., live, 15c., dressed, 17c. ; geese, young, under 12 lb. each., per lb., live, 11c., dressed, 13c.

Poultry—dressed—		Ducks	0 14 0 16
Fowl	0 09 0 10	Geese	0 13 0 15
Chicken	0 12 0 14	Turkeys	0 18 0 22

HONEY.—There is fairly good sale for honey at present. Comb article is scarce. In fact there is no overplus of any variety and prices rule steady. Some wholesalers report considerable trade in smaller jars of strained clover honey.

Honey—strained—	
White clover, 60-lb. tins, per lb	0 12
" " 10-lb. tins, per lb	0 12½
" " 5-lb. pails per lb	0 13
Dark clover, 5-lb. pails, per lb	0 12
Amber honey, 60-lb tins, per lb	0 08
Buckwheat, 6 -lb tins, pe lb	0 07
Comb white clover, per doz	2 25 3 00

David Flynn, Sr., an East City, Peterborough, grocer has sold to his son D. J. Flynn.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

PAPER BAG COOKING.

MacLean Publishing Co.—In your issue of "The Grocer" for Dec. 15, you have an article on "Paper Bag Cooking," which states that the bags are manufactured in Canada. Should be very glad if you could give us the names of the manufacturers.

FOWLER & CO.

Sedgwick, Alta, Dec. 21, 1911.

Editorial Note.—Edward Lloyd, Montreal, will be able to give full information. Since above letter was written this firm began advertising in The Grocer.

BUYING NEW PRUNES.

By W.J.B., a la Walt Mason.

The other day down street I went, on buying new prunes firmly bent. I called into a grocery store, the boss he met me at the door. "I want some prunes, the new ones too," I said to him ; he said he knew. He then reached down and grabbed a box, in which there rested two old socks, a doll, a cart, a bunch of fur, the grocer's baby had left there. He pulled them out and tossed them back, they fell into the sugar sack, the cat jumped up and from it ran, just missed a kick from the groceryman. He then went on to dig the prunes, which had rested there for many moons, the dust it rested on the top, where baby hadn't knocked it off. Said I to him, "Are those prunes new ?" he then looked wise as if he knew, and said, "oh yes," and went right on, to dig the fruit with his dirty tongs, which he had used a while before to dig the herrings at the door. "I don't think so," I answered back. His hand it rested on the sack, his eyes flared up, his anger rose, his teeth shone out in two bright rows. Said he to me, "Sir, I don't lie, I don't need your trade, you needn't buy." He slammed the prune box on the floor, meanwhile I headed for the door, and then went home to tell my wife, the tribulations of this life. I tell you, sir, it won't be soon, when I go out to buy new prunes.

SARATOGA CHIPS

A line that has pleased hundreds of housewives and paid grocers good profits. One dealer on repeating said. "They always come back for more." Get them. Sell them.

The Neilson Mfg. Co., 524 Morgan St., MONTREAL

Agents Wanted

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

Do You Sell on Credit ?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings—and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK :—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

Royal Yeast Cakes.

Most Perfect Made.

Sold and Used Everywhere.

With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry Hop Yeast.

E.W. GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

Highest Honors at all Expositions.

ESTABLISHED 1852.

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Order Now

Italian Peeled Tomatoes

Something rich; will be appreciated; the flavor is there.

Spanish Peppers

1-lb. tins, 50 to a case

Pickled Peppers

Nothing half as good ever brought into Canada. A regular treat. Your better class customers will purchase readily. They are a small green pepper, pickled by experts—each a mouthful of deliciousness.

N.B.--We are headquarters for Gorgonzola, Roman and Parmesan Cheese, also Tomato Extract and Olive Oils.

H. E. VIPOND

197 St. Paul St., - MONTREAL

CANADA: No better Country

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

HAVE YOU DONE IT?

We have pointed out clearly and concisely what the consumer thinks of

"Regal," "National,"
"Laurentia," "Daily Bread"

Brands of Flour. Yet we have not heard from some dealers. Are you one of the few who have overlooked the goods?

These are four brands of established purity, and bound to give complete satisfaction. Make sure that you sell goods of the highest quality only, and you can count on the better class of customers.

The St. Lawrence Milling Co., Limited
MONTREAL

Tremendous Increase

During the Past Year

in the sale of

POSTUM

shows the grocer the way to please customers who are dissatisfied with the high price of coffee.

Some grocers feel better themselves when they drink Postum.

"There's a Reason"

REMEMBER:

The Postum Co. guarantees the sale of every package of its products.

Push Postum!
It Pays!

CANADIAN POSTUM CEREAL COMPANY, LIMITED, WINDSOR, ONT.

Stronger Tone to Flour and Cereals

Rolled Oats Holding Up Firmer, Although There is Still Price-cutting in Some Quarters—Flour, as Denoted by Wheat Market, is Steady and Stronger—Trade Has Not Yet Recovered From Quietness—Argentine Still a Big Factor—Variations in Reports from that Republic.

Judging by the markets for the raw material, there is a stronger feeling in both flour and rolled oats this week. The observation was made this week that seldom before has so much Manitoba grain been sold for future export shipment as during the past month or two. Recent bids are the highest on the 1911 crop.

Flour trade has not fully recovered from holiday quietude. Although there is an improvement in some directions, it cannot be said to be general. A feature of the week is the improved inquiry from European sources for Canadian flour at slightly higher figures.

The weather in Argentine is a strong factor in operating the wheat barometer. Adverse reports will stiffen up the market while perhaps the next day a change to brightness will counteract this stiffness. One thing that stands out quite prominent is that although there is plenty of wheat in Canadian Northwest there is a scarcity of good milling wheat.

The lower prices for rolled oats have stimulated sales considerably. The market as denoted by prices for the raw material is firm, but price-cutting is not yet an unheard of thing. The oat market has been standing up stronger of late.

World's wheat shipments last week totalled 6,768,000 bushels as compared with 10,128,000 the previous week, and 9,856,000 a year ago. Compared with a week ago the visible wheat in the United States decreased 783,000 bushels, but the total visible on Jan. 8 was 69,706,000 bushels as against 43,920,000 a year ago.

MONTREAL.

FLOUR.—Following an improved feeling in the primary market the local flour market is stronger, but prices are unchanged. The city retail demand is good, but the country buyers seem to have supplies yet. Unfavorable advices from the Argentine has stirred up interest in the primary market and quotations are considerably stronger. Hence the general feeling of strength in the market.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

CEREALS.—The rolled oats market continues steady and strong at the recently lowered prices. Demand is good as this is a particularly favorable season. Business in all lines of cereals is reported considerable.

Fine oatmeal, bags	2 52
Standard oatmeal, bags	2 52
Granulated oatmeal, bags	2 52
Bolted cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90 lb	2 30
Rolled oats, cotton bags, 90 lb	2 35
Rolled oats, barrels	4 85

TORONTO.

FLOUR.—The wheat market, taken as a gauge, flour holds a stronger position this week. Prices, however, still hold at the $5.50 level for first patents in car lots. Recent prices on Manitoba wheat are the highest yet reached for the 1911 crop, No. 1 northern selling up to $1.10½. A great deal of Canadian wheat is being worked off for export while there has recently been a good enquiry for flour from European sources.

Domestic trade has not yet recovered from the quietness which made itself felt during holidays.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

CEREALS.—Rolled oats have not changed in price this week. The market is steady and firm, although price-cutting is still reported in some quarters. The lower prices have stimulated demand from retailers. The market for the raw material is again strong, Manitoba oats reaching their high point during the week, namely 48c for No. 2 at bay ports.

Trade in cereals in general is reported as quite good.

Rolled oats, small lots, 90-lb. sacks	2 30
Rolled oats, 25 bags to car lots	2 20
Standard and granulated oatmeal, 98-lb. sacks	2 56
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

SANITARY INSPECTION OF STORES

In North Dakota, the State Board of Health carries on a sanitary inspection of stores where food products are exposed for sale. A bulletin recently issued shows that although a number of stores stood well up on the list, there were only two in the whole state that made an absolutely perfect mark. However, there has been a marked improvement in the way in which North Dakota grocery stores have been kept since the new regulations have come into force.

A little more care in the baking, combined with the very best ingredients, results in making Mooney's Perfection Cream Sodas considerably better than the next best. These sodas never deviate from the high standard of quality, always retaining their delectable charm.

The MOONEY
Biscuit & Candy Co.
LIMITED
Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

THERE'S MERIT IN THE FLAVORING
MAPLEINE
IT'S DAINTY
IT'S POPULAR
IT SELLS

The demand is growing and you can procure a stock from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. WN.

Nation's Custard Powder

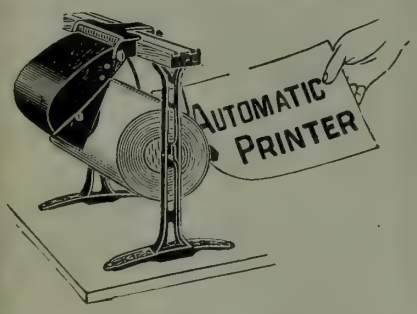
& EGG POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.



Just the Thing

for advertising special sales, introducing new brand of goods, as they can be attached to any paper cutter and will print on any kind of paper in two or more colors.

Just pull the paper. The machine wil . lo the rest. This is our Ad. What is yours ?

Agents Wanted In all un- represented districts.

UTILITIES LIMITED
73 Bank of Ottawa Bldg.
MONTREAL

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—
The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.
183 pages, 5¾ x 8¾ inches.

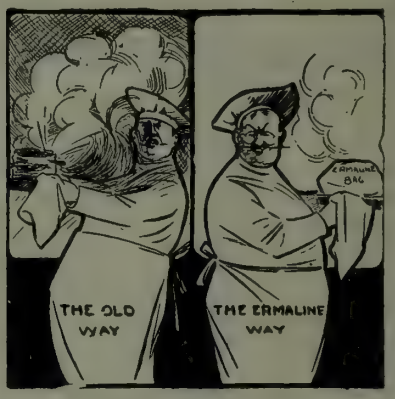
PRICE $2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

If YOU were a Woman

and your grocer brought to your attention a device which would not only reduce your gas bill, and save time in cooking, but also dispel those greasy odors arising from the oven, would you be interested? Undoubtedly. Then

The ERMALINE Cooking Bag



(Striking difference, eh ?)

is just the thing you should handle. If YOU would be pleased, surely that selling and educational power of yours will be sufficient to interest even the proverbial "kicker." Of course we know there are some whom you cannot please, no matter how hard you try, but there are 90% whom you can.

Will you interest the 90%?

We will amply reward you.

ASK YOUR WHOLESALER OR WRITE DIRECT

EDWARD LLOYD, LIMITED
MONTREAL.

Convincing Evidence

of a product's purity is the stamp of Government approval—this stands back of all E.D.S. brand goods that have for years been giving deliciousness and satisfaction to the consumer who continues to ask for only E.D.S. delicacies.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R.B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

ANNOUNCEMENT

We are now in a position to supply you with high-class jam at reasonable prices and feel that if you get in touch with us we can supply you with varieties of a high standard which will be regarded by a number of your customers as a boon, because they will help them to overcome the high cost of living.

JAMS! JAMS! JAMS!

You have a number of country customers who would be only too pleased to take home with them a fair sized pail of jam instead of the regular small jar. Don't you think that it will pay you to get prices and interest them in our goods? PACKED TO SUIT YOUR TRADE.

We guarantee the quality. Can compare more than favorably with any other makes.

THE CANADA PURE FOOD CO.

Controlled by

LABRECQUE & PELLERIN

111 St. Timothee St. MONTREAL

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM

("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

C. Fairall Fisher, 22 St. John Street, MONTREAL.
Alexander Marshall, 144 Water Street, VANCOUVER.
Holloway & Reid, 834 First Street, EDMONTON, Alta.
Hamblin & Brereton, Ltd., Victoria Street, WINNIPEG.
MacLaren Imperial Cheese Co., Ltd., TORONTO.
R. B. Colwell, 265 Barrington Street, HALIFAX, N.S.

Volunteer Brand
(SUNKIST)
Washington Navels Still Lead
Have cars arriving every few days.

Lemons
St. Nicholas and Hiawatha
for Fancy
Watersellers and Kickers
for Extra Choice
California Lemons, Jamaica Oranges and Grape Fruit
Florida Grape, the best the state produces, "FELLOWSHIP BRAND"

Full lines early vegetables, in fact, everything in our line.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

"Finest Quality"

"St. Nicholas"
"Home Guard"
"Puck"
"Kicking"
"Leaf"

"HONESTLY PACKED"

The Lemons you should handle.

J. J. McCABE
AGENT
TORONTO, : : ONT.

Frost Damages California Oranges

One Grower Sets Injury at 30 Per Cent., But Exact Amount Will Not be Evident for a Time—Fruit Trade Has Not Yet Recovered From Early January Quietude—California Celery Continues Scarce and High—Florida Will be Ready Shortly—Cranberries and Grapefruit Hold High.

The fruit trade is still in clasp of post-holiday dullness, and fruit men are being afforded a rest after a brisk December rush. Retail fruit dealers are no doubt cleaning up any left-overs, while consumers are evidently trying to economize after their heavy expenditures during the festive season and fruit is one of the lines to suffer. The extremely cold weather has also put a damper on fruit shipping. An early recovery to normal conditions is hoped for.

It is a little early to tell what damage was done to California citrus crop by late December frosts. However, there was no doubt considerable, every district being more or less affected but especially the low lands. One grower estimates that the citrus crop of the state will be reduced 10,000 cars below previous estimates, or 30 per cent. damage to oranges and a little more to lemons. It will take some little time to ascertain real amount of damage.

The features of California celery are light movement, high prices and small sizes. Growers can only care for about 50 per cent. of business offered. Florida stock which will be ready shortly will fill a want on Canadian markets.

Oranges share in the quietness, but there is a fairly steady movement. Grapefruit continues high. Florida as well as some Jamaicas are coming along. Cranberries hold high. The end of the Malaga grape season should soon loom in sight.

MONTREAL.

GREEN FRUITS.—Malaga grapes are a little firmer and the end of the season should soon appear. Cranberries are firm and the prices are generally strong. There is a little quietness in the trade following New Year's. Apples continue to move out steadily at firm prices.

Apples—		
Spies	4 25	5 00
Fameuse	3 75	5 00
Baldwins	3 50	4 50
McIntosh reds		6 00
Greenings	3 50	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries in bas. 21 qts	3 25	3 50
Cranberries, N.S. bbls	10 00	10 50
Grape fruit, Florida, case		4 00
Jamaica, case		3 50
Grapes, Malaga, per keg	5 00	6 00
Lemons	2 50	3 00
Limes, a box	1 25	1 50
Oranges—		
Navels	3 25	3 50
Valencia	3 75	4 50
Jamaicas, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban, case	4 50	5 00

VEGETABLES.—A fair retail demand is felt for vegetables with not a great deal of interest in those lines that sold well during the holiday season. Celery is higher in price, potatoes are firm, onions are in good demand, otherwise there is not much movement.

Beans, green, hamper	3 00	
Brussels sprouts, per qt	0 25	
Carrots, bag	0 90	
Cabbage doz	0 40	
Cauliflower, doz.	1 75	2 00
Celery, Cal. 6 doz to crate, crate	7 75	
Cucumbers, doz.	2 25	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Lettuce, Boston, per box of 2 doz	2 25	
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate	3 75	
Half crate	2 25	
Canadian reds, 100 lbs	3 50	
Radishes, doz.	0 45	
Sweet potatoes, per basket	3 00	
Montreal potatoes, new, bag	1 40	1 50

TORONTO.

GREEN FRUITS.—Trade has not yet recovered from its temporary lull following the festive season. The heavier purchases by consumers during the holidays naturally cause them to be somewhat careful for a time afterwards. Oranges are doing fairly well as are also grapefruit and lemons. Oranges are somewhat easier. Cranberries hold high but there is a tendency to neglect this line at present.

Apples are quiet, although offerings are quite plentiful. Last year stocks were small and what were offered were taken up at stiff figures. This year's crop was larger. Farmers themselves have been trying to work off their holdings and thus the quietness in apple trade through commission men.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Oranges—		
Florida	3 00	
California navels	3 00	3 25
Mexicans	2 00	2 25
Valencias, 714's	5 50	
Valencias, 420's	4 75	
Grapefruit—		
Florida, case	4 50	5 50
Jamaica, case	3 25	3 50
Grapes, Almeria per keg	5 00	6 00
English hothouse grapes, lb	0 65	0 75
Cranberries,		
Cape Cod, brl.	14 00	15 00
Nova Scotia		8 00
Jersey long keepers	14 00	15 00
Apples, brl.	2 25	4 00
Pineapples, case		4 00

VEGETABLES.—Briskness is lacking in vegetables, although some lines are meeting with a fairly steady demand. Mushrooms are lower at 50 to 60 cents. The same tendency to scant stock still exists in beets, carrots, turnips and parsnips.

There is nothing but home-grown celery offered now, the imported article being withheld on account of the high price ruling. The movement of California stock is light. Florida will be ready shortly.

Boston cucumbers, doz.	2 25	
Boston head lettuce, doz	1 25	
Canadian beet, per bag	0 80	0 90
Cabbage, Canadian, dozen	0 50	0 65
barrel	1 75	
Carrots, bag	0 80	0 90
Turnips, bag	0 50	
Celery per doz.	0 40	
Parsnips, bag	0 90	
Potatoes, N. B.	1 50	
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags	2 00	
Potatoes, Ontario, bag	1 40	
Sweet potatoes, hamper	1 65	2 00
Mushrooms, 1-lb. boxes	0 50	0 60
Can. hot house tomatoes, lb	0 30	

The future market has already opened on 1912 pack tomatoes in the United States, on a basis of 10 cents per dozen higher than the opening quotations of one year ago.

FRESH TOMATOES

OUTDOOR GROWN

Weekly deliveries guaranteed, and every tomato sure to be in good condition

6 BASKETS TO CRATE

Each crate is carefully examined and all crushed tomatoes removed. These goods are something unusual and you will have something rich to offer your customers.

WEST INDIES FRUIT CO.
30 William Street, Montreal

12 CARLOADS FISH

The greatest season for the sale of fish is the present time.

Halibut, Salmon, Smelts, Trout, Whitefish, Oysters, Haddies, Bloaters, Etc.

EVERYTHING THE BEST

WHITE & COMPANY, LIMITED
Wholesale Fish, Fruit and Produce
HAMILTON TORONTO

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

NAVEL ORANGES

Sweet, Highly Colored and Full of Juice.

Bananas Lemons Grape Fruit
Dates Figs
Smoked Fish and Oysters

Full line of Green Vegetables fresh every day.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

Makepeace CRANBERRIES Evaporated

Reliability, Purity and Cleanliness have been watchwords of the House of Makepeace for forty years in the packing of cranberries. In the preparation of Evaporated Cranberries, the same watchwords apply. Fresh Cranberries are very high. Evaporated are the cheapest in every way. No waste—no decay – cannot freeze – will keep in perfect condition in every climate. Only sound fruit that is thoroughly cleaned and sterilized is evaporated. Start your customers on Makepeace Evaporated Cranberries; profitable business will result.

Sales Agent **W. B. Stringer** Toronto

Fish - Oysters

Cold Weather Puts Life Into Fish Trade

Good Increase in Sale of Frozen Lines—Severe Weather May End Fishing Operations in East in Short While—Supply of Fish From Pacific Coast Plentiful—No Overplus in Pickled and Salt Fish—Bulk Oyster Season a Good One.

One of features of fish trade since advent of cold weather is the sale of frozen lines. Reports from fish points in the east are that on account of severe weather, fishing operations may come to an end in a short while. This would cut short supply of staple lines such as cod, haddies, smelts, etc. On the other hand, the supply from the Pacific Coast is plentiful, partially owing to the small demand experienced in December, which month is the best of the year for distribution.

In the pickled and salt fish lines the market is reported short, particularly of codfish, and although the supply of herrings is above the average, the tendency is rather for higher prices. In oyster lines, the stocks of good malpeques in shell are quite reduced, and what is left should command a big price. The bulk oyster trade has been one of the best seasons the trade has ever experienced, but the heavy demand in this country and the United States has brought the producing price to a high figure. Business has been moving satisfactorily and in a short time the trade will have to begin preparations for the Lenten season.

QUEBEC.

MONTREAL.—A fair demand for fish is passing just now, and during the next few weeks a still greater improvement should be noticed. Prices are quite reasonable from the standpoint of the retailer and consumer, and favorable weather conditions make handling of fish comparatively easy.

FRESH

Market cod, cases, per lb..	0 14	Haddock, per lb	0 04½ 0 05
Less than case	0 04½	Smelts, fancy	0 10

FROZEN

Haddock	0 04 0 04½	Round red salmon	09 0 10
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb.	0 18
Herring, frozen, per 100 fish	1 65 1 75	Qualla salmon..	0 07½ 0 08
Pike, round lb	0 05 0 05½	No. 1 smelts, lb.	0 10
Pike, dressed & headless, lb.	0 06 0 07	Extra smelts, lb	0 14
Steak cod	0 04½ 0 05	Lake trout, lb.	0 10
Mackerel	0 11	Tomcods, orl ..	2 25 2 50
Dressed perch..	0 10	Whitefish, large, lb	08½ 0 09
Dore or Pickerel	0 07 0 08	Whitefish, small	0 05 0 05½

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 10 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	6 50

SALTED AND PICKLED

New green cod, per bbl 200 lbs	10 00	No. 1 green haddock, per 200 lbs	7 50 8 00
No. 1 bbl. 200 lbs	9 00	No. 1 green pollock, per 200 lbs	7 00
New green cod, per lb	0 04½ 0 05	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl	3 15	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls	12 00	Salmon, Labrador, half bl.	8 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 06½ 0 07
No. 1 mackerel ½ bbls.	8 00	Salt sardines, bbls.	5 50
Scotia herring, No. 2, bbl		Salt sardines, ½ bbls.	3 00
Lake trout, kegs	6 50	Sea trout, ½ brl.	6 50
Choice mackerel, pail	2 00	Sea trout, bbls.	12 00
		Scotch herring	6 50
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07
Fillets, fancy, 15-lb. boxes, per lb	0 11
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish	1 10

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00

Solid meats—Standards, gal., $1.70; selects, gal., $1.90.

NEW BRUNSWICK.

ST. JOHN.—Fishing during past week has been only fair. Weather for first part was mild, but turned cold and blowy so that big catches were not recorded. Much of what is now being offered for sale in salmon, mackeral, herring, and other lines, is frozen stock, but the sales have been very good, and the market well supplied. Smelts are expected to be more plentiful now that fishing will be permissible through the ice on the Kennebecasis River, but up to present, run has been none too promising. Quantities of haddock and cod are being brought for the local trade from Newfoundland, as well as from down the bay. The fact that season for lobsters opened earlier in St. John and Charlotte Counties, gave the local trade a fair supply of these much earlier than is generally the case, but at present the stock is not large.

ONTARIO.

TORONTO.—Fish trade is now coming into its own. With real cold weather of past week or so, business has been humming and extremely satisfactory in volume to local fish dealers. Frozen varieties have been selling well, with lake trout reported to be moving especially well. Halibut is also good seller, and smoked and pickled lines are coming in for their full share of attention. Labrador frozen sea herring seem to be coming forward quite slowly. Stocks of halibut held are said to be none too plentiful.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 05 0 07

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, 100	2 00
New Pink sea salmon	0 09	Whitefish, lb.	0 12
Whitefish	0 09 0 11	Mackerel, lb.	0 12
Red salmon, headless and dressed	0 11	Mullets	0 04
Halibut	0 09	Bluefish	0 12
		Lake herring	0 03 0 05

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	08 0 09	Fillets of haddie	0 11 0 12
Digby herring, bundle	1 00	Ciscoes, basket.	0 90 1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gallon	1 70 1 75	Labrador herring, half bbls.	3 00 3 25
Oysters, standards, gl	1 55		

FISH GOING TO AUSTRALIA.

The exports of Canadian fish to Australia in 1909 amounted to $249,845. In 1910 it was increased to $490,690. The increase of $240,845 was made up of canned fish, chiefly salmon, and accounts in part for the decreased amount available for home consumption. The greater portion of Canada's exports to Australia consist of canned fish, but the prospects for increased trade in smoked, dried, and salt fish are good, now that plenty of cold storage space is available on steamers from Montreal and St. John to Australian ports.

SANITARY BY-LAW.

St. John Board of Health to Watch Conditions of Foodstuffs.

St. John, Jan. 10.—(Special)—Regulations of interest to the grocery trade were passed at a recent meeting of the Board of Health, when a discussion took place concerning the covering of goods placed on sale in stores for food.

A by-law was submitted for approval regulating the exposure for sale of food products. Such of these as are generally eaten raw, the by-law provides, must be protected in some way, or covered entirely, so that dust from either store or street will not settle, or flies gather upon them. This measure applies not only to foodstuffs exposed for sale on the street, outside the entrance to the store, but inside as well.

Another important measure was that while being conveyed through the streets or roadways, all meats intended for commercial purposes, must be fully covered or protected from flies, or other insects, or dust. These suggestions were thoroughly approved by the board, and will be put in force as soon as possible. They will affect quite a number of local retailers, but many of the latter, knowing the value of good, cleanly premises and foodstuffs, have done something to this end some time ago.

Newfoundland Frozen Herring

We are fortunate in having large supplies now because the demand is large and we do not like to have any disappointed customers. You will want some. How many?

Lenten Trade

Are you getting your fish department into shape? You certainly should take good sound advice and prepare because there is no gainsaying the fact that Fish trade is yours if you get a "hump on" and go after it.

SOME SUGGESTIONS

Boutilier's Smoked Fillets ***Canada Brand Pure Boneless Cod***

Ocean Brand Haddies, Kippers, Bloaters

The Halifax Cold Storage Co., Limited

47 William St. Selling Branch MONTREAL

CURE YOUR CUSTOMERS' COUGH

Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something" —and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest

Mathieu's Nervine Powders

—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

When You Are Asked

For a PURE

No Alum

Baking Powder

hand out

QUAKER BRAND

It will give the utmost satisfaction.

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

A Successful Experiment

Every retail merchant that is alive to his requirements has found that some lines do not pay him. The difference in the methods of buying and selling certain lines is confusing and one of them is **ciscoes.**

We have solved the problem.

We now offer a *new and guaranteed line of smoked fish* in demand in every town and that SELLS ITSELF, and, moreover, offers a SURE PROFIT.

For some years past the smoked ciscoe business has been carried on on a commission basis. That is, the wholesale trade simply sold the product of the different fishermen on a commission. There was no particular attention paid to packing or curing the fish. You bought them in full baskets or half-full baskets, well smoked or half-smoked, varying in size and quality from good to good-for-nothing, at so much per basket.

You had NO CHANCE TO MAKE A PROFIT or to bring a customer back to your store.

We have adopted a modern method.

We determined that the only way to give the dealer a fair chance and the customer what he paid for was to sell these on a weight basis. Accordingly we designed a nice box to hold a standard weight of fish, which would do away with the results of rough handling and pilfering in transit, and keep the ciscoes in the best order.

After arranging for a continued winter supply we went after the most experienced fish smokers to be had—and got them.

The stock has exceeded our greatest expectation and has been snapped up by the local trade. We are now enlarging our plant. We have been obliged to ask our regular trade to have patience for a couple of weeks.

We guarantee every fish shipped. Boxes contain 15 lbs. of fish. Price furnished on request.

They bring repeat orders. GET THEM.

THE F. T. JAMES CO., LIMITED

Proprietors BEACON BRAND CISCOES

Toronto - Canada

When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There in an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros, Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to-day.

The Western Salt Co., Ltd.

MOORETOWN, ONTARIO

CCC
Norwegian Canned Goods

THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Reasons For Accepting Mail-Order Ad

Newspaper Editor Has Complaints From Local Merchants—Points Out That Only Two Are Advertising—To What the Mail Order Houses Owe Their Success.

Reasons for accepting a mail-order house advertisement are plainly given by "The Greetings," a newspaper in Port Hood, Cape Breton. The editor has been criticized by merchants of the town but he points out that at present only two local merchants advertise in "The Greetings," that these are successful business men and not afraid of mail order competition and that therefore he was quite justified in accepting the advertisement.

In his explanation printed below, he brings out a number of forcible reasons why merchants should advertise. In the first place they should help to build up home industries and patronize the paper that makes their town known to the outside world. More important, if mail order houses depend in advertising to get the trade, the local dealer should advertise to increase his business. Following is the editor's own explanation :

Last issue we published an advertisement from one of the mail order houses of Upper Canada. Many of the town merchants have since expressed their disapproval of such advertising and are charging us with disloyalty to the town of Port Hood, but when the facts of the case are made known, our readers will no doubt, have a different opinion about the action taken by the "Greetings" in this respect.

Only Two Advertising.

First, in glancing over the pages of this paper we find but two local merchants advertising therein, and they, we might add, have no fear of mail order house competition. They know that their prices and goods cannot be bettered by anywhere in Canada, and they are not afraid to say so through the press. These two merchants are successful in business, they are large contributors towards the upkeep of the town and its institutions, and are confident that the people of this community will patronize them, providing they (the merchants) patronize home industry. We have left our columns open to the home merchants for a number of years, at about one half the cost that the mail order houses pay for their advertising, yet we find that apart from the merchants mentioned the offer has been rejected. The "Greetings" is one of Port Hood's industries, it gives employment to others, it advocates the upbuilding of the town, it is the only means to-day through which the town is advertised to the outside world, and it must be supported financially, if not by local then by outside patronage. Many local merchants look upon the home paper as of no value for advertising but when large mail order houses will pay double the usual rate for an advertisement in its columns, the home merchant must be mistaken.

Some Success to Advertising.

Mail order houses throughout the world owe their success, not to the prices and goods they offer, but to the advertising they send broadcast throughout the land. If one should enquire of one of the managers of these houses, "where lies the secret of your success?" the answer would invariably be, "in advertising." They recognize the value of the space in the "Greetings" and are willing to pay a high price for it, while the home merchant has the idea that money invested in advertising is money wasted. In conclusion we will say that so long as the merchants have that opinion about advertising in the local paper, just so long will the Upper Canada mail order houses drain the cash from the community at the expense of all concerned. Our columns are still open to the merchants. We must make the "Greetings" support itself, and if all merchants were as loyal to the industries of the town as they should be they would profit thereby. It is up to them to think it over.

CAR SHORTAGE AROUND DAUPHIN

Serious Delays Being Caused—Not Much Injury to Grain Through Ice.

Dauphin, Man., Jan. 11 (Special).—Business in this section has been good, the only drawback being lack of cars for shipping grain. The threshing here is pretty well over and crops generally have turned out fairly well, especially where the land was given a chance with anything like good farming. The grain blockade, however, has been serious. It is estimated by grain men in Dauphin that not one-fourth of the grain is yet marketed.

At Gilbert Plains grain men estimate there were 800,000 bushels of different kinds of grain raised in the vicinity of that town this season. Of that quantity only about 140,000 have been marketed.

The day before the writer visited that town a large number of farmers were compelled to take their loads of grain back home, some of them living eight to ten miles away, and all on account of the elevators being filled, and there being no cars to relieve the congestion. This is but a sample of conditions in many places. However, the weather remains fairly cold, and the grain is suffering little damage. The fear expressed in a recent issue of The Grocer of damage of ice mixing with the grain is not likely to have much effect, there being too little of it to cause serious injury.

Annual Staff Gatherings

Montreal, Jan. 10.—John Farquharson, president of the Montreal Biscuit Co., Montreal, gave the salesmen and office staff a complimentary dinner on December 28th, 40 in all being present. Salesmen from all parts of Canada were in for the occasion and plans for the coming year discussed.

Thos. J. Potter, who has been a traveler with the firm for the past 26 years, acted as chairman.

E. W. GILLETT CO., LTD.

Toronto, Jan. 11.—The annual convention of the salesmen of E. W. Gillett Co. was held in Toronto, from Jan. 3rd to 6th. Representatives from the extreme western and eastern points in Canada, and also Newfoundland were in attendance, about thirty-five in all. Business sessions were held during the day, at which various matters of importance were discussed. As it has always been the desire of the company to make these conventions entertaining as well as instructive, the visiting representatives as the guests of the company attended the performances at the different theatres. On Friday evening a banquet was held at the Hotel Mossop. When the tables had been cleared, the toastmaster, Mr. Wm. Dobie, proposed the toast "To the King," which was responded to by Mr. Holden. Mr. Sinclair, of Winnipeg, on behalf of the salesmen, in a few well chosen words, presented to Mr. Dobie, the president of the Gillett Co., a very handsome brass desk set, as a token of the kindly feeling toward him by the men on the road. After the speeches, the singing of "God Save the King" and "Auld Lang Syne" closed a pleasant evening.

W. J. Cherney, of Windsor, Ont., has taken into partnership Frank Bourdeay and Chas. O'Heron, who have been in his employ for a number of years. The firm name has been changed to the Cherney Grocery Co.

Sprague & Williamson, Medicine Hat, Alta., have taken over the grocery business of L. B. Cochran.

TOBACCO DONT'S

Don't say "I haven't it" when a customer asks for tobacco, say "I'll get it."

Don't think you can't sell tobacco, because **you can.** You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Chewing
King George's Navy - Smoking
Maple Sugar - - Chewing

The Rock City Tobacco Co.
Quebec Winnipeg

1912
and
7-20-4

Start Off Well

by getting that tobacco department you have promised yourself so often into good shape. You cannot put a better cigar into it than the

7-20-4

the cigar of 1912, so get in touch with us right away. Will appeal to those who know the best leaf, and will make others to whom you introduce it feel like princes, because they have never been previously, and will never be, able to secure such a good smoke at the price.

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED
Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE—Two hundred ten-lb. tins Clover Honey—twelve cents pound. GEO. DETWILER, Cargill, Ont.

SALESMAN WANTED.

THERE is an opening on the staff of the Canadian Grocer for an experienced salesman with knowledge of the grocery trade. Advertising experience is desirable. This is a good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

SITUATIONS WANTED.

ADVERTISING—Practical man open for engagement. General experience, press, printing and out-door; office routine, executive ability, well educated. Moderate salary; reference. Apply W.G., CANADIAN GROCER, Montreal.

SITUATIONS VACANT.

EXPERIENCED SPECIALTY SALESMAN wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

WANTED—Travellers for new flour mill. High salaries paid to right men, together with commission on sales. Apply ONTARIO AND MANITOBA FLOUR MILLS LIMITED, Castle Building, Ottawa.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited Manufacturing Stationers, Toronto.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited. 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales. Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 50
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.

Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65

Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 95	Crabapple	1 45
Raspberry and gooseberry	1 80	Plum	1 70
Plum jam	1 55	Grape	1 85
Greengage plum, stoneless	1 75	Marmalade	
Gooseberry	1 75	Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb. 0 17

In 10-box lots or case 0 16

Gillett's Mammoth, ½-gross box 2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

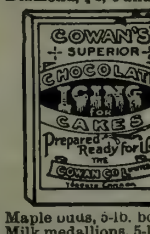
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS's

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

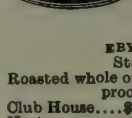
BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" ½ lb. tins, "		"	0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins,	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

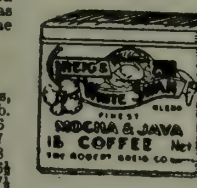
Confections

PEANUT BUTTER

MacLaren's Imperial—	Ontario prices Per doz
Small, 2 doz.	0 95
Medium, 2 doz	1 80
Large 1 doz	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lb., per lb.	0 15

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 33c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.

Ground or bean—

	W.S.P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 32	0 40
1 and ¼	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese

MACLAREN'S IMPERIAL

Ontario Prices Per doz.

Individual (each 2 doz	$1 00
Small (ea. 2 doz.)	2 40
Medium (ea. 1 dz)	4 50
Large (ea ½ dz.)	8 25
MacLaren's Roquefort Small, (ea. 2 dz.)	1 40
Large (ea. 1 dz.)	2 40
MacLaren's Canada Cream—	
Small (ea. 1 dz)	0 90
Medium (ea. 2 dz.)	1 30
Large (ea. 1 dz.)	2 30

Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¼
100 books and over	each 0¼
500 books to 1000 books	0¾

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Maplene.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

Ready Sellers in Winter!

The best line of stove polish for you to sell---the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - BUFFALO, N.Y.

A TEMPTING DISH

is made more appetizing with the addition of salt But it must be pure salt, clean, wholesome salt. In these respects the

ONTARIO PEOPLE'S SALT

has won the charm of every household.

It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvary ng quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

BUY

Star Brand

Cotton Clothes Lines

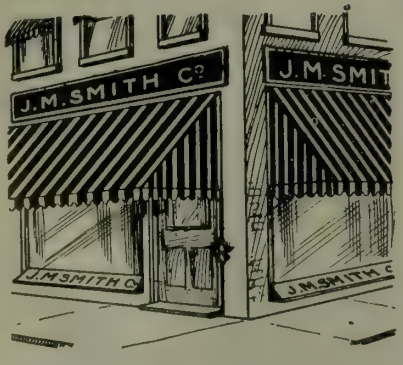
AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better.

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



Outside Appearance

adds prestige to your store in the eyes of your trade.

An awning affords protection from the sun and excessive light to the interior thus allowing your stock to retain its new appearance — a point that will always make it saleable, and incidentally add to your profits.

Ask us for quotations.

Raymond Bros. - London, Ont.

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

CLARE'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Rou.	11 00
" "	tins ½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 0
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi Fins	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2¼ lb. bars	0 08½ lb.
" 50 lbs., ¼ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Luna," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2¼ lb. bars	0 08 lb.
" 50 lbs., ¼ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

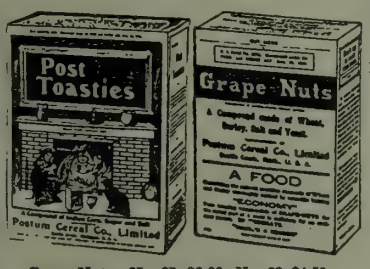
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Force, 36's	4 50
Gusto, 36's	85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Ontario Prices.

Small, case 4 dozen, per doz	0 45
Medium, cases 2 dozen, per doz	0 90
Large, cases 1 dozen, per dozen	1 35

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 4[illegible]

100 Boxes	$44 00
24 No. 3 Jars	33 60½
12 No. 5 Jars	27 60½

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½

GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).

GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 [illegible]
3 cases of 4 doz	3 [illegible]
5 cases or more	3 35

Marmalade.

SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

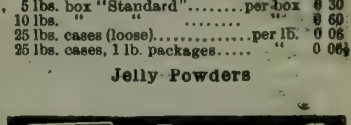
Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	" "	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Jelly Powders



Assorted Case,	Contains 2 doz.	$1.80
Lemon (Straight)	Contains 2 doz.	$1.80
Orange (Straight)	Contains 2 doz.	$1.80
Raspberry (Straight)	Contains 2 doz.	$1.80
Strawberry (Straight)	Contains 2 doz.	$1.80
Chocolate (Straight)	Contains 2 doz.	$1.80
Cherry (Straight)	Contains 2 doz.	$1.80
Peach (Straight)	Contains 2 doz.	$1.80
Weight 8 lbs. to case.	Freight rate, 2d class.	

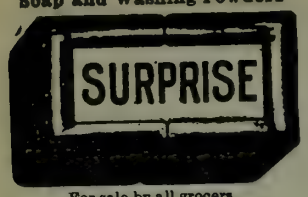
Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50
Weight 11 lbs. to case.	Fr'ght rate, 2d class.	

IMPERIAL DESSERT JELLY.

Ontario Prices.
Assorted flavors, $1 .75 per gross.

IMPERIAL STERILIZED GELATINE.
Ontario Prices.
Cartons 1 doz, 90 cents per dozen.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20

3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.

5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.

GENUINE. Packed 100 bars to case.

Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall.	doz. 2 00	1 gall.	doz. 19 20
¼ gall.	" 6 00	1-16 gall., gross	
½ gall.	" 10 80	lot	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07

Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00

OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND

Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. " / 60 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs	0 03⅜
Half barrels, 350 lbs	0 03⅜
Quarter barrels, 175 lbs	0 03⅜
Pails, 39½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

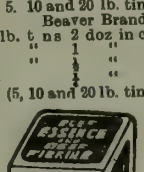
Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

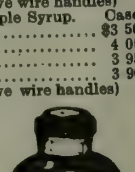
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

1	lb. tins	2 doz in case	$3 50
5	" 1	" "	4 00
10	" ½	" "	3 95
20	" ¼	" "	3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid) Bottles	Prices	Minimum reselling prices
1 doz 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 20½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.
Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Provinces—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case. per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

	Per dozen
H P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross $2.40. 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz.	0 85
Metal Outfits, Black and Tan	"	3 65
Card Outfits, Black and Tan	"	3 25
Creams and White Cleaner	"	1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 5½ to 1lb	38
Old Fox, 12s	44
Pay Roll Bars, 7⅓s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

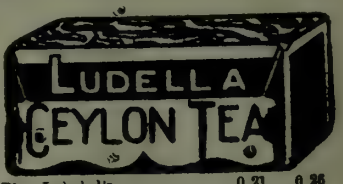
Teas

THE "SALADA" TEA CO.

Wholesale Retai

East of Winnipeg only.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack n60and 100 lb. cases. All delivered prices.

		Wholesale	Retai
Brown Label, 1 lb. or ½		0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00

Ceylon Tea, in and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

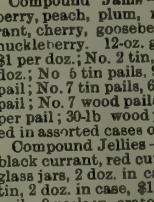
Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

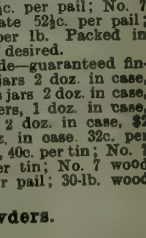
Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case. 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.



White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

You cannot make a

Clean Sweep

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN . . . ONTARIO

DWIGHT'S

BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is the BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

SALT

FOR TABLE AND DAIRY

FOR PACKERS AND HIDE DEALERS

Verret, Stewart & Co., Limited

Salt Sellers MONTREAL

A PLEASANT SURPRISE

it will be indeed to your customers when they open a package of Reception Wafers. Each package contains a wealth of goodies —the thin, flaky soda cracker with the distinctive flavor. They will come for more and the grocer will find a big demand for them.

Put up in "Aertite" packages, an excellent feature which insures their freshness.

TELFER BROS., Ltd., Collingwood, Ont.

Branches :

Toronto Winnipeg Hamilton Fort William

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXVI. PUBLICATION OFFICE: TORONTO, JANUARY 19, 1912 No. 3

There's no disputing the fact that

KEEN'S

OXFORD BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S---it's always in demand.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

Agents for the Dominion of Canada

Suppose Some Girl is Ordering for A "Taffy Pull"

you might just suggest to her or to her mother that to make the simplest and most golden taffy there is nothing superior to

CROWN BRAND CORN SYRUP

It is simply perfect and makes delicious, wholesome caramels and butterscotch as well. There is nothing like Crown Brand to make a "taffy pull" a sure success.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Sales MUST Repeat

Over nine hundred thousand housewives now use FIVE ROSES—
Because it has the *Selling Ability.*
The same difference that exists between a counter attendant and a *good* salesman.

Do YOU know what that means?
Just this—
That the first bag must sell the *second.*

Advertising has a tremendous driving force—yet it can sell only *one* bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of *price* and *favor.*

Twenty-three years ago there were —all told—only 800 barrels of FIVE ROSES flour sold in the world.

To-day there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 *barrels a day.* Can any sane person deny in the face of such brutal facts that FIVE ROSES *must* possess a compelling sales force?

FIVE ROSES will *not* sell itself—no flour will.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

But once introduced, Brother Grocer, your trade is *riveted* for all time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-cents side—just think how safe your trade might be—

If *YOU* could sell FIVE ROSES flour.

Maybe you can—maybe you *can't,* for we don't sell everybody, remember that.

Write our nearest office—perhaps we can come together.

Write NOW.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached **Not Blended**

11 Gold Medals 11

11 Gold Medals 11

A

soap for a sensitive complexion, or delicate lingerie, etc., must necessarily be produced with skill, experience and honesty, linked with purity--the soap must be clean to wash clean.

"Le Calice" Castile Soap

is no tallow soap, it is antiseptic, sanitary, cleanly. Contains no corrupt animal fat, is pure as oil and skill can make it.

Substitute no other, Mr. Grocer:--- this is what your customers are wanting.

SELL ONLY THE BEST *IT PAYS*

ARTHUR P. TIPPET & COMPANY

AGENTS

Montreal - - Toronto

If you could stand beside each clerk as he makes a sale, and make a note of the details

there'd not be much chance for mistakes, would there?

You would know the amount and kind of the transaction, and who handled it.

You would know that the customer got the right change, and that you got the right amount of money.

You'd have a record of every cash transaction in the store that would make the night's "balance" a very simple matter.

And your clerks would be better salesmen, more careful and accurate because they would get credit for good work, and know that the blame for mistakes would be fixed beyond dispute.

That's exactly what a National Cash Register does for you

The amount and kind of each transaction is publicly displayed and a positive and permanent record kept for your private inspection.

Separate adding wheels show you the totals of Cash Sales, Charge Sales, Money Received on Account and Money Paid Out—at any time during the day.

The Sales Strip, kept locked inside the machine, gives you an itemized record of every transaction made during the day—just as complete as if you followed your clerks all day and recorded the various amounts yourself.

You know how many customers each clerk waited on—the amount of each clerk's sales for the day, a separate record of each sale—who made the mistakes—who did the best work—and you know exactly the amount that should be in the cash drawer.

The National keeps track of every detail of every transaction—stops leaks, checks losses. How can you afford to be without one?

You place yourself under no obligation by writing for Free booklets, explaining the uses of National Cash Registers in your business. Write now to

The National Cash Register Company

Canadian Factory at
TORONTO.

F. E. MUTTON, Manager for Canada,
285 Yonge St., Toronto.

BORDEN'S

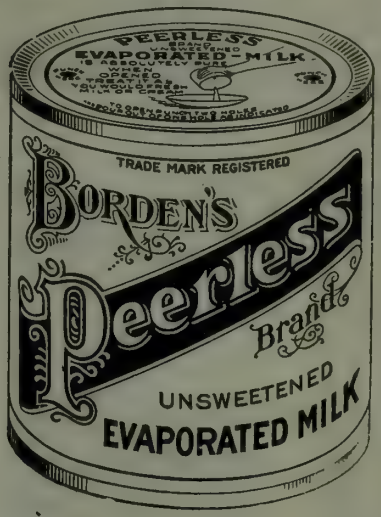
EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" **Established 1857**

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

Pyramid Fly Catcher

REGISTERED

Place your order now to insure early delivery. Do not accept a substitute.

This device has taken so readily that we have been unable to fill all the repeat orders at the end of the season---consequently **we** have no old stock.

We will guarantee delivery in April or May---of stock manufactured this year---if you place your order NOW.

Selling Representatives:

MASON & HICKEY, WINNIPEG and CALGARY
J. W. NUNN, VANCOUVER, B.C.
J. FRANCOIS TURCOTTE, QUEBEC

WM. H. DUNN, Sole Importer

MONTREAL, TORONTO AND VANCOUVER

THE NAME "FAIRBANK" MEANS SOAP SURETY

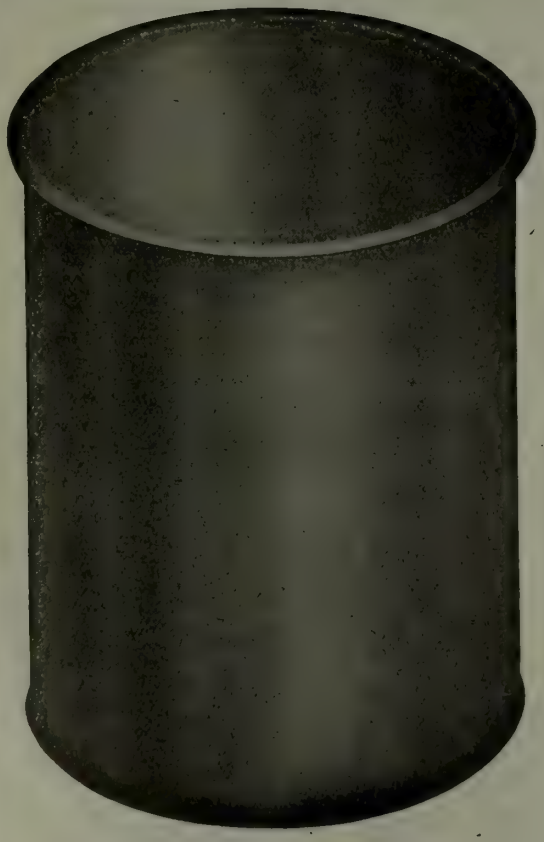
GOLD DUST

Our constant, persuasive, impressive advertising keeps women everywhere reminded of the cleansing power of GOLD DUST, and that cleansing power keeps them using GOLD DUST all the time. But the grocer who pushes GOLD DUST can sell three times as much as if he just let it sell itself, because it's a case of his push working together with the powerful push of our advertising.

"Just try pushing GOLD DUST"

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

ON TOP TO STAY

They satisfy all classes of your trade for baked beans. Advertise that 3's Family size contain the most beans at the lowest price---a better quality at a low price. Combined with proper cooking, and right amount of flavoring ingredients the

"SIMCOE BAKED BEANS"

have become the popular table commodity with all classes. They are cheaper, more superior in quality and nutritive powers than "high priced" potatoes.

The opportunity for a grocer to suggest a good meal to his customers.

DOMINION CANNERS LIMITED, HAMILTON

ONTARIO

Delights for the Family Table

Brand's "A-1" and "Worcestershire" Sauces give delight to the plainest fare, being tasty with fish, flesh or fowl. Try them yourself, Mr. Grocer and you will recommend them with enthusiasm.

A-1 SAUCE

is sold at prices within the reach of all, together with an international reputation which makes it profitable to the dealer.

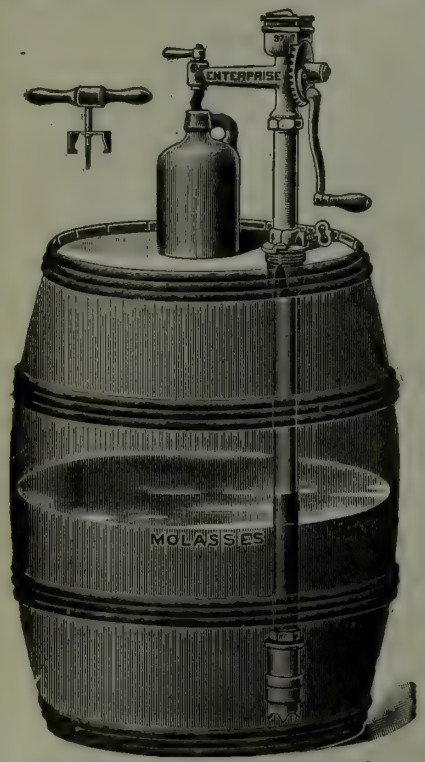
Keep your supplies up

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR. LONDON, ENGLAND

H. HUBBARD, 27 Common St., MONTREAL,
NEWTON & HILL, 25 Front St. E., TORONTO,
McLEOD & CLARKSON, VANCOUVER, B.C.



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---"Enterprise" make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

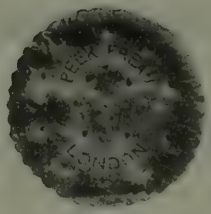
21 Royal Appointments

32 Prize Medals

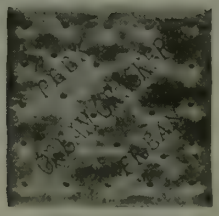
PEEK, FREAN'S BISCUITS

PAT-A-CAKE

BILLIKEN



GOLDEN PUFF



CREAM CRACKER

TEXAS CRACKER

MILK

DIGESTIVE

BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

EXTRA QUALITY DEMANDS BUSINESS

In any store. You could sell

Pink's Jams

if there were ten times as many ordinary makes on the market.

Sole Canadian Distributors

The Manufacturers' Agency Co.

Montreal	J. W. Windsor,	22 St. John Street
St. John, N. B.	S. Cecil Irvine,	48 Princess Street.
Halifax, N. S.	C. E. Creighton,	Bedford Chambers.
Boston, U. S. A.	Gen. Sales Office,	330 Board of Trade Bldg.

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

The One Salt

you can guarantee to be absolutely pure, and free from adulteration, grit or bitterness—is

WINDSOR SALT

Nearly everybody uses it in preference to any other salt.

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO.

TEES & PERSSE, LIMITED

WINNIPEG WAREHOUSE

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

Resident Salesmen calling on EVERY jobber EVERY day

Agencies and Consignments Solicited.

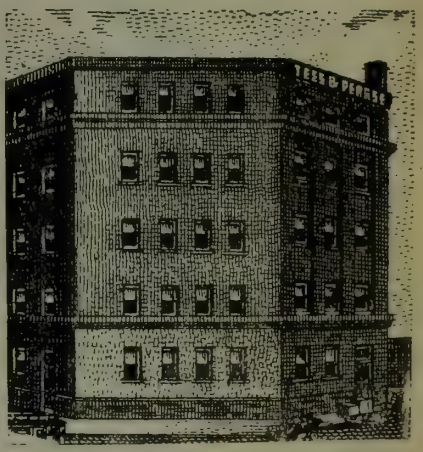
Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

Handling and storage facilities the very best.

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.

MOOSE JAW WAREHOUSE

SASKATOON WAREHOUSE



REGINA WAREHOUSE

CALGARY WAREHOUSE

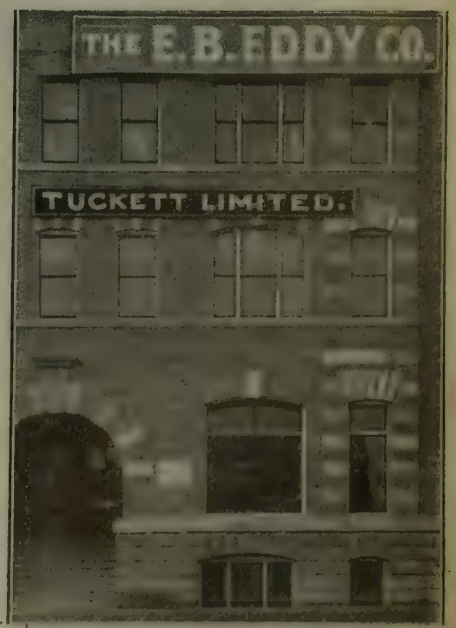
TEES & PERSSE, LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSSE OF ALBERTA LIMITED

CALGARY EDMONTON.

"From the Great Lakes to the Rockies."



EDMONTON WAREHOUSE

GOOD SOAP VALUE

You should sell the kind of soap that makes your housekeeping customers think yours is the only store for good values.

A pure, hard, long-lasting soap—this means economy—something that everybody is looking for.

It Takes Well Everywhere

Guelph Soap Company, Guelph, Ont.

Sterling BRAND

There is a big difference in the quality and flavor between one line of

MINCEMEAT

and another. But all the people who have or will compare the STERLING BRAND, with its pure spices, fruits and peels, with any other make, realize at once a big difference in favor of STERLING.

THE T. A. LYTLE CO.
LIMITED
Sterling Road, - Toronto

KO-KO-BUT
TALK NO. 6

Have you been following what we have been saying to you for the past number of weeks? If so, you ought to be satisfied that KO-KO-BUT is a "big thing" for you. If not, let us once more state that

KO-KO-BUT

is 100% pure.

Is more economical than butter or lard for all cooking purposes.

It makes cooking always turn out satisfactory.

We Will Do Free Advertising For You.

Just Write for Proposition.

Dominion Cocoanut Butters Limited
Montreal

Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience—the result is a hand cleaner that will remove any and all stains with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

The Best Quality

There is no other Brand on the market with a higher reputation for absolute purity of materials and deliciousness of flavors than

ADAM & CO.'S
Worcester Sauce

The ingedients of this sauce are guaranteed absolutely pure and prepared under conditions of scrupulous cleanliness and efficiency.

If you are not handling Adam & Co.'s Worcester Sauce—write for information, the profit will interest you.

Canadian Agents:

ALEX. TYTLER..... Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.
G C. WARREN..... Regina, Sask

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland

ON BOTH POINTS

Excelling in quality and exceeding in quantity any of its competitive brands now on the market.

CHINESE STARCH

is rapidly capturing the market. The quality had long since been established. The quantity—16 ounces in every package—is making inroads on other lines that give but 12.
Both points tell heavily in favor of the grocer in meeting the demand of his customers.

WRITE FOR PRICES

AGENTS

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

"ESKIMO" Sardines

The Brand to handle, both for quality and quantity.

The Right Season

The time is now at hand for heavy sales of sardine lines. Our brand, packed under official inspection in guaranteed pure olive oil, is reliable in quality and moderate in price.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor
QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
ST. JOHN, N.B ---
W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---
A. E. Richards & Co.
LONDON, ONT.---
Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---
Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

Confectionery and the Rise in Sugar

The present high price of Sugar will undoubtedly have an effect on the price of confectionery. Many makers will raise their prices and cut down your profits, but

John Gray & Co., Ltd., Glasgow, Scotland

bought heavily before the rise and are offering their famous Boiled Sugar Goods at right prices to give you a worth-while profit.

We have a reputation of over one hundred years for high-class candy making.

Prices and particulars from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

ANTI-DUST
DEODORIZES
DISINFECTS

Introduce this to the housewife and she will always insist on having it. This is the most effective up-to-the-minute cleaner and disinfectant and not an imitation.

It eradicates germs and microbes, leaving a sweet fragrant smell. You should use it in your store, Mr. Grocer—you will be enthusiastic with the result.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

To the Intending Purchaser of a Coffee Mill

There is no reason why you should spend more money for a Mill than do the thousands of users of COLES mills.

You are in a position to *choose* a Mill, not merely to *buy* one.

You should know the standard of service a Mill ought to give, and you know whether or not that standard is measured by excessive price.

It is this standard of service *with ut exce sive price*, which is to-day satisfying thousands of users of our Mills

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

Different People
Have
Different Pleasures

(This is the Parker Broom)

It gives us much pleasure in shipping out **BROOMS** and **WHISKS** of best quality, being made well and worth the money.

The housewife will find pleasure by sweeping with this broom.

And the dealer will find pleasure in handling such a high grade line.

Write for prices, or better, send in a trial order—we guarantee price and quality.

The Parker Broom Company
692 Wellington St. **OTTAWA**

THIS NEW SOUP PRODUCT

provides rich, nourishing soup without any bother in preparing it.

Practically every woman in Canada sees the big advertisement of

EDWARDS' DESICCATED SOUP

Every woman who sees it on your shelves or counter is eager to try it.

Every woman who has bought it keeps on buying it.

That is why EDWARDS' DESICCATED SOUP is having such a splendid sale.

New customers are flocking to stores which feature this new Soup and display it prominently.

EDWARDS' Desiccated SOUP

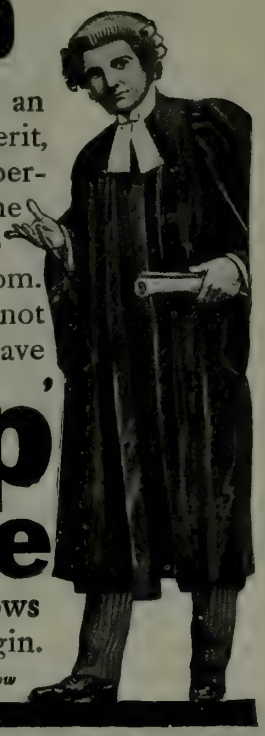
is made in three varieties—Brown, (made of best beef and fresh vegetables) Tomato and White (both vegetable.) Retails at 5c a package and in canisters at 15c and 25c.

If you haven't already stocked this Soup, send in a sample order or write for a package of each variety with wholesale prices. Novel Window Cards and other Sales producers liberally supplied.

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St.,	Montreal
W. G. PATRICK & CO.,	Toronto
W. H. ESCOTT & CO.,	Winnipeg

PLAINLY STATED



You have in 'Camp' an article of established merit, one you can offer with perfect confidence, and one of unequalled power to bring and keep custom. Your stock is really not complete without you have

'Camp' Coffee

'Camp' in addition shows a substantial profit-margin.

Makers: R. Paterson & Sons, Ltd., Glasgow

WHY

are the best of grocers handling L'ETOILE MACARONI?

WHY

do grocers make big profits from L'ETOILE GOODS?

WHY

are grocers in general beginning to make displays of ALIMENTARY PRODUCTS?

BECAUSE

L'Etoile Macaroni is PERFECTION.

BECAUSE

L'Etoile is Canadian made, but just as good as the imported—and there is no CUSTOMS DUTY.

BECAUSE

The housewife appreciates good MACARONI, VERMICELLI and SPAGHETTI once she gets it, and always ORDERS MORE.

ARE YOU WELL STOCKED?

Cie Francaise des Pates Alimentaires

MONTREAL

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"

Canada's Scientific and Sanitary REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Sweetheart Brand Jelly

Makes a perfect Dessert.

Easily prepared and a favorite with all.

Trade-mark **of QUALITY**

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

Your sales increased and satisfaction guaranteed.

I X L SPICE & COFFEE MILLS, LIMITED

LONDON, - - ONTARIO.

ROYAL SALAD DRESSING

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON - CATO MFG. CO.

WINDSOR, - CANADA

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons

Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.

DO THEY COME AGAIN?

Those new customers of yours that you get with so much trouble and sometimes at some expense? Does the **QUALITY** of your goods **HOLD** them? You cannot afford to lose a single customer in these days of competition and express deliveries from large city stores.

WE are the direct representatives of manufacturers of goods of the highest quality, the kind of goods that will bring your customers regularly to **YOUR** store for what they want. **WE** are constantly being offered new and direct lines from these manufacturing houses.

YOU may profit by our unique connection and by our unequalled facilities for supplying you with everything you want, promptly and efficiently. Your smallest order has our personal supervision. Let us hear from you **NOW**. We can help you with "**QUALITY GOODS**" to **PERMANENT BUSINESS**!

RICHARDS & BROWN, - - - WINNIPEG

Wholesale Commission Merchants

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson A Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

A Grocery Clerk

should know the quality of every article he sells; thus satisfying the buyer and increasing his own selling ability.

RIDEAU HALL COFFEE

has the distinction of being perfectly blended and roasted, which has given it an enviable reputation among coffee experts. It is a fast-selling stock, and each sale means a satisfied customer and a step forward for both clerk and employer.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

CLARK'S

Boston Baked Pork and Beans

are WITHOUT PARALLEL when it comes to PURITY and all round EXCELLENT QUALITY.

¶ There is nothing that sells so quickly and surely as

CLARK'S PORK AND BEANS

¶ Every can is guaranteed.

¶ CLARK'S PORK AND BEANS represent money to you.

CLARK'S PORK AND BEANS

WITH TOMATO SAUCE
6 SIZES

PLAIN SAUCE
6 SIZES

CHILI SAUCE
3 SIZES

W. CLARK - - MONTREAL

Manufacturer of the Celebrated MINCE MEAT in the NEW STYLE CAN

JAPAN TEAS

Both the JOBBER and the RETAILER should remember that JAPAN TEAS are not so staple as others, and while they can in consequence obtain better profits, can with impunity recommend them for their distinct, pleasing character and absolute purity.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

BJELLAND'S SMOKED HERRINGS IN BOUILLON

Are you handling the above splendid, new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, Hamilton

ARE YOU INSURED

AGAINST ADULTERATION

on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

Especially Good for Infants and Invalids

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

St. Lawrence Sugar

The standard of quality.
The granulated sugar that's an all-pure cane product.
Proved by actual government test to be $99^{99}/_{100}$ to 100 per cent. of Sugar, containing no impurities whatever.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

How are your Soap Sales?

Down? Then we can put them up. Up? Then we can put them higher up still. How do we do it? It's quite simple We sell you

"Canada's Best" SOAP

and the soap, in a very literal sense, "does the rest." It is the soap customers come back for, the popular favorite which is always increasing in popularity.

SHALL WE SEND YOU A SAMPLE CASE?

United Soap Company
OF CANADA, LIMITED
MONTREAL

Pure Maple Syrup

There is just as much satisfaction in selling the pure as the compound, Mr. Grocer, in fact more, because you are sure that the housewife will have no cause for complaint.

Pride of Canada

cannot be made any purer and, what is more, **it has never been adulterated.** Isn't it worth while handling such a line?

The Maple Tree Producers' Assoc. LIMITED
MONTREAL TORONTO

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY
PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when
wanting a car of
Evaporated Apples.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS
AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty :—Fruit Pulps of all Kinds.

Correspondence Invited.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

Financial Writer—

We propose increasing our staff of editors and will consider confidentially applications from men who can furnish evidence of high character and good ability. They should have some knowledge of investments and preferably be university graduates with newspaper experience. State age, experience and salary wanted. Address

The Financial Post of Canada,
143 University Ave.,
Toronto.

Every Box a Trade Bringer

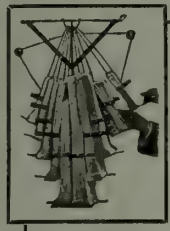
Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW

W. P. Downey
MONTREAL, QUE.



The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For Sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

A FREE Package of Custard Powder

WITH

CLUB JELLY

The very high quality of this line and the delicious custard powder free, make it most popular. You want the popular line, eh? Then write for prices. We quote right and the goods are right.

CLUB JELLY IS GOOD JELLY

S. H. Ewing & Sons
Montreal - Toronto

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

MAKE NO MISTAKE

The Public Knows A Good Thing

and a ready demand is created as soon as you show your patrons these dainty, well-flavored

Fancy Marshmallow Biscuits

They are absolutely unequalled for quality and appearance. They always open up crisp and fresh, which goes a long way with most people. The up-to-date process with which they are prepared in our modern biscuit home and the high-grade materials used make this line the selection of the people. Try them—it will be to your best interests.

WRITE FOR PRICES AND SAMPLES

George Weston, Limited
TORONTO

CORRECTION OF ERROR

in Quaker Oats Window Display Announcement in last week's issue of this publication.

OWING TO A MISTAKE, copy announcing a modification of the window display contest applying to the United States only, was forwarded to The Canadian Grocer for insertion in the January 12th issue.

WE REGRET THE ERROR.

There has been NO CHANGE WHATEVER in our original offer to Canadian retail grocers, which is as follows:

PREMIUMS TO GROCERS

Their Boys and Girls or Clerks

Thousands of Them $1 to $100 Each

We offer these premiums for Window and Store Displays.

They are offered as payments, not prizes. So every grocer may earn one.

Displays may be made of Quaker Oats, family size or regular size. Or they may include both.

All display signs, price cards, etc., must be supplied by the store. Quaker Oats advertisements clipped from magazines, etc., may be used to attract attention.

Displays must be made during December or January, the best selling season on Quaker Oats.

To secure a premium, it is absolutely necessary that a photograph of the display be sent to us. No other evidence will do. On the back of the photograph write your name and address.

A Kodak picture 2 x 2 in. will do. This picture may be taken with a Brownie Kodak, costing only $1.

All photographs must be in our hands by February 5th. Checks for the premiums will be mailed in February.

We name as a committee to decide on the best displays:

MR. E. M. TROWERN, Toronto
Dominion Secretary Retail Merchants' Association of Canada.

MR. J. L. MAUDE, Toronto
Secretary Window Trimmers' Association of Canada.

The selling power of a display of this kind is its chiefest merit. Its purpose is to sell oatmeal. A hundred packages of Quaker Oats piled prominently inside the store, either on the end of the counter or on a table, with clever signs attached, is oftentimes a better **selling display** than the same goods placed in the window.

Displays will be judged by their power to sell Quaker Oats. Put your display where it will sell the most goods.

For the best display	**$100.00**
For the second best display	**50.00**
For the third best display	**25.00**
For the five next best displays	**10.00 each**
For the twenty next best displays	**5.00 each**
For every other display, containing three cases or more, of which a photograph is sent	**1.00 each**

In the case of a tie—where the judges cannot decide which display best deserves one of the larger premiums—the premium will be divided among the two or more whose displays seem of equal value.

Has Your Boy or Girl a Camera?

If you don't care for yourself, you have a clerk who cares, or a boy or girl, perhaps.

Note that every display gets a premium if a photograph is sent. **But no grocer gets more than one.**

The lowest premium—one dollar—will buy a Brownie Kodak, with which the picture may be taken. So any grocer who makes a display—or his boy or girl—is sure of enough to pay for this camera. And he has an equal chance with the others for a larger premium.

Somebody around you wants to earn one of these premiums. Give that somebody a chance.

To you, Mr. Grocer, the best payment will come in increased sales of Quaker Oats. Let people know that you specialize in it. Let them know that you handle this favorite brand.

Nothing is more important—more trade-winning now—than a corking display of Quaker Oats. Make it now, while we offer to pay for it. Or let somebody around you make it.

Address all Photographs to

The Quaker Oats Company

Window Display Dept., Peterborough

Meadowsweet Cheese

has certainly "taken hold" throughout the country, for ever since we entered our larger premises we have been very much rushed. We, however, are not surprised, because we have got an article in "**Meadowsweet**" which is undoubtedly "**The King of all Package Cheese.**"

10 Cents Retail. Dandy Profits.

Mr. Grocer, you can sell this line and lots of it. The price is within the reach of everyone. The quality will please even the "kickers."

THE MEADOWSWEET CHEESE CO., LIMITED
MONTREAL, CANADA

THE model match, made with exacting carefulness and packed in attractive packages. The stems are all straight grained selected wood which will not break when struck.

These matches are quick lighters and satisfaction givers.

THEY SHOULD BE ON YOUR SHELVES

The Dominion Match Co., Limited
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

JAM

When a customer asks for Jam you will frequently notice that she asks "What have you got?" even though you may have told her two or three days previous just what lines you are carrying. She asks again because the family wants

SOMETHING NEW

We can supply you with the very highest grade jams, and we have them "for less." Wouldn't you like a trial lot?

ASK YOUR JOBBER OR
WRITE DIRECT

Labrecque & Pellerin
111 St. Timothee St., MONTREAL, QUE.

Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported, selling at half the price.

No Alum! Never Was!

MAKE IT GROW

You can make your Tea and Coffee business grow if you handle lines of quality that are well advertised.

"MELAGAMA"

TEA and COFFEE

when sold to customers will always assure REPEAT ORDERS.

Our list of customers is growing rapidly and if you are not among the number, you should send us on a trial order for these popular brands.

For prices, see last page of this issue

MINTO BROS., TORONTO

BLACK JACK

QUICK

CLEAN

HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

"NUGGET" POLISHES

WILL NOT FREEZE

How is your Stock?

Tin double the size this year. Price and Quality same.

Tartan BRAND

THE SIGN OF PURITY

OUR ANNUAL TEA SALE

Special values and big bargains for our trade this year. Our Teas were bought before advance in price. Do not buy until you see our travellers' samples, or if they do not call upon you we would be glad to send you samples and quotations on application.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Notwithstanding Reports to the Contrary

Perrin's Biscuits

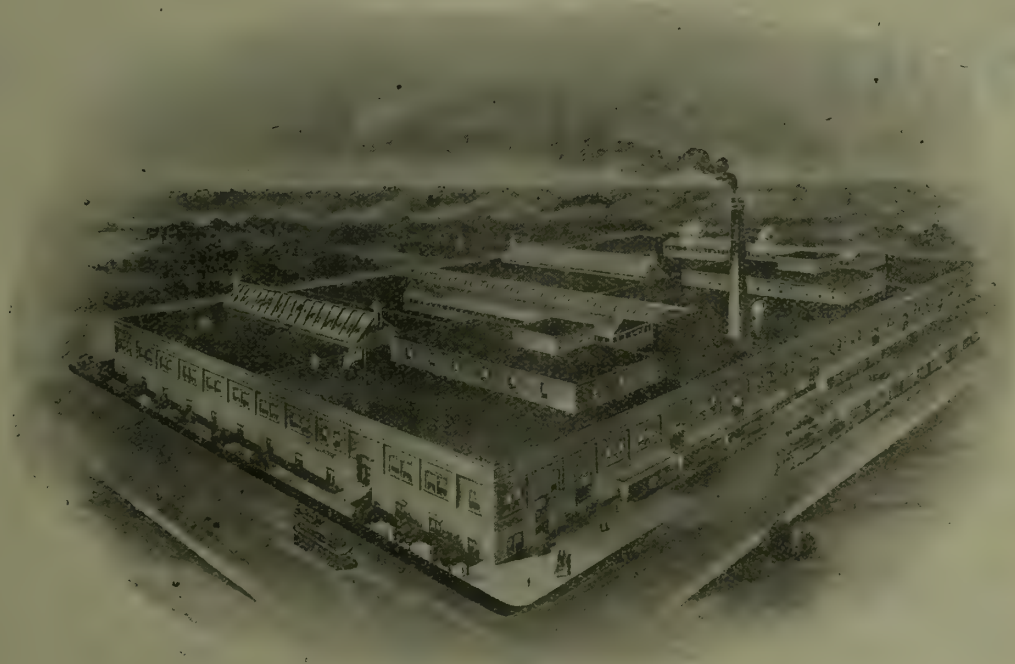
and

Candies

Are Still Being Supplied to the Trade.

"Wagstaffe's"

Fine Old English Pure Orange Marmalade and Jelly Shred Marmalade, 1912, now ready for delivery. The best seller on the market. Order quickly.



WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON CANADA

TEAS

20 Per Cent. Discount

Some people are giving this big discount once a year.

We are giving you in value and quality, on our teas, equal to 20% all the year round.

We are experts in this line and can prove it to you.

We have still large contracts made at the lowest price of the market last year, and teas are still advancing.

Our stock is the largest and best assorted, comprising:

7,500 Half-Chests and Boxes, including: **All Sizes**

JAPAN TEAS and SIFTINGS,
GUNPOWDERS, MOYUNE,
PEA LEAF, PIN HEAD,
BLACK and GREEN CEYLON,
INDIAN BLACK and HYSON.

Also our celebrated registered brands:

"OWL CHOP" and "BEAVER" JAPAN
"OWL CHOP" CEYLON, BLACK and GREEN

ASK FOR SAMPLES—NO TROUBLE.
OUR PRICES ARE CORRECT.

L. CHAPUT, FILS & CIE.

WHOLESALE IMPORTERS MONTREAL

Realize This Basic Fact

That the housewife is continually looking for something better until she gets the best. L. & B. Pure Fruit Jams and Jellies are the highest grade obtainable, and the grocer who passes out this quality article is passing out the favorite. Put up in attractive 2, 5 and 7 lb. tin pails.

THE POPULAR PRICED LINE

Lindner & Benner, Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

How Is Your Stock of Molasses?

We have a complete stock and at prices that will bring you business :

"ANCHOR" Molasses, (2s c's, 3 doz. / 3s c's, 2 doz.) $2.85 c's. Freight paid on 5 c's lots

COOK'S FRIEND Molasses, (2s c's, 2 doz.) $1.70 c's. Freight paid on 5 c's lots

Get our quotations on WEST INDIAN, NEW ORLEANS, BARBADOES, and PORTO RICO, in bbls. and half bbls. FEEDING MOLASIES — bbls.

You will find our

"ANCHOR" Brand Essence of Coffee

a rattling good seller and a money maker—IT REPEATS

We have reduced prices on our ***"ANCHOR" Brand Cocoa*** the finest quality breakfast cocoa on the market. TRY A SAMPLE ORDER

EBY-BLAIN, LIMITED

WHOLESALE GROCERS TORONTO

Concentrated Essence of Beef

A line every progressive grocer should stock and push, but to give the most satisfaction to your customers it must be

For Invalids

VEROX FLUID BEEF.
ALL BEEF & ALL BRITISH.

For Children

Verox is made from prime British beef and is guaranteed pure. It sells at a competitive price and gives you a good profit. Also made in tablet form. Write for prices and samples.

We want Wholesale Agents for Toronto, Montreal and Winnipeg.

Tooth's Extract of Meat Co., (Estb. 1865) **12 Duke St., London, S.E., England**

$100,000

This is the total cost of goods we intend placing with the trade at greatly reduced prices before we take stock.

INVENTORY **INVENTORY**

We start inventory work on February 1st and the goods below mentioned, along with numerous other standard lines, must go. Here's a chance for you to fill up your shelves with goods—all of them of popular and first-class brands—the kind that sell.

Now Is The Time Get Your Share

2500 c|s OF RED AND PINK SALMON.

1200 c|s SARDINES—
Golden Rule, Brunswick, Queen Alexandra, Tevillec, Light House, White Bear, Victoria, Le Pilote, Albert and Sportsman.

500 c|s IMPORTED PRESERVES—
Crosse & Blackwell, Maconochie, Keilers, Robertson, Pinks, Duerrs.

1200 c|s CANADIAN JAMS—
Aylmer, Simcoe, Upton, Wagstaffe, Sterling.

25,000 c|s Canadian and Imported Vegetables and Fruit

1500 c|s California Prunes and Oregon Prunes (25 lbs.)

800 c|s Imported Macaroni and Vermicelli, Blanc & Fils, Valence on Rhone, France.

91 c|s Lecourt Mushrooms—A. & L. Lehucher, Paris.

500 c|s Castille Soap—Marseilles (72 per cent. Olive Oil—Le Soleil Brand).

300 c|s Ditto (65 per cent. Olive Oil—La Lune Brand).

1500 Boxes Assorted Teas.

ASK FOR SAMPLES

Write for prices and further information. You can see from this list that these and the other goods won't stay long on our hands.

Laporte, Martin & Cie., Limited

Wholesale Wine and Liquor Merchants **Montreal**

THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY

To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality. Remember the sale is guaranteed.

Toronto THE SALADA TEA COMPANY Montreal

INDEX TO ADVERTISERS

A

Abbott, Grant & Co 55
Adamson & Co., J. T. 20
Allison Coupon Co 50
Aylmer Condensed Milk Co 18

B

Baker, Walter, & Co 51
Balfour-Smye & Co 25
Benedict, F. L. 21
Bickle, J. W., & Greening 16
Borden Condensed Milk Co 3
Borwick Baking Powder 15
Bovril, Ltd 48
Bowser, S. F. 54
Bradstreets 21
Brand & Co 6
Brown Mfg. Co 21

C

Campbell Bros. & Wilson 45
Canada Maple Exchange 46 50
Canadian Cocoanut Co 66
Canadian Produce Co 49
Canadian Salt Co 8
Catelli, C. H. 46
Chaput Fils & Co 28
Church & Dwight ..... inside back cover
Cie Francaise de Pates Alimentaires 14
Clark, W. 17
Clawson & Co 20
Clements Co., Ltd. 57
Colse Mfg. Co 12
Common Wealth 61
Corneille-David Co 44
Crescent Mfg. Co 58

D

Dalley, F. F. Co 66
Distributors, Ltd. 20
Dominion Canners, Ltd. 6
Dominion Cocoanut Butters 10
Dominion Match Co 24
Downey, W. P. 21
Dunn, W. H. 3

E

Eby-Blain, Limited 29
Eckardt, H. P. 43
Edwardsburg Starch ..... outside front cover
Enterprise Mfg. Co 7
Epps, James & Co 46
Ewoods, W. H. Co., The 20
Eatabrooks, T. H 45

Eureka Refrigerator Co 14
Ewing & Sons, S. H. 21

F

Fairbank Co, N. K. 4
Farrow & Co., Jos. 12
Fearman, F. W., Co 48
Fuller & Waite 62
Furuya & Nishimura 18

G

Gillard, W. H., & Co 66
Gillett, E. W., Co., Ltd. 51
Gorham, J. W., & Co 20
Gorman, Eckert & Co 16
Gray, John 12
Gray, Young & Sparling 21
Guelph Soap Co 10
Gunns, Ltd 48

H

Halifax Cold Storage Co 59
Henderson, Thos 51
Horton Cato Mfg. Co 15

I

Irish Grocer 21
Isaac, Robert 43
Island Lead Mills Co 66
IXL Spice and Cereal Co 15

J

James Dome Black Lead 19
Jameson Coffee Co 51

K

Kessel Co., F. 21
King, Frederick 13
Kit Coffee Co 11
Knox, Chas. B. Co 47

L

Labrecque & Pellerin 24
Lake of the Woods Milling Co ..... outside back cover
Lambe, W. G. A 20
Laporte, Martin & Cie 30
Lascelles de Mercado & Co ..... inside back cover
Leitch Bros. 50
Lemon Bros. 54
Lind Brokerage Co 20
Lindner & Benner 29
Lloyd, Ltd., Edward 54
Lytle Co., T. A. 10

Mc

MacLaren Imperial Cheese Co 20
MacNab, T. A., & Co 20
McCabe, J. J. 56
McDougall, D., & Co 21
McLaren, W. D. 24
McLeod & Clarkson 27
McVitie & Price 52
McWilliam & Everist 56

M

Magor, Son & Co ..... outside front cover
Malcolm, Jno, & Son 15
Maple Tree Producers 19
Marshall Brokerage 26
Matthewson's Sons 59
Mathieu, J. L., Co 58
Meadow-sweet Cheese Co 24
Menard Motor Car Co 61
Millman, W. H., & Son 20
Minto Bros. 25
Mooney Biscuit and Candy Co 53
Mott, John P. & Co 52

N

National Cash Register Co 2
Nelson, Dale & Co 14
Nicholson & Bain 47
Nickel Plate Stove Polish Co 25
Nugget Polish C 25

O

Ocean Mills 11
Ontario Lantern and Lamp Co 63
Ontario Peoples Salt & Soda Co 66
Oshawa Canning Co 62

P

Parker Broom Co 13
Paterson, R. 14
Patrick, W. G. & Co 20
Peek, Freen Co 7
Perrin, D. S 26
Phoenix Packing Co 11
Pickford & Black ..... inside back cover
Pink, E & T 8

Q

Quaker Oats Co 23
Queen City Oil Co ..... inside back cover

R

Raymond Bros. 65
Reindeer, Ltd 48
Richards & Brown 16
Robinson & Co., O. E. 21
Rock City Tobacco Co 68

S

St. Croix Soap Mfg. Co ..... inside front cover
St. Lawrence Sugar Refining Co 19
Salada Tea 31
Sanitary Can Co 4
Sapho Mfg. Co 12
Silver, H. R. 20
Simple Account Sales Book Co 52
Smith, E. D. 55
Smith & Proctor 16
Snap Co., Ltd ..... inside back cover
Spurgeon, H. G 20
Star Egg Carrier & Tray Mfg Co 4
Stewart, J. C 21
Stringer, W. R. 57
Symington Soup Co 44

T

Tees & Perose 9
Thum Co., O. & W. 46
Tiger Mfg. Co 10
Tilton, J. A. 20
Tippet, Arthur P. & Co 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tooths Extract of Beef Co 29
Tuckett, Geo. E., & Son Co 63

U

United Soap Co 19
Utilities Limited 54

V

Vipond, H. P. 51

W

Wagstaffe Ltd. 27
Walker Bin and Store Fixture Co 16
Walker, Hugh, & Son 57
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills ..... inside back cover
West India Fruit Co 57
West India Co 44
Western Distributors, Ltd. 20
Weston Ltd., George 22
Wethey, J. H 46
White & Co 57
White Swan Spice & Cereals, Ltd 18
Wiley, F. H. 20
Wilson, Jos. R 55
Winn & Holland ..... inside back cover
Woods & Co., Walter 67
Woodruff & Edwards 8

Bad Debts Chief Cause of Many Failures

Safety Lies Either in Cash Business or Setting Time Limit on any Doubtful Customer—Some Instances of Where Money was Lost—Cunning Method of Professional Dead-beat—Where Misfortunes Cause Losses.

The chief aim of every grocer is to make sales at a living profit.

The next is to get the money for the goods sold.

Here is just where many are not making money. There are few dealers not selling strictly for cash who cannot relate instance after instance where they have been beaten out of their just dues by dishonest people, or in some cases by customers with good intentions but who had met with misfortune.

Why not sell for cash? This is the natural question one on the outside is inclined to immediately ask. This would be all very well no doubt in many cases. But there are dealers who would not think of going in for the strictly cash business. They would lose good customers, they claim, and what they wouldn't lose would not purchase as many goods. Certain localities evidently do not allow of the exclusive cash business.

Giving Wholesale Credit.

But there are glaring instances where dealers who know they are dealing with poor pays and yet who give them credit for an indefinite length of time. "If we do not give credit, somebody else will," they say. The result is at the end of the year they find several hundred dollars worth of bad debts on their books.

Set Time Limit.

Why not place a time limit on any doubtful customer?

This seems to be the only safe course to follow where an exclusive cash business cannot be conducted. And it should be strictly adhered to. It certainly would be better to lose a customer through enforcing such a system than to lose a couple of hundred dollars a year through that customer. The dealer would be in the goods at least. In most cases if the matter were put up fairly to a new customer asking for credit, he or she would see the force of it.

Here is a case in point:—

A grocer was opening a new store in a certain district about which he was not very familiar. A traveler for a wholesale house, who was acquainted with the character of many of the residents of the community, suggested that he watch his credit customers carefully. At the beginning everybody was paying cash. Soon one woman bought $4 worth of goods early in the week promising to pay Saturday night. Saturday night came but the money didn't Tuesday of next week the woman sent over for more goods but word was returned that she couldn't have them until the promised $4 was paid. She became quite indignant and said she would buy no more from that store. Now, however, she is a customer there and pays cash for her goods. Just how much that grocer would have had on his books by this time had he submitted can only be imagined.

Cunning Ways of Dead Beat.

This woman might not have been a professional dead beat, but here is a story that certainly does reveal one. It is an actual instance told by the dealer himself who lost the money, and shows the craftiness of the man who doesn't want to pay for what he gets.

What lead him to tell the story was the question of a traveler who happened to be in the store at the time an old man bought something on credit.

"Is that man a relative of yours?" asked the traveler.

"Why no," replied the grocer.

"Is he a particular friend; do you know him well?"

"Neither friend nor relative," answered the dealer whose curiosity was somewhat aroused, and he wanted to know the why and the wherefore of the questions.

Simply because he owes————, on ——— street, over $30, and he can't get a cent out of him. Call up ——— and ask him."

The dealer called up the other grocer and found the news was true. The man now owed him about $15.

This brought out the information on how the old man had become a customer.

"He came in one day, told me he had moved into the district, ordered some goods to be sent over C.O.D., and tendered the information that he would be a regular customer.

"The goods were sent over in the morning, and all he had to pay for them was a $10 bill which the delivery man couldn't change. The bill amounted to about 63 cents, and he promised to come over in the afternoon and pay it. He did as he promised.

Produces Another $10 Bill.

"Early on another morning he called for some goods and handed me out a $10 bill. I hadn't any change so early in the day as I always was accustomed to deposit the cash every afternoon. He promised to come back in the afternoon and pay the account.

"In the afternoon, true to his promise, back he came, and I changed the $10 for him. A few minutes later he returned stating I had given him $2 too much. I said I didn't think that was possible. I might have made an error of $1 but was sure it couldn't have been two. He insisted he was right, and of course I had to take the $2.

"Now that I know him I can see it was simply a scheme to demonstrate his supposed honesty."

The money is still owing.

Misfortune Causes Big Debt.

Another dealer tells of the loss of $150 through the illness of the landlady of a large boarding house.

"Every week that woman used to purchase about $40 worth of goods from me and at the end of every month I was sure of my $150 or more. She kept a large boarding house. Just a short time ago she became seriously ill and had to go to the hospital for an operation which demanded $100 at the outset. Her son was left in charge of the house and between $40 and $50 worth of goods were still bought from me.

"First month went by and I got no money and it was the same with the second. The son seemed to spend everything he got and boarders became dissatisfied and left. I went to the hospital to see the woman. She promised to have her son pay $75 or more on account. Anyway, she said she had a $2,000 life insurance policy under her pillow, and had given instructions that if she died her legal debts would be paid out of that first.

"I left feeling confident, and extended the credit another week, but by the time the woman was better all her boarders had left, and her son, who wasn't much good, left his home and his mother with two small children.

"I haven't the heart to ask her for the money now, and there goes $150. What is a man to do in a case like that?"

This certainly seems to be a case where foresight would not have been any use. The customer was a good one at $150 per month, had always paid promptly, and even when she was ill the dealer was almost sure of his money.

But there are a great many cases where leaks through bad debts could be stopped. A grocer knows best how each of his customers is situated, and should either demand cash from the poor pays or place a time limit on credit. This would, no doubt, lose him one or more patrons, but those who are honest will see the force of the argument and the others are better lost.

Tell them you have to pay for your goods every month and now that operating expenses are high you would like to have your money as early as possible.

Have Distinct Understanding.

To a fairly good customer who cannot pay cash always, carefully find out when would be the most opportune time to pay. Suggest at end of each week. If she says, yes, she guesses that will be alright, then make it definite that at the end of every week you are to receive your money. Make it a distinct understanding with her so that she will be under an obligation to you.

To a known poor pay say that your business obligations make it necessary that you receive cash always. Have a definite understanding that you must have the money at time of sale so that if such a customer asks for credit later on you can recall the agreement.

Many dealers not now making a success at the credit business think things would be different if they changed to cash. This is only problematical because there are not many chances of a man making a success with cash if he proved a failure with credit.

The safe system if goods are sold on credit is to eliminate the bad debts.

Edmonton Merchants Wait on City Council

Ask for Abolition of Business Tax and Increase of License Fee on Transient Traders—How Latter Arrive in Busy Seasons, and at Little Expense, Take Away Cream of Trade—Of No Benefit to City, They Claim.

Edmonton, Alta., Jan. 18—(Special)—That the business tax is not popular among local dealers, was shown by a deputation from the Retail Merchants' Association before the City Council at their last meeting.

The question was gone fully into between the deputation and the Council, and a committee was appointed by the mayor to consider the requests of the merchants. A report will be brought forward on the question.

Other matters were also taken up such as transient traders legislation and enforcement of the act.

The delegation asked for the abolition of the business tax, the merits and demerits of which have been under discussion for so long that the merchants considered it hardly necessary to enter into arguments.

The mayor remarked that it was not yet too late to have an amendment to the charter incorporated among the amendments to be shortly enacted by the Legislature. And if it were decided to abolish this business tax the administration would ask that the amendment be so included.

$300 a Year for Peddlers.

The question of charging a flat rate of $300 per annum, regardless of the time in the year within which application is made, for transient salesmen, did demand much discussion. The argument was provoked purposely by Ald. Hyndman wishing the cause expounded and by Alderman McInnis asking to be "shown" why local merchants should be protected. Alderman McInnis could not see why the transient salesman should be heavily licensed and the local merchant relieved of the business tax. If one were relieved, both should be relieved, the alderman argued.

The delegation pointed out that at times of the year when seasons open, when the demand for merchandise is maximum by a large degree, transient salesmen drop into town, rent a room, display goods and advertise them extensively, take the cream of the season, and then depart. On the other hand, the local merchant must maintain his store the year round, taking the duller periods with the brisk, being under nominally the same expense the year round.

Twenty Per cent. to do Business.

It was stated that it costs 20 per cent. of profits to do business the year round in Edmonton. To the merchant or salesman who does business only during the time when business is at its maximum this percentage is remarkably smaller. The man coming to Edmonton for the purpose of entering into legitimate business is welcomed, declared the delegation; but the man who comes merely to participate in the cream of the trade at the spring and fall season openings, is the man who is not a legitimate merchant, is the man who is being kept out of other cities of the Dominion, and is the man from whom the business interests of any city has a legitimate right to ask protection. The individuals who drop into a city, and make a temporary splash by fair means or foul, gathers in considerable money and flies by night, is the man whom the association wishes to be regulated by the imposing of a good and sufficient tax.

Sold $7,000 in Furs.

An instance was cited where a fur house of Toronto sent a man here this fall with a stock of furs and within a surprisingly short time gathered $7,000 in cold cash, and took his departure. For this privilege he paid the city a license of $150.

It was likewise suggested that steps be taken to prevent a firm incorporated in another province coming to this province and by paying a nominal registration fee, being entitled to do business in any city without paying heed to any city by-laws, city license fees or anything regarding municipal regulation. To eliminate this, provincial legislation will be required.

A committee was appointed by the mayor to confer with the association executive and report to the council.

By-law Not Enforced.

During the discussion it was stated by members of the delegation that the by-law, inadequate as it may be, has by no means been enforced, and that the association has been able to get little satisfaction from those having in charge that work.

It was asked from the council why the association had not secured evidence against and conviction of violations of the by-law. To this it was replied that the association expected the officials entrusted with that duty to perform it, and it was not the purpose of the organization to prosecute cases in court.

BRITISH-CANADIAN CANNERS.

The British-Canadian Canners, Ltd., Montreal, the formation of which company was announced recently, will erect factories at Merlin, Highgate, Port Robinson, Bowmanville and Cobourg. Contracts have been made with local farmers at these points. It is their intention to have plants ready by May 1. John Wall will be the general manager. The directors of the company comprise Sir Henry N. Bate, Ottawa, and J. P. Black, H. A. Lovett, K.C., and R. Brutinel, all of Montreal.

The Kootenay Jam Co. are contemplating erecting a manufacturing plant in Victoria, B.C. This firm began business about four years ago near Nelson, B.C., and later moved to Mission Junction to obtain better transportation. The company have recently decided to open a branch for the manufacture of chocolate.

Flour and Cereals in Prominence Now

Market Movement in Past Few Years—Few Changes in Flour During 1911—Present a Splendid Time to Push Flour and Cereals—Dealer Should Acquaint Public With Commendable Features of Flour—Value of Window Display—Freshness the Keynote in Cereals.

Greater interest is now being displayed in flour and cereals for the reason that the present is a favorable season for creating sales, and because the retail dealer has more time to give to working up trade for these lines. Past movements of the market are naturally of interest to the grocer.

The year 1911 has not been marked by many or very drastic changes in flour prices. The beginning and the end of the year found the same prices ruling with little change during the twelve months. The lowest point for the year was reached in April when prices reached a level 40 cents below the highest point for the year. We refer to Manitoba flours. Prices are on a Toronto basis

Flour Prices in 1910.

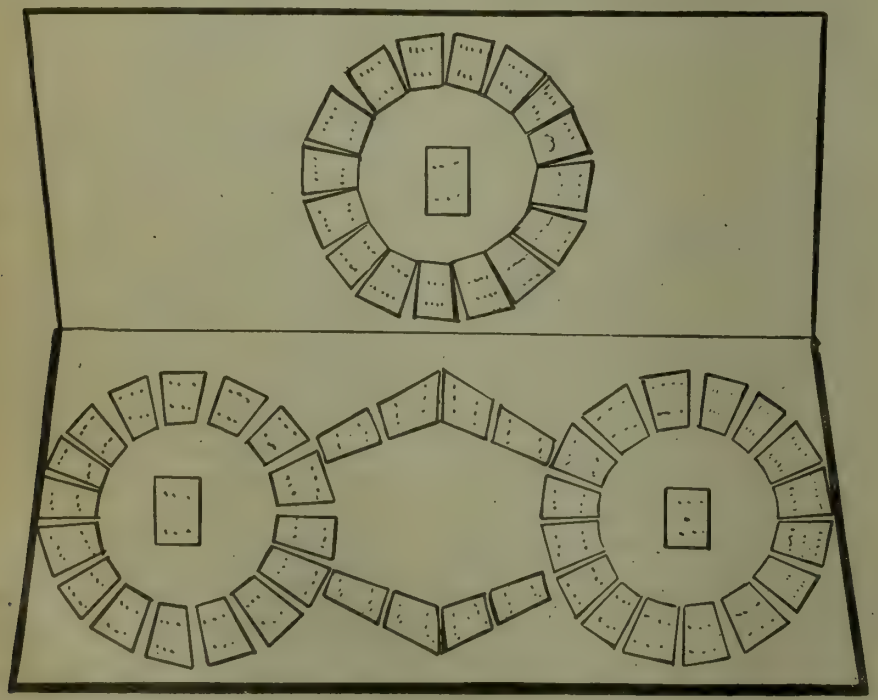
In 1910 the changes were more numerous and the range between the high and low point for the year much wider. In that year starting with $5.30 in January, prices with some slight waverings at times kept on the upward trend until $6.20 was reached in July. Then followed a falling off.

In 1909 the high point was reached during the summer before the harvest had commenced and when adverse crop reports exerted an influence on the market.

While in 1910 the highest point reached by rolled oats was $2.45, this year prices went to $2.60, which however was not as high as the point reached in 1909 when $2.90 in May was the high figure.

A tower design can be easily made of cereal goods. This used as centrepiece for the accompanying suggestion will look attractive.

Last year starting at $2.05 in March, prices kept gradually on the ascent until $2.60 was reached on Sept. 15. The market remains unchanged until early in December when a 13½ cent. decline was announced, followed a week or so later by a 17½ cent drop. Rolled wheat has not changed much during the year.



Suggestion for Package Cereal Window. The Upper Circle Represents the Background. Displays of This Character Can be Made With Dummy Packages.

Here are fluctuations in detail on the Toronto market during 1911:—

Flour.

Jan. 1	$5.50
March 3	5.40
April 14	5.10
Aug. 18	5.30
Oct. 20	5.40
Oct. 27	5.50

Rolled Oats.

Jan. 6	$2.20
March 3	2.05
April 28	2.15
July 21	2.35
Sept. 1	2.45
Sept. 15	2.60
Dec. 13	2.47½
Dec. 29	2.30

The range of prices on flour during 1910 is given here:—

1910.

Jan. 7	$5.30
Jan. 14	5.60
Feb. 4	5.70
April 29	5.60
May 6	5.50
June 3	5.40
July 1	5.50
July 8	5.60
July 15	5.80
July 22	6.20
Sept. 9	5.90
Sept. 23	5.70
Nov. 11	5.70
Nov. 25	5.50

Rolled oats showed the following changes in 1910:—

1910.

Jan. 7	$2.30
Jan. 28	2.40
March 11	2.30
March 25	2.20
April 8	2.00
May 20	1.90
May 27	2.00
July 22	2.30
Aug. 5	2.45
Sept. 23	2.20
Sept. 30	2.25
Oct. 28	2.05
Dec. 7	2.20

Employ Good Selling Methods.

While the market movements hold considerable interest for the retailer of flour and cereals, he is also deeply concerned in methods to bring him increased trade. The present is conceded to be a most favorable period for sale of these goods but it must be remembered that because time and weather are favorable, it is absolutely no guarantee that the retailer will receive a big demand. It depends largely on himself and the efforts he puts forward, but the dealer who goes about it in the proper manner at the present time will find excellent results.

How shall the grocer proceed in his endeavor to increase his flour sales? It is taken for granted that he has in his selection of flour secured a brand or brands that will satisfy the particular housewife, that he knows the good points and has confidence in them. It then remains to acquaint the public with these facts.

It requires good strong copy written with the idea of creating interest in the brand or brands the dealer knows he can recommend. He should point out the features that will appeal to the housewife—that more and better bread

can be made than from inferior brands, etc.

Use the Power of the Window.

Window display may be turned to good advantage in creating interest in flour, cereals, etc. Show cards pointing out the good qualities are beneficial. Use your own salesmanship. If your customers have the confidence in you they should, you will be able to sell.

The present cold weather will assist materially the dealer who now gives prominence to cereals. Here, freshness of stock should be made the key-note of selling arguments. The fact that attractive displays may be made of cereals makes it plain why a window trim is valuable in creating sales. Some design that will attract attention can easily be made. First, interest will be centered in the design, and then in the article with which it is constructed.

Business Management—Taking Discounts

Article No. 4—(Continued.)

By H. C. Carson, F.S.S.

Having taken stock, Mr. Merchant, and closed your books, and drawn up your balance sheet, it is up to you, as a business man, to ponder well the results of the year's trading. Perhaps the net gain shows up fairly well, according to your view, and the various features of the enterprise—stock on hand, accounts receivable and payable, class of patronage, store department, and many other things—show marked improvement over the previous year.

Your standing in the community has, perhaps, been materially enhanced, your slate wiped clean at the bank, and further good conduct marks earned from Dun's and Bradstreet's. But have you done as well as you might have done? Have you realized, for instance, the importance of taking discounts on all purchases, and the power of the financial lever that this rule would give you over your competitors?

The Purpose of the Bank.

You reply, perhaps, that it cannot be done, because your capital is inadequate, but what are banks for? They are established for the purpose of lending money. They want to lend money to good clients, to be employed in good business, and the merchant is in fine shape who acknowledges no creditor, but his banker. But, you say, interest must be paid to the banker. Of course it must. That's what he lends money for. He receives money on deposit, paying 3 per cent., perhaps, for it, and he lends it to you at 6 per cent. That's where the business comes in. Banks would have to go out of business if people ceased to borrow.

Where the Merchant Gains.

Now then, if you, by discounting your bills, receive more than you pay your banker for supplying the funds, you are ahead that much, are you not? You will be surprised how it figures out.

Besides the extra profit you will make through discounts, think of the boost given your credit in the manufacturing and jobbing world—"prompt pay," "discounts his bills"— and other such favorable comments will be passed around among wholesalers, and Bradstreets will probably be compelled to concede you a first class rating.

Watching Collections Closely.

There is another important feature that must not be overlooked. It has naturally followed that in discounting your bills, you have borrowed as little as possible from your banker. In other words, you have gone after your own collections with renewed vim and energy. You have gradually increased your cash business, and your credit customers have been taught to realize that their accounts must be paid in 30 days. They know you need the money to pay your bills, and that by helping you, they are helping themselves in securing improved service and better goods, at a possibly lower price than before.

Next week the writer will lay before you, two concrete cases, which will illustrate in figures the wonderful advantage of the discounter over the time man.

Shorten Credit and Cut Out Discounts

Forty-two Ontario Wholesale Grocers Sign Agreement—All Goods Invoiced at Net Cash Thirty Days with Exception of Tea, Vinegar and Sugar—Interest on Overdue Accounts.

Forty-two wholesale grocery firms in Ontario have, beginning this year, signed an agreement regarding the discontinuance of discounts on all articles excepting tea, sugar and vinegar. The agreement also stipulates that interest at 7 per cent. per annum will be charged on all accounts accrued after the beginning of 1912 and not paid within 30 days.

The same firms further agree that they will strictly observe manufacturers' fixed prices and terms on proprietary articles.

The entire memo covering the terms of agreement is as follows:

We, the undersigned wholesale grocers, being anxious to have uniformity of terms, and knowing how difficult it is to bring about same without some proper understanding with our competitors, hereby agree as follows:

That all goods sold by us, with the exception of tea, vinegar and sugar, will be sold and invoiced net cash, payable within thirty days from date of invoice, and that in settlement of such invoice no discount of any kind will be allowed.

It is agreed, however, that on any invoices paid before due date, interest (not discount) at the rate of not more than eight per cent. per annum may be allowed for the unexpired time. It is also agreed that except on secured accounts, and on accounts upon which advances have been made previous to the signing of this agreement, that not less than seven per cent. interest per annum shall be charged on overdue accounts and for extra time over thirty days.

We also agree that we will strictly observe manufacturers' prices and terms wherever such prices and terms are established by the manufacturer on any proprietary lines.

It is understood that in cases where it is necessary to meet competition on any lines of goods upon which there is no fixed selling price or terms, that we shall have the right to allow a trade discount, which trade discount shall be shown on the face of the invoice, and deducted from each line in respect of which such discount is allowed.

We agree also that we will give positive instructions to our travelers, and all those in our employ accepting payment of accounts, that no discount of any kind shall be allowed from the face value of the invoice or statement.

How Wholesalers Are Distributed.

As pointed out above, 42 firms have signed this. They include 12 in Toronto, 5 in Hamilton, 2 each in Brantford, St. Catharines and Owen Sound, 6 in London, 3 in Collingwood, and one each in Sarnia, Guelph, Windsor, Berlin, Stratford, North Bay, Sudbury, Sault Ste. Marie, Port Arthur and Fort William.

The wholesalers point out this was decided upon at the last meeting of the Ontario Guild, and that it is being enforced now.

Grocers Enumerate Instances of Theft

At Association Meeting Tell How Wholesale Delivery Men Attempt to Cheat Them—Caught in the Act—Short Bread, Butter and Potatoes—New Officers Elected—Legislation Committee Named—Banquet to be Held.

Toronto, Jan. 18.—(Special.)—If the first 1912 meeting of the Toronto Retail Grocers' Association can be taken as a gauge of what is to follow during next eleven months some good things can be expected from this association before another year has passed into history.

Much enthusiasm was displayed and the attendance was a record one, so large indeed that the securing of a larger hall for their meetings was deemed necessary and a committee was appointed to look after the matter. An important feature was the forcible manner in which it was pointed out by actual instances that it behooves every merchant to see that he gets all he pays for.

Officers for 1912.

It was election night and after the regular routine work had been cared for, the selection of officers for the ensuing year was made. Here is the list of those who will guide the association work during the year :—

President.—R. W. Davies (acc.)
Vice-President.—D. W. Clark.
Rec. Secretary.—C. F. Thorne (acc.)
Treasurer.—J. S. Bond (acc.)
Executive.—D. McLean, D. Bell, C. Fry and R. Mathews.
Trustees.—D. W. Clark, D. Bell and F. Johnston (acc.)
Auditors.—N. Carmichael, C. Fry.

Then followed the installation of above officers by Past President, Wm. C. Miller, who in stepping down from the presidential chair to give way to his worthy successor, made quite a flowery speech. He pointed out the progress which the association had made during past year, its membership showing big increase while many questions of importance to the retail trade had been dealt with. He predicted even greater things for the association during coming year.

The members-elect in turn pledged themselves to serve faithfully the association during their term of office. They all looked forward confidently to good year and believed that by proper co-operation the position of the grocery trade could be materially improved.

Will Watch Retail Legislation.

On motion of F. Johnston and R. Mathews it was decided to appoint a Legislative Committee to look after the association's interests during the year. This committee is composed of Messrs. Carmichael, Hall, Bone, Kennedy, Dutton, Duke, Miller and Snider. It will be their duty to watch all legislation coming before civic, provincial and federal bodies which may have any effect on the retailers' interests and see that their rights are carefully observed; also to secure such legislation from these bodies as is deemed necessary to protect and improve the grocery trade.

To See About Peddlers' Licenses.

The peddler nuisance will likely be a subject to claim first attention.

It was pointed out by F. Johnston that the new licenses to peddlers had not yet been issued and that now was the time to interview the city council in

R. W. DAVIES, Homewood Ave.
Elected to the Presidency of the Toronto Retail Grocers' Association.

regard to the matter. D. W. Clark had a strong protest to make against the hucksters calling out their wares on the street. The grocer's customers without considering quality got the idea that they were being over charged and became dissatisfied.

Weight of Bag of Potatoes.

In regard to petition sent to the Dominion government that the standard weight of potatoes be set at 75 pounds, a communication was received from the Trade and Commerce department that a weight of 80 pounds had already been recommended to the government, being endorsed by the Ontario and Quebec Vegetable Growers' Associations as well as the Dominion Experimental Farm. This has been the standard weight in Quebec for some time and the Senate has recommended that it be extended to cover the whole Dominion. It has not as yet been passed on by the Commons.

Another question which F. Johnston had to bring before the association was wholesalers selling to consumers. W. C. Miller spoke of it as an important point and cited cases in which wholesalers were selling to boarding houses and even small householders. C. W. Duke had complaints to make in regard to consumers buying from wholesale fruit men, who in many instances seemed to recognize no limit. It was pointed out by D. W. Clark that attention be given to making the association so strong that they will be able to demand that their rights be observed by wholesalers.

Example of Wholesale Thefts.

All the members warmed up to the discussion on the advisability of the grocer keeping careful watch that he gets all the goods he pays for. Nearly all those present had instances to cite where thieving had been carried on to the loss of the grocer. D. W. Clark led off with an instance where a brother grocer had been overcharged in his invoice. After the goods were listed the amount set down as the price per pound was that at which the grocer had bought but when the totals were carried out it was found that a larger figure per pound had been charged.

Another instance was where a grocer had been paying for his bread each day without counting the amount left by the bread delivery man. He got wise to the scheme which the bread man was carrying on of short counting and recovered $25 from the baker.

Two Dozen Cakes Short.

Neil Carmichael had several cases where the grocers were being robbed by short count and weight and advocated that the dealer give a good deal of attention to goods received. He enquired of a brother grocer one day when he was on the road how many cakes he paid for and advised him to count them. While he had paid for 8 dozen, he had only received 6 dozen. That was just one day.

"I have known men delivering butter," he said, "to operate this scheme."

One side of your refrigerator is clear and you order him to place say 50 pounds in there. After he goes you find 50 pounds there all right but you do not know that several pounds have been transferred from the other side of the refrigerator to make it up."

Minus Bag of Potatoes.

"The main feature of a man in business is to see that he gets right weight," said another grocer. "We received recently what was supposed to be 25 bags of potatoes. When we put them over the scales, however, we found that they were 85 pounds short on the whole." This was a bag short.

"You want to watch your back door too," he continued. "One man I know

(Continued on page 38)

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GET WHAT YOU PAY FOR

The grocer cannot be too careful in making sure he gets what he pays for.

This was brought out in its true light at the last regular meeting of the Toronto Retail Grocers' Association when different members enumerated instances where the dealer has lost money through short weight, count and measure on the part of the produce, wholesale and bread deliverers.

An instance of where a grocer was practically a bag short in the delivery of 25 bags of potatoes was given. Other cases showed merchants out 2 and 5 lbs. of butter in a fifty pound purchase; still another 2 dozen cakes short in a single purchase and one where a grocer was practically forced out of business on account of wholesale thieving.

These experiences serve to show the absolute necessity of every dealer counting, weighing or measuring everything he buys. There are sure to be times when he will save money, possibly not much at one time but a great deal during the year. This is a point The Canadian Grocer has repeatedly pursued and we are pleased to have this further opportunity of referring to the importance of such precautions.

WESTERN WHEAT SITUATION.

With an average temperature of 25 degrees below zero within the last three weeks, and with a maximum of over 50 degrees in different points of the west, the threshing of wheat has, of course, been delayed indefinitely, and the grain moving east is only composed of stocks which have been stored in interior elevators. These shipments continue to be heavy, however, and, in fact, not only are all the ordinary elevators filled to their outmost capacity at the head of the lakes, but the large C. P. R. elevator known as the "Hospitable Elevator," where damp or tough wheat is dried before storing, is also taxed to its utmost. The result is that arrangements regarding the shipping of wheat to Duluth have been hastily concluded, and Canadian grain is to be sent to Duluth to be stored in bond, if the Interstate Commission grants lower rates on freight charges from Winnipeg to Duluth.

The question at the present time which is puzzling the heads of the agriculture authorities is what shall be done with the grain that is still in the stook. Agriculture journals are devoting considerable space to the discussion of this matter, and information is being received from all quarters. That it is absolutely impossible to thresh grain now is recognized, but whether it is best to give up all idea of getting the grain eventually threshed or leaving it until after the spring work is over and then endeavoring to thresh it, is the question of the day, and it is expected that this will be dealt with at all of the forthcoming Grain Growers' conventions.

Owing to the action on the part of the people and the Government as well, the railroad officials have promised increased car service to the west, and already arrangements are under way to increase the size of the Winnipeg yards of the C. P. R. An expert has arrived in that city from Chicago and is now planning an extension which will in future include yards of such a size that a repetition of the serious congestion as occurred this winter will not take place.

GET AFTER TRANSIENT TRADER.

Merchants of Edmonton, Alta., are strenuously objecting to transient traders arriving in busy seasons, and with little expense and small license fees, departing "in the night" with the cream of the trade.

There are so many short sighted city councils in existence that municipalities are suffering in all parts of Canada with the transient trader evil. As will be seen from an article on another page of this issue, the Edmonton merchants show that transient traders suddenly appear in the city when there is the greatest possible opportunities for selling their particular lines, skim off the best of the trade and depart suddenly as soon as their season is over with the people's money.

If this money were spent among permanent merchants and kept at home, where it would do some useful building for the benefit of the city, the municipality would undoubtedly reap greater advantages.

It is, therefore, a short-sighted policy on the part of city councils to encourage with small fees transient traders to come into the city.

The merchants, at considerable expense, are permanent assets and help build up the municipality. The transient trader, on the other hand, helps pull it down.

A GOOD FISH TO SELL.

The grocer has good reason for recommending sardines to his customers, because they are a healthful food. The sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food.

Besides, the sardine has appetising qualities, and where the appetite serves, digestion follows. Its preservation in the cooked state in oil precludes contamination, even though it comes to us in the tin.

The us of sardines also brings the use of oil which is very commonly excluded without good reason from the diet nowadays. The oil in which the sardine is packed is both a curative and preventative of ills.

Hamilton grocers are opposed to the present system of Government scale inspection. At the last meeting of their association it was shown that Government inspectors ordered grocers to have alterations made to scales and measures for which they (the grocers) had to pay. The meeting was of the opinion that this is unfair, and think the Government should bear the expense. If all dealers get after their members of Parliament, pointing out the injustice, it should soon be remedied.

GROCERS ENUMERATE INSTANCES OF THEFT.

(Continued from page 36)

when putting in ice for a grocer relieved him of two bags of sugar when leaving the yard on one trip."

"I had an instance," remarked another dealer, "where I thought I was not getting my dues in butter. By keeping count I found that the man when placing the goods in the refrigerator, used a couple of pounds of that already there to make up the amount."

An instance in which a grocer practically drove himself out of business by not seeing that he got his weight in butter was given by D. W. Clark. It was brought in by a farmer each week who was able to short weight him by a huge amount. The grocer knew there was a leak somewhere but could not ferret it out. He thought his clerks must be dishonest and they were discharged. He placed his wife on the watch too. At last he found out how he was being robbed. He is now out of business.

It was decided to hold another banquet and executive was instructed to make plans for the event.

R. W. Davies, D. W. Clark and Wm. C. Miller were appointed to make inquiries regarding a larger hall for the association's meetings.

Organizer F. Johnston submitted the following grocers for membership: J. L. Davy, J. P. Hunter, F. A. Raden, C. Schlemmer, and O. Cuthbertson, Dundas Street; W. J. Coults, Parliament St.; F. H. Bible, Broadview Ave.; J. B. Marshall, Queen St.; Lewis Bros., Davenport and Bedford; F. Tolhurst, Dupont St.; W. H. and J. H. Riesberry, Dupont St.; C. W. Duke, Barton St.; Reid & Reid, Roncesvalles Ave.; F. Giles, Yonge St.; A. J. Johnston, Yonge Street; J. Patterson, Howard Street; L. Larmon, Arthur St.; W. J. Hosken, Arthur St.; Alex. Milne, Bellwood Ave.; James Kennedy, Crawford St.; T. Brown, Arthur St.; W. Stanfield, Church and Ann St.; W. B. Bernach, Church St.; H. Coxwell, Howard St..

Canadian Grocery News Done Up in Brief

Quaker Oats Co. to Build in the West—Geo. Weston's, Ltd., Open Office in Saskatoon—Date of Dominion Guild Annual—Hamilton Vinegar Plant Burned.

Montreal.

John Mitchell, Montreal, has been appointed European manager of the National Cash Register. Before leaving he was tendered a dinner by some thirty-five Montrealers, and presented with a sheet of parchment containing an illuminated address.

Ontario.

The annual meeting of the Dominion Wholesale Grocers' Guild has been set by President Hugh Blain for Feb. 12, 13 and 14. This year it will be held in Toronto.

Tees & Persse, Western wholesale grocers, and Wm. Davies Co., pork packers, have opened offices in the old Dominion Bank Building in Fort William, Ont.

The plant and building of the Dominion Vinegar Works, Hamilton, Ont., were destroyed in a fire last Saturday. The loss is estimated at about $20,000, partly covered by insurance. F. H. Yapp the proprietor, stated the plant would likely be rebuilt. At present time the old customs house is being used as offices.

"The Trusweve Co., who have for a number of years carried on business in South Norwalk, Connecticut, have given up business, and the plant in Water St., South Norwalk, is being dismantled and the contents sold. This concern was the manufacturing end of the Sealshipt Oyster System." This item appeared in a Canadian newspaper recently. In reference to it, H. S. Tolchard, representing the Sealshipt Oyster System in Toronto, states it refers to the plant at South Norwalk, Conn., in which this company built their cases, etc., for shipping oysters. As they now have all these they require and since they are gradually working to the sale of oysters in small receptacles, Mr. Tolchard states they do not need this plant. Their head offices are in Boston and shipping is done from their oyster farms.

J. A. Edgar, Forest, Ont., recently had on exhibition in his store window a home-grown lemon, weighing one and one half pounds. It was grown by Wm. Jennings, Forest, who brought the tree from the south two years ago.

Western Canada.

Geo. Adams, a former New Westminster, B.C. grocer, is an aldermanic candidate in that city.

The Quaker Oats Co. will erect a large cereal and flour mill in the Canadian West. The situation, although not definitely decided on, will be somewhere between Winnipeg and Rocky Mountains It will be built with a view of caring for the Western and export trade. Building operations will be begun in the spring.

A report from Saskatoon, Sask., states that C. J. Bodley, manager of Geo. Weston, Ltd., biscuit manufacturers, Toronto, is there on a business trip opening up a branch from which to attend to business in that district. Branches have now been established in Winnipeg, Brandon, Regina, Edmonton, Calgary and Saskatoon, and before Mr. Bodley returns a branch will likely be opened in Vancouver. B. A. Tedford is the Saskatoon manager.

60% OF CANNED TOMATOES.

Wholesalers Ask Canners for This Delivery—Selling Method for 1912.

Hamilton, Ont., Jan. 18.—Last week a number of wholesale grocers held a conference here with the Dominion Canners, Limited, regarding matter of interest to the trade. The wholesalers present were:—Armand Chaput, Chaput, Fils & Cie.; Z. Hebert, Hudon, Hebert & Cie.; J. Ethier, Laporte, Martin & Cie., of Montreal; Thos. Kinnear; A. H. Pafford, Davidson & Hay; John Ince, Perkins, Ince Co.; Frank Sloan, Jno. Sloan & Co.; F. W. Humphrey and W. P. Eby, Eby, Blain, Ltd., Toronto; and H. C. Beckett, W. H. Gillard & Co.; F. T. Smye and St. S. Balfour, of Balfour, Smye & Co., Hamilton.

The question of the amount of delivery of canned tomatoes was discussed. This year the trade received only 40 per cent. of orders on account of the short pack, and wholesalers wanted the canners to guarantee 60 or more per cent. This, however, was shown to be somewhat speculative, as the canners had no means of determining beforehand whether pack would be nearly sufficient to meet that percentage of 1912 orders. The only thing that could be done, therefore, was that the canners deliver 60 per cent., based on wholesale orders of 1911.

A discussion also took place as to whether open prices should prevail during 1912, but with some smaller changes it was practically agreed that the method of 1911—fixed opening prices on early orders from wholesaler to retailer—should prevail again this year.

Wholesalers pointed out that this year large quantities of canned tomatoes have been imported from the United States on account of the Canadian shortage. Another evidence of the short pack is the fact that in 1908 the Dominion Canners, with 15 factories less, packed more tomatoes than in 1911. The canners are this year spending half a million in new factories and remodeling others to try to secure sufficient packs.

The Markets---Sugar 10 Cents Lower

Big Imports of U.S. Tomatoes to Canada This Year—One Firm Brings in 27,000 Cases—Canned Lobster and Soups Up in Toronto—Shelled Walnuts Drop in Montreal—Molasses Lower in Halifax.

QUEBEC MARKETS.

POINTERS.—

Sugar.—Down 10 cents.
Hallowee Dates.—Up ½ cent.
Brazil Nuts.—Very scarce.
Shelled Walnuts.—Down to 29-31.

Montreal, Jan. 18.—Stock taking time among jobbers is only a week away, and in addition to the regular sales there is an attempt to dispose of odds and ends before the actual work is begun. The past year was brightened by a fine business record reported in all sides and up to the present time the new year is doing well in a seeming effort to surpass that which has just been accomplished. This is usually a rather quiet time and while it is not causing nervous prostration among the trade at present it is very much better than was anticipated. Demand from the country is good for the season and it is hoped it will continue in the effort it has set out to accomplish during the present year.

The market has not been featured by any special flights. Sugar is going down steadily, common teas remain firm and high in price, prunes have gone up and the whole dried fruit market is worth following. Recent snows may make difficult traveling on the country roads, but on the whole the country trade has been quite satisfactory.

SUGAR.—Sugar market showed another decline on Thursday and is now on the basis of $5.45. The continued declines have been of almost unbroken regularity and it is likely there will be still further action before a halt is called. Sales are quite moderate and general tendency is to buy from hand to mouth, and this will naturally continue until market settles down and rights itself.

Granulated, bags	5 45
" 20-lb. bags	5 50
" Imperial	5 30
" Beaver	5 35
Paris lump, boxes, 100 lbs.	6 25
" " 50 lbs.	6 25
" " 25 lbs.	6 55
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 15
" " 100 lb. boxes	6 25
" " 50 lb. "	6 35
" " 25 lb. "	6 55
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 90
" 50-lb. boxes	5 80
" 25-lb. boxes	6 30
Powdered, bbls.	5 70
" 50-lb. boxes	5 90
Phoenix	5 45
Bright coffee	5 20
No. 3 yellow	5 20
No. 2 "	5 20
No. 1 " bags	5 05

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—The present finds nothing unusual in this market. Molasses may become more interesting a little later but just now they are firm with prospects of continued strength.

Fancy Barbados molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
" ½-bbls.	....	0 03½
" ¼-bbls.	....	0 03¾
" 38½-lb. pails	....	1 75
" 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
" 5-lb. " 1 doz. "	....	2 75
" 10-lb. " ½ doz. "	....	2 65
" 20-lb. " ¼ doz. "	....	2 60

DRIED FRUITS.—There is but little new in dried fruit market for week. The movement in prunes mentioned last week has been carried out just as intimated and all down the line there is strength in this market. Currants are steady and are holding their own. It has been estimated there is apparent shortage of 11,000 tons of currants. This is of course only an estimate based on the usual requirements in currants.

Evaporated apricots		0 22	0 24
Evaporated apples		0 09½	0 10½
Evaporated peaches		0 18	0 19
Evaporated pears		0 18	0 19
Currants, fine filiatras, per lb., not cleaned		0 07	0 07½
" " " cleaned		0 07½	0 08
" 1lb. packages, fine filiatras, cleaned		0 08	0 08½
" Patras, per lb		0 09	0 09½
" Vostizzas, per lb		0 09½	0 10
Dates, 1-lb. packages		0 07	0 07½
Dates, Hallowee, loose		....	0 06
Fards		....	0 11
Figs, 3 crown	0 07½ 0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08 0 10½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½ 0 13	Comadre figs,	
Figs, 6 crown	0 09 0 14	about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box		0 10½	0 11½
Glove boxes, 10-oz., per box		0 07	0 07½
Prunes—			
30-40		0 16	0 18
40-50		0 14	0 16
50-60		0 13	0 14
60-70		0 12½	0 13
70-80		0 11½	0 12
80-90		0 11	0 11½
90-100		0 09½	0 10½
100-120		....	0 08
Bosina prunes		0 08	0 09
Raisins—			
Choice seeded raisins		0 09½	0 10½
" fancy seeded, 1-lb. pkgs		0 10½	0 11½
" loose muscatels, 3-crown, per lb		0 08	0 08
" " 4-crown, per lb		....	0 09
Seedless, new, in packages		0 09	0 10
Select raisins, 7-lb. box, per box		....	0 63½
Sultana raisins, loose, per lb		0 12	0 16
Sultana raisins, 1-lb. cartons		0 16	0 19
Malaga table raisins, clusters, per box		2 50	5 76½
Malaga table raisins, clusters, per ½ box		0 80	1 90
Valencia, fine off stalk, per lb		0 08	0 08½
" select, per lb		0 08½	0 09½
" 4-crown layers, per lb		0 09	0 10

NUTS.—Price of shelled walnuts is down to 29-31 cents after holding around holiday figure for some time. Drop is the result of arrival of goods bought for delivery now and therefore at a much lower price than the preholiday quotations. It is just possible these Bordeaux halves might be sold at slightly lower figures. There is fairly good sale of nuts these days, thanks to the numerous social affairs to a large extent. Brazils are quite scarce and firm.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb	0 10½	0 12
" Barcelona, per lb	0 10½	0 12
Tarragona Almonds, per lb	0 15	0 17
Walnuts, Mayette Grenobles, per lb	0 15½	0 17
" Marbots, per lb	0 12½	0 15
" Cornes, per lb	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 34
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Valencia shelled almonds, new crop	0 34	0 36
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09½
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11½	0 12½
Sun, roasted	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 19	0 21
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves, bright	0 29	0 31
Brokens	0 28	0 30

TEAS.—The high prices of lower grade teas have made it impossible for packers using lead packages to put a tea on the market at the old familiar sum of 25 cents. Gradually they are being withdrawn or as in most cases the price is advanced to 30 cents, The demand for low grade teas has been extremely heavy and in this as in many market conditions indicate that the consumption is catching up with production if it has not already done so. There is firmness throughout the entire market with but little happening.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

ONTARIO MARKETS.

POINTERS—

Sugar—Down 10c.
Lobsters—Halves now at $3.00.
Soups—Stocks small.
Almonds In Shell—Higher.
Beans—Firmer.
Brazil Nuts—None left.
Lima Beans—Higher.

Toronto, Jan. 18.—The first half of first month cannot be said to have been brisk. However that was not looked for. January is generally a quiet month, and this year has not been any more so than usual. In fact, considering the cold weather and snow storms in many sections, the year is regarded as having opened up fairly well.

Canned goods have lost little of their steadiness, but it is remarked that demand is rather quiet. In the United States, tomatoes are held strongly at $1.20 per dozen as against 85 cents early in the fall. The imports of United States

tomatoes to Canada this year have been large. One wholesale firm alone imported 27,000 cases.

SUGAR—Another 10 cent decline on Thursday of last week brought local quotations down to $5.55. Where does sugar stand now? That is the question. It is being turned over in minds of refiners, wholesalers and retailers. Majority of wholesalers are looking for continuance of downward trend. That is shown by fact that they are operating on hand-to-mouth basis. There are sugar men, however, who suggest it may be probable sugar has reached its low level for present. While agreeing that the price is still high, they point to actual shortage of sugar in the world which it will take some time to make up.

There is somewhat of a new feature arisen. Raw market in Europe has shown advances, and on strength of these advances, New York refiners are said to be buying raws. "If that is the case," said one sugar man, "there may be reason to believe we may be at the bottom point. My opinion is that we will be lucky to see any further easing, and more probable according to present lay of market cards to see steady and firming market." Such is the opinion of one sugar man. He is not the only one inclined that way either, but others have different opinions.

Extra granulated, bags	5 55
" " 20 lb. bags	5 65
Imperial granulated	5 35
Beaver granulated	5 35
Yellow, bags	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 95
" " 50-lb. boxes	6 15
" " 25-lb. boxes	6 25
Powdered, brls	5 75
" 50-lb. boxes	5 75
" 25-lb. boxes	6 15
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 45
" in 50-lb. "	6 55
" in 25-lb. "	6 75

SYRUP AND MOLASSES—There is a seasonable trade in syrups and molasses but otherwise there is no change.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb	0 03½
Half barrels, lb	0 03½
Qtr. barrels, lb	0 03½
Pails, 3½ lbs ea	1 75
Pails, 25 lbs. ea	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—There are no particularly new features in dried fruits this week. Prunes are regarded by local dealers as holding quite strong position. There seems to be no overplus of supplies carried by local jobbers. Enquiries on this market for prunes have been made by Chicago brokers recently denoting the situation there.

Currants in primary market are firm, a late advice noting them up six pence.

Evaporated apples under considerable export enquiry are shaping to even greater firmness. One firm quotes ¾ cents above previous level.

Prunes—				
30 to 40, in 25-lb. boxes		0 15		0 16
40 to 50 " "		0 14		0 15
70 to 80, in 25-lb. boxes				0 10
80 to 90, in 25-lb. boxes				0 09½
90 to 100, in 25-lb boxes				0 09
Same fruit in 50-lb. boxes ½ cent less.				
Bosnia prunes		0 08		0 08½
Apricots—				
Choice, 25 lb boxes		0 21		0 23
Fancy, " "				0 25
Candied Peels—				
Lemon	0 10	0 11	Citron	0 15 0 17
Orange	0 10	0 12½		
Figs, 2 to 2½ inches, per lb				0 09 0 13
Tapnets, "				0 04 0 04½
Bag figs				0 04½ 0 07
Dried peaches				0 17 0 18
Dried apples				0 08½ 0 09
Evaporated apples				0 09½ 0 10
Currants—				
Fine Filiatras	0 07½	0 08	Vostizzas	0 10 0 12
Patras	0 08	0 08½		
Uncleaned ½c less				
Raisins—				
Sultana				0 11 0 12
" fancy				0 14 0 14½
" extra fancy				0 16 0 17
Valencias selected				0 08½
Seeded, 1 lb packets, fancy				0 09
" 16 oz. packets, choice				0 08½
New Dates—			Package dates, per 1 lb	0 07 0 07½
Hallowees—				
Full boxes	0 06		Fards choicest	0 09½ 0 10½
Half boxes	0 07			

COFFEE.—There is nothing really new in coffee as far as the retailer is concerned.

"We are getting more trade in coffee than we want," was the way one wholesale firm expressed itself. "Prices are so high that we are making practically nothing on coffee now."

Rio, roasted	0 23	0 24	Mocha, roasted	0 30 0 32
Green Rio	0 19	0 20	Java, roasted	0 32 0 35
Santos, roasted	0 24	0 25	Mexican	0 27 0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 25 0 26
Bogotas	0 26	0 27	Jamaica	0 25 0 26
			Chicory	0 12

SPICES.—Trade has shown touch of quietness but is shortly expected to brighten up. There are no special market features.

	Tins	¼-lb. pkgs. d	¼-lb. tins doz
Allspice	15—18	60— 70	70— 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75— 95	85—1 10
Cream tartar	27—00	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	30—40	90— 00	1 60—2 50
Peppers, black	19—22	67— 75	80— 90
Peppers white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65— 95	75—1 10
Pickling spice	16—20	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb in bulk	0 20
Shredded cocoanut, in pails	0 16½ 0 17½

NUTS.—Almonds in shell are ½ to 1 cent per pound higher. Primary market is high and crop has been pretty well cared for.

Almonds, Formigetta	0 16 0 16½
" Tarragona	0 17 0 17½
" shelled	0 34 0 38
Walnuts, Grenoble	0 15 0 16
" Bordeaux	0 12 0 13
" Marbots	0 13 0 14
" shelled, new	0 35 0 38
Filberts	0 11 0 12
Pecans	0 17 0 18
Peanuts, roasted	10 0 13

RICE AND TAPIOCA.—Trade is normal for the season. Rice maintains its position. Rangoon holds high, while prices on new crop Patna are 3 shillings higher than last year's opening figures.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.	
Rangoon	0 03½	0 04
Fancy rangoon		0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medimm brown	0 05½	0 06
Tapioca—		
Bullet, double goat		0 08
Medium pearl	0 06½	0 07
Flake		0 08
Seed	0 06½	0 07

BEANS.—Prices are firmer and higher. Majority of quotations rule around $2.40 for prime, and some jobbers are asking even above that figure. Heavy sales were made by farmers in fall induced by high prices and amount remaining is reported small. Mining and lumbering camps are big consumers of this line.

Lima Beans.—Prices on California Lima beans have been firming and are quoted higher by local wholesalers, ruling around 8 cents.

Prime beans, per bushel	2 30 2 35
Hand picked beans, per bushel	2 40 2 45

CANNED GOODS.

MONTREAL.—String beans, wax and green, are selling at $1.35. Canadian stocks with most houses were exhausted some time ago, and U. S. goods had to be brought in to meet demand. Whether it is general fact or not, there is feeling that the consumption of canned goods has not been as heavy as is usually the case. Prevailing high prices are given as reason for this condition. Peas and other lines would have been much more reduced with lower prices. The same might be said of blueberries, strawberries and other fruits of which there was a comparatively short pack. The present demand for canned goods is steady, and a fairly large trade is passing.

TORONTO.—Canned lobsters are higher and are being quoted at $3 per dozen for halves. Stocks are small and there are those who predict a clean-up in early spring the same as last year. Quarters are practically a nil quantity.

Soups are also practically cleaned up. It will be remembered that delivery was small, being only 18 per cent of 1's, and 26 per cent. of 2's. Any jobbers who have any stock to offer are asking higher than opening prices. Potted poultry showed a 75 per cent. delivery and has not moved from the opening figure.

MANITOBA MARKETS.

POINTERS:—

Sugar.—Decline 10 cents.

Prunes.—Firm.

Eva. Apples.—Advancing.

Coffee.—Steady.

Winnipeg, Jan. 18.—The intense cold weather during last week, following as it did, two weeks of 30 below zero weather, has assisted very materially in delaying all trains, and has handicapped to considerable extent shipment of goods. Travelers are all on the road, however, and orders for sorting and spring shipments are beginning to arrive in large

quantities. Mail orders have also been fairly steady this week and wholesalers have been kept actively at work. Stock taking will be started in grocery houses in another two weeks, and arrangements are already being made for placing of business in such a shape that this important part of the year's work can be gone through as hurriedly as possible.

A feature of the trade this week was a decline of 10 cents per cwt. in sugar. This makes a total decline of 30 cents since November 25, and shows that the market is still in weak condition. Evaporated apples have shown considerable life and a slight advance will be noticed over last week.

In dried fruits, however, the eyes of the trade are watching with interest the California market. A report from a large dealer in Chicago to a local firm this week on this situation was as follows:—"It has been a great many years since the statistical statement on California dried fruits was as strong as it is right now, or when stocks in hands of jobbers were as light as they are at present. We are now entering upon the actual dried fruit consuming period, and with every outlook for a very large business before us. Of prunes, it is reliably reported that there are less than 15,000,000 lbs. left in entire State out of a crop estimated at 175,000,000 pounds, and with over 4,000 jobbers to supply for the next month."

The same firm who received this report also received an inquiry from a Chicago house asking for prices and quantities for sale of 50's and 25's prunes in this city. They were willing to buy and take back to Chicago. This established a new order of things.

SUGAR.—A decline of 10c is noticed in sugar this week, which makes a total decline of 30c within last six weeks. The market at present time is still weak, and while orders have not been heavy within last two weeks, it is expectd that this dcline will result in bringing a larger volume of business.

Montreal and B.C. granulated, in bbls	6 10
" " in sacks	6 05
" yellow, in bbls	5 20
" " in sacks	5 65
Icing sugar, in bbls	6 45
" " in boxes (25 lbs.)	6 70
Powdered sugar, in bbls	6 25
" " in boxes	6 25
" " in small quantities	6 00
Lump, hard, in bbls	6 95
" " in ½-bbls	7 05
" " in 100-lb. cases	6 95

SYRUP.—Syrup situation is still unchanged, demand being good at present time and trade healthy.

Syrups—		
24 2-lb. tins, per case		2 28
12 5-lb. tins, per case		2 68
6 10-lb. tins, per case		2 56
3 20-lb. tins, per case		2 57
Half barrels per cwt		3 85
Barbadoes molasses, in half barrels, per gallon		0 45
New Orleans molasses, half barrels, per gallon	0 30	0 31

EVAPORATED APPLES.—As was expected, evaporated apple market took advance of ½c per pound over that quoted last week, owing to strength of eastern markets. This advance is regarded by many as being former of steadily rising market for rest of winter. Prices quoted at present time are 10½c flat, Winnipeg.

NUTS.—In spits of fact that holiday season is over, there is still fair demand for nuts of all varieties, and wholesalers expect to be rid of practically all their stock this year. Prices are unchanged from last week, and are as follows:—

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 13½	Aberaness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17
Grenoble walnuts	0 16½		

DRIED FRUITS.—As stated above, dried fruit situation is going to be a precarious one before new stocks are received, and as far as prunes are concerned, market is expected to be bare of this line long before new crop will be ready to be picked. This will naturally mean considerably higher prices, and an advance is being looked for daily. No change has, however, taken place on local market since advance of last week, and quotations may be seen below. Valencia raisins and figs have also been in good demand, but no advances have been noted yet.

New prunes.	Per lb.	70-80s, 25s, s.p	0 09½
90-100s, 25, s.p	0 08½	70-80s, 10s, s.p	0 10
90-100s, 10s, s.p	0 09½	60-70s 25s, s.p	0 09½
80-90s, 25s, s.p	0 08½	50-60s, 25s, s.p	0 10½
80-90s, 10s, s.p	0 09½	40-50s, 25s, s.p	0 11½

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 16
Emmanuel 3-crown	0 08½
" 4-crown	0 08½
" 5-crown	0 09½
" 6-crown	0 10
" 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia raisins—	
Fine, f.o.s., 28s., s.p., per box	2 20
Fine, selected, 28s, s.p., per box	2 25
4-crown layers, 28s., s.p., per box	2 35
4-crown layers, 14s., s.p., per box	1 20
4-crown layers, 7s., s.p., per box	0 60
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry clean, per lb	0 07½
Washes, per lb	0 08
1-lb. package	0 08½
2-lb. package	0 17½

COFFEE.—Coffee remains steady and strong.

Roasted Rio, lb.	0 22	Green Rio, 5's, lb	0 17
		Green Rio, 7's, lb	0 16½

PEAS AND BEANS.—Pea situation is practically unchanged, and stocks appear to be just as scarce as they ever were. While local market is strong, prices have not advanced during week.

Beans, 3-lb. picker, per bushel	2 55	2 65
Hand picked, per bushel	2 70	2 75
Peas, split, 100 lbs		4 00

SENT IN FICTITIOUS ORDERS.

Wholesalers, manufacturers and their representatives often have to deal with cases of misrepresentation on the part of salesmen which are difficult to head off in any way. A recent case occurred in Toronto which the wholesale trade feel should be given publicity, as similar cases are not infrequent. Thos. Loney was employed as a salesman in the early part of the winter with F. E. Robson & Co., Front Street East, Toronto. Several orders were turned in from Toronto, Hamilton, Brantford, Woodstock, etc., but when the company began to fill them they discovered the orders had not been given and that the supposed salesman was sending in fictitious accounts of sales. At the same time he was drawing salary and expenses and causing loss and inconvenience to F. E. Robson & Co. The man was arrested, and after considerable litigation, changing of courts, etc., pleaded guilty. On making restitution he was allowed to go on suspended sentence. It is to be hoped this sort of thing will be eliminated altogether, as it tends to affect adversely our staple business conditions.

Hamilton, Ont., Board of Trade is considering the formation of a retail merchants' section. The purpose would be to boom Hamilton with a view to having all possible money spent there. President H. L. Frost, of the board, stated it was conservatively estimated that about one-half million dollars left Hamilton annually that should be spent there.

An authentic report from Edmonton, Alta., states that the plant operated by the Calgary Milling Co., has been purchased by the Robin Hood Flour Mills.

In the High Court of Justice

Tenders are invited for the purchase of the following property belonging to the estate of John Walsh at St. Mary's, Ont.

1. The stock of groceries, etc., and shop fixtures, with the good-will of the business.
2. Furniture, billiard-table and library in private rooms over the store.
3. Contents of stable.

The grocery business is of long standing and enjoys a large trade in St. Mary's and vicinity. The value of the stock is approximately $3,000 and of the fixtures, $650.

The business is carried on in premises leased from Miss Hutton, St. Mary's. All the above mentioned property can be seen on application at the store in St. Mary's. Tenders for the stock-in-trade will be at a price on the Dollar of invoice price and on the fixtures a lump sum, both to be included in the one tender. Separate tenders are desired for parcels 2 and 3, of a lump sum in each case.

Tenders will be received until 1st February, 1912, at 10 A.M. A marked cheque for $200 must accompany each tender for parcel 1, cheques to be made payable to Joseph Walsh. The cheques of all but the successful tenderers will be returned forthwith after acceptance of any tender, and in his case will stand as security for completion of purchase and be forfeited on failure to complete. Balance of purchase price to be paid on completion of stock-taking when possession will be given.

For parcels 2 and 3 payment must be made on acceptance of tenders. The highest or any other tender not necessarily accepted.

Address all tenders to His Honor, John A. Barron, Local Master at Stratford. For further particulars apply to McPherson & Davidson or to Robertson & Coughlin, Barristers, Stratford.

DATED the 12th day of January, 1912.

JOHN A. BARRON,
Local Master.

HEINZ

This name stands for all that is best in Pickles, Sauces, Baked Beans, Relishes, Catsups, Soups and Preserves, in fact, fifty-seven varieties of the very finest eatables that it is possible to produce. The Heinz kitchens at Leamington, Ontario, are models of cleanliness, and they put out a standing invitation to everybody to call and go through their main plant at Pittsburg, and all the branch factories, whenever people can make it convenient to do so, and a staff of guides is kept always on hand to pilot visitors through the works. Now think this over and at the same time bear in mind that most manufacturers of food products try to keep strangers as far away from their operations as possible, you can then make your own conclusion as to what this all means. Your store must have a better standing with your customers if you have a lot of Heinz goods stacked around, because they know that these goods always stand for quality and it will well pay you, indirectly as well as directly, to show where you stand when it comes to goods that solicit the limelight when in the process of manufacture.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Cor. Front and Scott Sts. = TORONTO

Prepare for Spring Wall Paper Trade

General Merchant Should Begin Early to Head Off Mail Order House Business—Plenty of Trade Passing in Spring of Year—Hints in Buying and Selling.

General merchants throughout Canada should soon be making preparations for boosting their wall paper department.

Wall paper will be wanted towards the end of next month and during March, April and May, and either the general merchants will get the business in their own communities or the mail order houses will. If the merchant gets it, it will require aggressive selling methods, a good display and a good assortment.

In the past mail order houses have been securing more than their share from county districts and they will do their best to follow up this advantage. It remains for the general merchant to stop these inroads into his trade. That he can do it has been proven time after time by those who have set out with a clear purpose and a definite policy.

Afraid of Opposition.

Their policy was not like that of a dealer who last week sent a letter to a wall paper manufacturer which read something like this. "Please cut my order down half this year as we find we are going to have opposition in the town."

Such a letter denotes the unprogressive, listless merchant who waits for demand and who would consider it too much of an effort to create sales. What he should have done was to increase his order and assortment, and use some energy to hold his trade and get new custom by comparison. The trouble seems to be that some dealers do not realize their power to make sales. The use of a little advertising, display, up-to-date assortment, backed up by strong selling talks from information received from manufacturers, make a combination that is bound to produce sales and to eliminate a great deal of the catalogue house business.

Good Prospects for Future.

One does not have to go far afield to discover that there is good business to be had in wall paper. The country is prospering at a rapid rate and with the enormous annual influx of population this means the erection of thousands of new homes every year. People are gradually taking more and more interest in the appearance of their homes and using higher grade paper.

This fact being self-evident the first problem is to get the people into the store to look at the assortment. This is absolutely necessary. It is more important to get those who are not already customers. It is the customer of a competitor in whom you are most interested.

To do this, advertising in its various phases must be done. Many businesses have of course been successful without advertising chiefly because of lack of competition. But if an agressive competitor believing in his power to take away customers from others becomes active, there will soon be a change. This has been proved so emphatically so often it needs no further demonstration.

Therefore to get at the prospective wall paper customer reach him by advertising. Tell him something of interest to himself and not yourself; shown him that you have a personal interest in his welfare and sooner or later he will buy something from you. Honest and fair dealings and adequate service are only needed after that.

Carry High-Grade Stocks.

Every merchant who handles wall paper should undoubtedly stock high grade qualities. Of course some cheaper grades are necessary but these should not be concentrated upon nor featured either in display or selling talk. A wall paper purchaser in many cases can easily be persuaded to purchase the better paper even if the price at first appears to be a drawback. Show by comparison how much better it will look and wear, and as wall paper is a house furnishing standing up for everybody's inspection, it should be good.

A talk like this has hundreds of times proved successful. It not only raises the standard of goods sold but the customer is going to be better satisfied and will in future consider any recommendation of yours seriously.

This is business building and no sale can be made at a profit which does not help to build up the business.

Must Study the Goods.

The retail wall paper salesman must know his stock and be able to talk intelligently on every design. This information must be secured in some way from the manufacturer who has made a scientific study of wall paper. The variety of patterns and colorings carried in stock by most general dealers are enough sometimes to mystify even an experienced buyer if all are displayed in front of him. With any lack of decision in his general character he will be absolutely at sea unless the salesman can mould his opinion and direct his choice. This requires a complete study of the patterns, some knowledge of the customer and her ability to pay for goods bought and the peculiar knack of the good salesman who can close a deal in a reasonable time and with the greatest benefit to the store.

In future articles other phases of wall paper buying, displaying and selling will be taken up. It is again urged here that the merchant make early preparations to sell more wall paper than in the past. It can be done with some extra effort and it means an increase in business and good profits.

DOMINION CANNERS' NEW FACTORIES.

Plants to be Remodeled—Half a Million Expenditures.

Hamilton, Ont., Jan. 18—(Special)—The Dominion Canners have definitely announced to The Grocer that they will erect new factories at Ridgetown, Forest and Fonthill this year. They are also making large extensions to plants at Jordan, Simcoe, Aylmer and Hamilton.

They will in addition to this remodel and run one or two factories that have not been operated for a year or so. They have also other factories under contemplation, but plans are not sufficiently advanced to make any definite announcement at present.

The company is expending upwards of half a million dollars in new plants and improvements to old ones.

LEAVES MOLASSES FOR FINANCE.

Percy T. Strong, sales manager of the Dominion Molasses Co., Ltd., Halifax, was in Toronto last week on his last trip for his old firm. On his return to Halifax, Mr. Strong enters the well-known Halifax financial house of F. B. McCurdy & Co. When Mr. Strong says it is 25 years since he entered the grocery business you believe him, but he hardly looks it. Yet such is the case—16 years with Bauld Bros., of Halifax, and 7 years with his present firm, the Dominion Molasses Co., the last three years as sales manager. It was in the latter capacity that Mr. Strong recently put on the Domolco campaign at the success of which he is very much pleased. The campaign was began the first of November, the two-color page advertisement in the Fall Number of The Grocer being one of the first guns. On his return to Halifax, early in December, after a trip through to the west, Mr. Strong found the firm 37 cars behind in their shipments. Mr. Strong credits The Grocer with an important part in the success of this campaign.

Through the mistake of the person handling the copy, an advertisement of The Quaker Oats Co., intended for and applying to the United States was sent to and published in The Canadian Grocer. This week a correction is made in the Quaker Oats Company's advertisement, and their Canadian proposition explained.

THIS IS THE WEATHER FOR OXO CUBES

All seasons are **OXO** seasons—but your customers need **OXO** most, and enjoy it most, in zero weather.

For a warming, invigorating hot drink in a hurry, there is nothing quite so handy or quite so good as **OXO Cubes.**

For soups, gravies, sauces and as a tasty addition to meat dishes of every kind, **OXO Cubes** are a treasure in the kitchen.

OXO Cubes make friends quickly. Suggest them to any of your customers who may never have tried them.

CORNEILLE DAVID & COMPANY

TORONTO
OTTAWA
MONTREAL
LONDON, Ont.
WINNIPEG
ST. JOHN, N.B.

TO THE WHOLESALE TRADE :

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

IS SHE A CUSTOMER OF YOURS ?

No. 1

Mrs. Veri Particular—"So this is SYMINGTON'S SOUP—that I've heard so much about—Ellen Terry says they are DELICIOUS."

Mr. Businessgetter—"Yes, madam, everyone who tries them says the same—they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto

The Way to More Profit on TEA

THE easiest possible way for you to make more profit out of your tea business this year than you did last, is for you to ask your customers to try a package of 40c. Red Rose Tea. We think we can guarantee that at least two out of three of those who try it will order again. They will order it because they will like it better than cheaper teas and because if they use it carefully they will find it will spend farther. They will find it really worth the small difference in price.

If you will use a package first and convince yourself that what we state is a fact you will succeed better with your customers. Worth a good deal to be able to say—"I know it is worth the difference in price because I have tried it."

ISN'T IT WORTH DOING?

T. H. Estabrooks Co., Limited
7 Front Street East, TORONTO

Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

WHERE MONEY IS LOST.

Considerable money is lost by many grocers during the winter months by frost damage to fruit, especially bananas. This fruit being grown in a warm climate will not stand the cold temperature that fruits of more northern climes will. Sixty degrees is perhaps the minimum temperature for bananas, while a good ripening temperature is 70 to 75 degrees.

If there is the least chance of chill during the night the bunch of bananas should be enveloped in a large paper bag or the regular felt-lined banana bag.

Not only is there direct loss by frost, but chilled fruit is unsatisfactory to the consumer and brings loss indirectly.

FROM NOVA SCOTIA.

MacLean Publishing Co.—Enclosed please find postal note for two dollars ($2), this being the amount due for subscription to The Canadian Grocer.

We appreciate very much your paper, and could not get along without it.

MORRIS & CO.

Glace Bay, N.S., Jan. 9, 1912.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU!

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

When writing advertisers kindly mention having seen the advertisement in this paper.

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

What's the Matter

with your sales of Macaroni? Are they low? If so, we can put them up. You cannot be stocking goods which give complete satisfaction.

"Swallow Brand"

(Hirondelle)

is just what you want, and the price is right. Gives you a good profit and does not weigh heavily on the housewife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The G. H. Catelli Company, Ltd.

MONTREAL CANADA

If Mince Meat ever sold at any time then it should now.

Pies made from

Wethey's Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Ltd., St. Catharines

"THE MINCE MEAT PEOPLE"

COMPOUND

MAPLE SYRUP

MONUMENT BRAND

EQUAL TO MANY SO SAID PURE BRANDS.

GRADE XXX				GRADE X			
Quart bottles	12	to case	$3.40	Quart bottles	12	to case	$2.00
Pint tins ..... Wine	24	"	2.70	Pint tins ..... Wine	24	"	2.20
Quarter gallon ... "	24	"	4.85	Quarter gallon ... "	24	"	4.10
Half gallon ..... "	12	"	4.80	Half gallon ..... "	12	"	4.00
1 gallon	6	"	4.70	1 gallon ..... "	6	"	3.80
2 1-2 gallon .... Imperial	2	crate	4.10	2 1-2 gallon ...Imperial	2	"	3.50

In ordering be particular to mention grade, if one (X) or three (XXX)

NO BETTER COMPOUND ON MARKET.

Orders through Jobbers. Freight will be paid on shipments of 5 cases or over when it does not exceed 40c. per hundred. Address all communications to city office.

QUEBEC MAPLE CO., 288 Mackay Street, Montreal

That Selling Power

needed to promote the sales of your products in the pulsating Western Provinces are the facilities and selling ability we are offering the manufacturers of the East.

We cover the territory. We have the accommodation.

We have the financial standing. We produce results.

Our expert advice is at your disposal. Write to-day.

NICHOLSON & BAIN,

Wholesale Commission Agents and Brokers

Head Office - - WINNIPEG

REGINA SASKATOON EDMONTON CALGARY

KNOX GELATINE

We don't believe there's another product on your shelves that both SELLS and PAYS YOU as well as KNOX GELATINE. Our extensive and persistent advertising is constantly persuading women everywhere to try KNOX GELATINE; once they try it they find it very economical, as each package makes two full quarts of jelly, and its Purity and Quality please them. It sells at 15 cents per package at a good, big profit to you, and is easier to sell than others that pay you less.

"Knox Gelatine Sells and Satisfies"

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y. U.S.A.

Branch Factory:—Montreal, Can.

SPECIAL PRICE

SMOKED

Cottage Hams (BONELESS) - 11½

Picnic Hams - - 10

Specially suitable for sale by the piece without slicing. Nice bright stock of very finest quality.

TRY A SAMPLE ORDER.

GUNNS LIMITED

WEST TORONTO

Pork and Beef Packers, Cotton Oil Refiners.

Good Resolutions

FOR

1912

Buy only Government Inspected Meats, and buy them from

F. W. FEARMAN CO.

LIMITED

HAMILTON, ONT.

A GENTLEMAN in Providence, R.I., writes to enquire if he can buy Reindeer Condensed Coffee in the States. He says "A friend of his while in Canada recently bought a can of REINDEER COFFEE and claims it was the best Coffee he ever tasted." Of course it is, as it is the best of Coffee, Milk and Sugar condensed together, making it richer than possible otherwise.

Manufactured only by

REINDEER LIMITED

Truro, N. S. and Huntingdon, P. Q.

WHICH IS BETTER?

To stock and sell goods which have an absolute *guarantee of quality* behind them, and which are the leaders in their line, or those which have just come on the market, having no old-time reputation and which cannot possibly give thorough satisfaction?

BOVRIL

(THE ORIGINAL)

belongs to the first class and you, as an up-to-date grocer, know that it will pay you to uphold your reputation by selling it and leaving others to take chances with substitutes.

We Will Help You

to increase your sales. Just drop us a card asking for a few of our elaborate show-cards.

Don't Delay. Advertised Everywhere.

BOVRIL, LIMITED, - MONTREAL

Dairy Products Hold at High Level

Butter and Cheese Maintain Strong Position—Record Prices for Butter in United States—Cheese at Record Prices — Supplies as Against a Year Ago are Small—Storage Eggs in Rather Small Supply—Only Routine Trade in Honey.

Products of the farm are holding a strong position and included in this may be mentioned butter, eggs and cheese. The extremely cold weather that has been general may no doubt be held accountable in part for this. In butter the weather has by no means been such as to induce farmers to bring their supplies to market while the production of new laid eggs has been curtailed by zero temperature.

However, all this present steadiness is not due to the weather. The butter market has since early fall been shaping upward, while fact that stocks are light when compared with year ago is strengthening factor. Butter prices across the border are extremely high. The wholesale price in New York this week went to 42c a pound, the highest, it is said in 28 years, while retail prices in Chicago are reported as the highest in the city's market history. Some expect to see 60 cents there.

New laid eggs have come down from high perch held around Christmas but storage stocks continue strong. Supplies put away last summer by many firms were rather small and a good demand to date has made a big cut in stocks. Many firms have for some time found it necessary to make imports from United States markets and they are still coming forward. Duty on eggs coming across the line is three cents per dozen.

Cheese is at record price and continues to firm, some further advances at some points being noted this week. Prices have been firming since early summer. The Old Country enquiry has been good of late and spot stocks at most points are pretty well sold up.

Hogs are if anything a little firmer. Pork products, however, show practically no change. The demand for poultry varies at different centres. There is only a routine trade in honey.

MONTREAL.

PROVISIONS.—Live and dressed hogs are, if anything, a little firmer. Prices otherwise show no change. Lard is steady and is being sold freely, as is also barrelled pork. Business is reported improving in this department considered as a whole. Hams are inclined to be quiet.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 08½
" 5 " " " "	0 08½
" 3 " " " "	0 09
Pails, wood, 20 lbs. net, per lb	0 08½
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	7 00 7 10
" dressed, per cwt	9 75

BUTTER.—Indications are more apparent that there is going to be a shortage, or at least a "near shortage" of butter between now and the time that spring breaks. Specials sold at 41c a few days ago in New York, and buyers from across the line have recently been in this market, and did not go home empty-handed. Higher quotations this week indicate the tendency in the market. There is almost four months to elapse before butter of real quality is received on the market.

There is some demand from the west, and the recent cold weather seems to have put new life into the market here. At any rate, the market is much firmer, and the light stocks held at present are alone a sufficient reason to look for continued strength. Higher prices are not at all unlikely.

Creamery	0 33 0 33½
Dairy, tubs, lb	0 25 0 28

CHEESE.—The cheese market continues firm. Supplies are not heavy, and have been decreasing steadily. Enquiry for export has also been encouraging, and a steady demand locally is another factor. The market is regarded as strong and should continue so for a considerable time yet.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 16½ 0 17½

EGGS.—Supplies of eggs are becoming light, and the price of selects shows an advance over last week's quotations. There is a good demand for new laids, but the supply is too limited to go around. There is a realization of the shortage of storage stocks, and at present no pronounced inclination to let go, as prices are firm at the new figure. U. S. eggs have been brought in, but they have not relieved the situation. In this respect the farmers of this country have apparently been overlooking a source of revenue. To be importing eggs instead of exporting is surely the reverse of what should be reported The exports during the year were practically a negligible quantity. Something should surely be done to awaken interest in this question.

New laids	0 45
Selects	0 35
No. 1	0 30

POULTRY.—The demand for poultry is rather light, and business is reduced practically to the routine, and will likely continue to be confined to certain extent for some time. Business, of course, is fair, and is really seasonable.

Fowl	0 11 0 12	Turkeys	0 20 0 21
Chickens	0 10 0 15	Ducks	0 17 0 18
Geese	0 12 0 13		

HONEY.—There is nothing new to report from the honey market. Prices are steady with routine business.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—Most provision men see no change from week ago. That is as far as commodities are concerned. Trade has not been all it might have been. Some report marked quietness. Slack trade throughout the country on account of cold weather is partly held responsible. One redeeming feature is a good demand noted in some quarters from mining and lumber camps.

Live hogs this week are firm and ten cents higher.

Smoked meats—	
Light hams, per lb	0 14½ 0 15
Medium hams, per lb	0 14 0 14½
Large hams, per lb	0 13½ 0 14
Backs, plain, per lb	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb	0 15 0 17
Roll bacon, per lb	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 21 0 23
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 11¾ 0 12
" pails "	0 12 0 12½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 25
Live hogs, local	6 55
Dressed hogs	9 00 9 25

WE WANT

Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

BUTTER.—Market is holding strong position. There are no price changes from week ago, but quotations are maintained. Deliveries are not heavy. The weather has not been such as to induce farmers to come to market. However, considering conditions, delivery might be termed fair. Demand is slightly inclined to quietude.

	Per lb.	
Fresh creamery print	0 33	0 35
Creamery solids	0 30	0 31
Farmers' separator butter	0 30	0 32
Dairy prints, choice	0 27	0 28
No. 1 tubs or boxes	0 25	0 27
No. 2 tubs or boxes	0 21	0 23

EGGS.—Storage eggs are 1 cent higher this week New laids, perhaps, on account of the cold weather, are not quite so plentiful. Some dealers are getting up to 45 cents this week for the best. Storage are in good demand. Thus, the upward tendency.

New laid eggs	0 40	0 45
Selects		0 35
Storage eggs	0 30	0 31

CHEESE.—Strong position of cheese market and likelihood of higher prices has been pointed out in recent issues. This week higher prices are quoted by number of firms. Advance covers both large and twin, while stiltons in sympathy with general strength in cheese, are also higher.

Do You Sell on Credit ?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings—and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.
Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

Hold fast to Quality—John Wanamaker

Estab. 1850 — Smalls Maple Confections Are Standard — Regist'd 1891

MAPLE

Quality

RETAILERS

Quality of SMALL'S Maple Leaf has been maintained for the past 32 years "It's Standard," This claim is established by expert judges and awards given from every important country, also decision handed down by Judge Trenholme in High Courts of Appeal, Montreal, Nov. 4th, 1908. Also by consumers of undisputed tastes. Following are a few examples:—

"Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

"We thought it was fine."—Wm. Ranch, M. D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.

"Failed to detect any adulteration."—Milton L. Hersey, City and Prov. Analyst, Montreal.

"I did not think the Maple you were preparing so delicious."—Eug. Tarte, "La Patrie," Montreal.

"Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.

"SMALL'S Maple Syrup is recommended throughout the Dominion."—Ottawa Free Press, Ottawa.

And remember, SMALL'S Maple Leaf Brand costs but little, if any, more than the imitations. Prices at present for SMALL'S Standard Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

			Mixture	Pure
Quart bottles	12 to case		$2.40	$3.40
Pint tins	Wine	24 "	2.60	3.90
Quarter gallon	"	24 "	4.70	7.20
Half gallon	"	12 "	4.70	6.95
1 gallon	"	6 "	4.60	6.55
2 1-2 gallon	Imperial	2 "	4.10	6.45

JOBBERS

Syrup accounts have steadily grown with all houses that have STAYED with Maple Leaf Brand. It has the QUALITY, APPEARANCE and PRICE. Therefore, eventually must be universally adopted. Already enjoys larger sales than hundreds of other Brands combined.

"You certainly have a first-class line."—Wood & Stevens, (jobbers), New York, N.Y.

"Goods from you last year proved VERY SATISFACTORY."—Plunkett & Savage, (Jobbers), Calgary, Alta.

We do not sell to PEDDLERS, CONVENTS, FACTORIES or DEPARTMENTAL STORES, but to JOBBERS ONLY, from Stock carried at Montreal, or Brokers; MacLaren Imperial Cheese Co., Ltd., Toronto; Nicholson & Bain, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.

Prices fluctuate in sympathy with raw materials, in which case WE PROTECT ALL STOCK IN JOBBERS' HANDS. Private brands packed only when labels are furnished.

CANADA MAPLE EXCHANGE LIMITED

614-620 Beaudry St., MONTREAL

Capacity, three cars daily.

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

11

Grocers: It is important for you to understand that the growth of your business depends upon the ultimate satisfaction of your customers. Business founded upon a basis of quality means profitable trade, as it attracts to your store a better class of customers, who have learned to depend on the quality of the goods you handle.

MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

TRY A

Condensed Ad.

IN

This Paper

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

Order Now

Italian Peeled Tomatoes

Something rich; will be appreciated; the flavor is there.

Spanish Peppers

1-lb. tins, 50 to a case

Pickled Peppers

Nothing half as good ever brought into Canada. A regular treat. Your better class customers will purchase readily. They are a small green pepper, pickled by experts—each a mouthful of deliciousness.

N.B.--We are headquarters for Gorgonzola, Roman and Parmesan Cheese, also Tomato Extract and Olive Oils.

H. E. VIPOND

197 St. Paul St., - MONTREAL

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

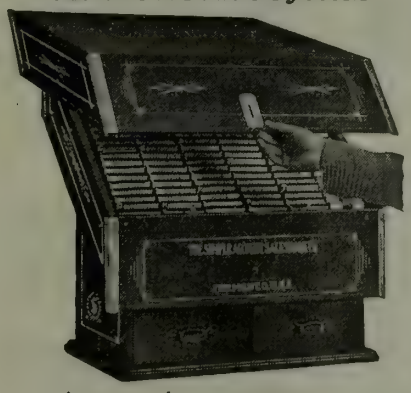
AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

New 1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

Another Victory for the Keith Account System

The New Pittsburg Coal Co. adopts this ever-popular Account Register in all of their stores

THE KEITH SYSTEM DISPLACES OTHER SO-CALLED ACCOUNT REGISTERS AFTER FAIR AND IMPARTIAL TRIAL.

One-writing. Self-Indexing. Fire-Proof.

HERE ARE THE FACTS:

Mr. H. S. Mervin, Auditor of the New Pittsburg Coal Co., whose wide experience qualifies him as a competent judge of account systems, after having given a competing register a fair trial, came to this conclusion, viz., that to hunt a customer's name under a glass, find a number, locate a page, then to open the register and search out a small spring bearing a corresponding number, was a waste of valuable time for a corporation such as The New Pittsburg Coal Co.

THE KEITH SELF-INDEX SYSTEM is free from the above complications. Any number of salespeople may operate it at the same time if necessary.

Mr. Mervin saw its advantages.

The New Pittsburg Coal Co. are saving money and time with the Keith Self-Index System.

If this company saves money by the use of this fire-proof up-to-the-minute system, would it not be good policy for you to drop in line right now?

JUST DROP US A LINE AT ONCE AND LET US GIVE YOU FULL INFORMATION

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 167, Brockville, Ont.

Should Feature Flour and Cereals

Weather Favorable to the Cause, and Dealers Will Find Good Results from Pushing These Lines—Markts Little Changed in Past Week—United States Millers Anxious to Mill Canadian Wheat in Bond—Canadian Wheat Crop Set at 65,862,000 Bushels Above Previous Year.

The retailer who has been giving his salesmanship powers in promoting cereal trade this month is finding good results. The weather is lending able assistance and sales should be large. The possibilities in this as well as in sale of flour during next month or so, should not be forgotten.

Market conditions show little change from week ago. They have fully maintained their position. Flour cannot be described as brisk, but cereals have been moving well. Competition between mills on rolled oats is still marked feature.

United States millers say they are anxious to mill Canadian wheat in bond if it can be secured at right prices. Movement is on foot to reduce freight rates on grain from the Canadian Northwest to Minneapolis and Duluth. The tariffs have been filed at Washington and a hearing set for Feb. 10. The United States crop of spring wheat is reported as twenty million bushels below the estimated milling requirements in the north-western states.

A late report estimates that despite heavy crop damage Argentine will have an exportable surplus of 3,500,000 bushels larger than ever before. A final report on the Canadian wheat crop sets the total yield 65,862,000 greater than for the previous year. The United States visible wheat supply decreased last week, but the combined figures for Canada and the United States were 90,676,000 bushels as against 59,445,000 a year ago.

One milling man in summing up the Canadian Western crop situation says that the total quantity of wheat marketed to date exceeds 100,000,000 bushels. The bulk of what is now remaining in the country is low-grade. A large proportion of this, variously estimated at from 25,000,000 to 30,000,000 bushels, is totally unfit for milling. From a milling standpoint, the grading of this year's crop has been most disappointing. Up to the 31st of December less than 4 per cent. of the total crop inspected No. 1 and not over 18 per cent. No. 2. As these percentages are based upon the deliveries which came largely from Manitoba, being the first to market, it will be found that from now on the percentage of high grades will show an even smaller proportion.

MONTREAL.

FLOUR.—Flour is moving steadily, but there is little or no deviation from conditions that prevailed last week. No particular change is expected just now, as the market appears to be running smoothly in its present position.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

CEREALS.—A good seasonable trade is passing in rolled oats and wheat, but market is uneventful except for rather close competition and certain price-cutting reported now and then. The market is steady and firm.

Fine oatmeal, bags	2 52
Standard oatmeal, bags	2 52
Granulated oatmeal, bags	2 52
Bolted cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90 lb	2 30
Rolled oats, cotton bags, 90 lb	2 35
Rolled oats, barrels	4 85

TORONTO.

FLOUR.—There is not more than a steady movement of flour. Some mills even report trade quiet. The market situation is practically the same as week ago. Wheat quotations remained unchanged on this market.

Ontario wheat has been pushing its way upward during the past couple of weeks, injecting firmness into the flour milled from it.

Export enquiry has been off again of late.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

CEREALS.—There still appears to be considerable strong competition between milling firms. Prices are unchanged from week ago. Trade in general cereals is good. Those retailers who are pushing cereals are securing good sales.

There has been a spirited export demand for oats, especially No. 2 Canadian Western, on which local prices have attained highest level for the crop.

Rolled oats, small lots, 90-lb. sacks	2 30
Rolled oats, 25 bags to car lots	2 20
Standard and granulated oatmeal, 98-lb. sacks	2 56
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 80
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

SAVED SEVERAL DOLLARS.

MacLean Publishing Co.,—Enclosed you will please find $2, which covers bill enclosed. I like The Canadian Grocer very well, as it reports the condition of the various markets correctly, and I consider I have saved several dollars during the past year by the information contained in it. I should not care to be without the information I have received, and trust you will continue to do even better than in the past.

MARK P. WICKETT.

Port Hope, Ont.

STANDS OUT OVER ALL OTHERS

The standard by which biscuits are judged.

Give satisfaction to the consumer and monetary benefit to the retailer.

The MOONEY
Biscuit & Candy Co.
LIMITED
Factories at
Stratford, Ont. Winnipeg, Man.

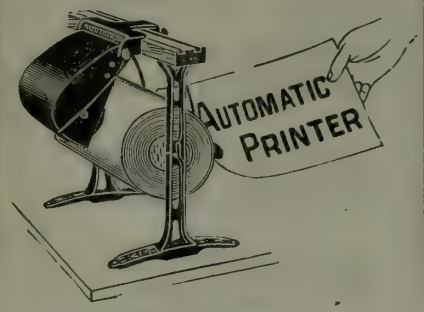
BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

THERE'S MERIT IN THE FLAVORING
MAPLEINE
IT'S DAINTY
IT'S POPULAR
IT SELLS

The demand is growing and you can procure a stock from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. WN.



Just the Thing

for advertising special sales, introducing new brand of goods, as they can be attached to any paper cutter and will print on any kind of paper in two or more colors.

Just pull the paper. The machine will do the rest. This is our Ad. What is yours ?

Agents Wanted in all unrepresented districts.

UTILITIES LIMITED
73 Bank of Ottawa Bldg.
MONTREAL

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

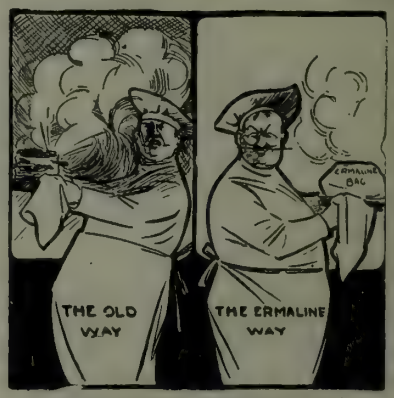
WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

"WAR!

Yes, that's just what I call it," said one woman to her grocer. "I used the bags I bought last week, and they simply did away with nasty odors from the oven, saved me time, reduced the number of soiled dishes; in short, made WAR ON KITCHEN GRIEVANCES—and you know what these are."

The ERMALINE COOKING BAG



(Discouraged. Encouraged)

is a profitable line to carry. Introduce it and explain its use. Show your customers that you are "up-to-the-minute." They'll soon realize why you should have their trade.

ASK YOUR WHOLESALER OR WRITE DIRECT

Edward Lloyd, Limited
MONTREAL

Wasted Oil Is Profit Lost

Perfect cleanliness in all departments of the grocery and general store is the largest asset to that store's success. If you are engaged in the sale of kerosene or gasolene, it will pay you to observe the most accurate and cleanly methods in its sale.

The Bowser System removes all objections of sloppy, saturated floors, and holds the oil in a tank absolutely leak and evaporation proof, measuring the required amount of oil into the customer's can at a stroke.

BOWSER
Self-Measuring Systems

Full particulars will be sent upon application.

Ask for Free Booklet No. 5.

S. F. Bowser & Co., Inc.
TORONTO
66-68 Fraser Avenue

Biscuits & Confections

The reliability of an old well-established firm who have the reputation of producing the best, together with modern methods of manufacture, absolute cleanliness and the use of the best ingredients, should always be the grocer's first consideration when ordering biscuits or confectionery.

A trial will convince.

ABBOTT, GRANT & CO.,
LIMITED

Brockville, - Ontario

5% Discount 5%

On all orders booked before March 15th, we will allow 5% **DISCOUNT.** Orders may be booked for delivery up to June 1st.

Write for Quotations

Write for Quotations

Now is the time to prepare for the campaign against the household pest—the fly—a menace to good health, and disease carrier. Help meet your customers' demands for a sure killer, by selling them

Wonder Fly Killer

which will last the entire season and do its work effectively; It spells death to the fly that sips of the deadly poison. Now is the time to prepare.

Dominion Agent: Joseph R. Wilson, 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B C.: ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary. Alta.; MANITOBA and SASK., W. H. Escott. 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

The More You Put

QUICK SELLING goods like E. D. S. Brand select canned fruits, out in front of your customers, the more they are induced to buy their needs at your store. They are sure to come back for more when they once try these.

MADE ONLY BY

E. D. SMITH

WINONA, ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

LEMONS

Owing to weather, the demand has been very heavy. Our St. Nicholas and Hiawatha Brands are as usual giving good satisfaction.

Oranges for marmalade, expect first car load end of next week; as crop is short, would like your orders early.

Oranges

Volunteer Brand is always up to standard.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

"Finest Quality"

"St. Nicholas"
"Home Guard"
"Puck"
"Kicking"
"Leaf"

"HONESTLY PACKED"

The Lemons you should handle.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Cold Weather Drawback to Fruit Trade

Curtailed Shipments of Goods to Retailers—Many Orders on File Awaiting Milder Weather—Marmalade Oranges Arrive This Week—Expected to Rule About Same as Last Year—Cold Snap Strengthens Potato Values—More Interest in Spanish Onions—Stocks of Home Grown Light—Strawberries Make Their Debut.

The extremely cold weather that has been ruling throughout Canada for past couple of weeks has been serious drawback to trade in both fruits and vegetables, curtailing as it has the shipment of goods out to retail trade. Shipping has been so risky that in some cases only partial orders were sent out. Wholesalers have been holding orders waiting for the weather to moderate so as to make shipping safe. Save for the curtailment enforced by the weather, trade has been fairly good. Travelers are nearly all out on road again, and with more favorable weather business should again return to normal.

On account of cold weather, there has been no briskness in orange movement. The damage by frost in California is an indefinite quantity as yet. Doubtless, considerable fruit was damaged. As usual, the damage seems to be spotted—quite severe in some places, while orchards near by seem to have escaped. Thus, the difficulty in arriving at the exact damage.

Bitter or marmalade oranges will arrive on Canadian markets the latter part of this week or the first of next. The crop is rportd as being about same in quantity as last year, and prices will probably rule at about same level. The season lasts from month to six weeks. It does not hold on, but drops sharply off. Retailers should begin early in the season to get their customers interested in this fruit.

The cold snap is assisting to increase prices of potatoes at many centres. At several points cars are waiting on the tracks for warmer weather in order to unload. Under the reduced supplies of potatoes in the country, as compared with last year, situation is generally regarded as firm. One estimate of the actual quantity of potatoes in principal Eastern and Middle Western States on January 1 indicates a shortage of 80,000,000 bushels as compared with a year ago, which is a big deficiency. Of late, foreign potatoes have been coming into United States in large quantities despite big duty.

Increased interest is being shown in Spanish onions under general scarcity of Canadian grown stock.

Florida strawberries are making their appearance on Canadian markets at the usual fancy prices for this time of year. Malaga grapes, now approaching the end of their tether, are strengthening. Cranberries are high and scarce.

MONTREAL.

GREEN FRUITS.—Malaga grapes are approaching the end of the tether, and as stocks are steadily decreasing price is going up. Sales are, therefore, more limited. There is good passing trade in oranges with navels down to $3 and under. Only a light demand is felt for lemons. Apples are moving steadily, but in some cases prices are decidedly low. Annapolis Valley stocks that were not quite good enough for export have been selling cheaply here, principally because of fact they have not kept well. There is practically nothing of this market coming from the west and stocks of spies, fameuse, etc., are not at all heavy, according to report. Cranberries are away up in the air in price, and next to nothing is left in the city. The prices are quoted for what stocks would bring if they were offered. Altogether the market is running along smoothly in what might be called the "between seasons."

Apples—		
Spies	4 25	5 00
Fameuse	4 50	5 50
Baldwins	3 50	4 50
McIntosh reds		6 00
Greenings	3 50	4 50
Bananas, crated	2 00	2 50
Cocoanuts bags	4 00	4 50
Cape Cod cranberries in bbl.	10 00	11 00
Cranberries, N.S. bbls	14 00	15 00
Grape fruit, Florida, case		4 00
Jamaica, case		3 50
Grapes, Malaga, per keg	6 50	7 00
Lemons	2 50	3 00
Limes, a box	1 25	1 50
Oranges—		
Navels	2 75	3 00
Valencia	3 75	4 50
Jamaicas, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban, case	4 50	5 00

VEGETABLES.—Celery is scarce and much higher. The market is reported practically bare of stock. Potato situation is of special interest in a market that is otherwise rather quiet. The price of from $1.40 to $1.50 is being extended to about $1.60, and it is believed that the $2 mark will be reached before the season is over. Speculators in the Maritimes are, according to a jobber, holding back for higher prices, and even they are but lightly supplied. Boston lettuce is higher, and Canadian red onions are considerably firmer. The market is otherwise quiet, as there is only a limited enquiry for fancy imported goods.

Beans, green, hamper	3 00	
Brussels sprouts, per qt	0 25	
Carrots, bag	0 90	
Cabbage doz	0 40	
Cauliflower, doz.	1 75	2 00
Celery, Cal. 6 doz to crate, crate	3 50	9 00
Cucumbers, doz.	2 25	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Lettuce, Boston, per box of 2 doz	2 50	
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate	3 75	
Half crate	2 25	
Canadian reds, 100 lbs	3 75	
Radishes, doz	0 45	
Sweet potatoes, per basket	3 00	
Montreal potatoes, new, bag	1 40	1 50

TORONTO.

GREEN FRUITS.—The cold weather has been a big drawback to the fruit business during past week or so, making it very risky to send out shipments of goods. With the thermometer making frequent excersions considerable dis-

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.
30 William Street, Montreal

Marmalade Oranges

Shipments of Genuine Bitter Oranges have arrived.

Packed in 160 and 200 size.

Lord Beresford Brand Extra Fancy
$2.75 Box.

We have a first-class recipe which we will forward on request.

LEMONS, ORANGES, CALIFORNIA CELERY, HOTHOUSE TOMATOES

WHITE & COMPANY, LIMITED
Wholesale Fish, Fruit and Produce
HAMILTON TORONTO

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

NAVEL ORANGES
Sweet, Highly Colored and Full of Juice.

Bananas Lemons Grape Fruit
Dates Figs
Smoked Fish and Oysters

Full line of Green Vegetables fresh every day.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

Makepeace CRANBERRIES Evaporated

The A. D. Makepeace Co., by evaporating Cranberries, are giving the consumer a long desired want—to have Cranberries the year round. By their process of evaporating the excellent flavor is retained, and you have an article better than fresh fruit, because you have no loss in waste or decay. Always ready to buy or sell in any weather. It matters not if the temperature is 90° above or 30° below zero. Hot or cold does not affect them. Order them now from your wholesaler and start early. If you wish a sample package write to me now—right now while you're reading this ad.

Sales Agent W. B. Stringer Toronto

tance below the duck egg mark, it was dangerous even to send shipments about the city, and they were sent out in small lots only in hopes of a moderation in the temperature. It made a great deal more work for the fruit men, as all goods had to be carefully wrapped before going out. First of week found large number of orders on file with wholesale men awaiting warmer weather before shipment.

Demand is fairly good if it were not curtailed by weather conditions. Weather man has hopes, however, of remedying this towards latter part of week.

Strawberries made their debut latter part of last week at 70 to 75 cents per box. They come from Florida, and are brought up in refrigerator cases, which keep them at proper temperature. Further shipments came in this week. Tangerines are quoted at $6 per strap. Bitter or marmalade oranges are expected to arrive the latter part of week. One dealer named $2.50 per case as possible figure at which they might sell.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Oranges—		
Florida		3 00
California navels	3 00	3 25
Mexicans	2 00	2 25
Valencia, 714's		5 50
Valencias, 420's		4 75
Tangerines, strap		6 00
Grapefruit—		
Florida, case	4 50	5 50
Jamaica, case	3 25	3 50
Grapes, Almeria per keg	5 00	6 00
English hot house grapes, lb	0 65	0 75
Cranberries, Cape Cod, brl.	14 00	15 00
Nova Scotia		8 00
Jersey long keepers	14 00	15 00
Apples, brl.	2 25	4 00
Pineapples, case		4 00
Florida strawberries, box	0 70	0 75

VEGETABLES.— Extreme weather conditions had their effect on vegetables also. Some wholesale dealers refused to send out goods except at buyers' risk. For this reason retailers purchased in small quantities so as to just tide them over cold snap.

There is a stronger feeling in potatoes. Indeed, it is a quotable change, New Brunswick stock now ruling at $1.60 and Ontario at $1.40 to $1.50. The cold weather may be accountable in part for this. Farmers have not been able to get to town with any stock they had to offer. The feeling in New Brunswick is also stronger. A number of cars were on the track at the beginning of the week waiting for warmer weather to make unloading possible.

Greater interest has developed in Spanish onions of late. Stocks of home grown onions, as pointed out before, are extremely small. Celery is firmer as well as Boston head lettuce.

Boston cucumbers, doz.		1 25
Boston head lettuce, doz.		1 50
Canadian beet, per bag	0 80	0 90
Cabbage, Canadian, dozen	0 50	0 65
barrel		1 75
Carrots, bag	0 80	0 90
Turnips, bag		0 50
Celery, per doz.	0 40	0 90
Parsnips, bag		0 90
Potatoes, N. B.		1 60
Potatoes, Ontario, bag	1 40	1 50
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags		2 25
Sweet potatoes, hamper	1 65	1 75
Mushrooms, 1-lb. boxes	0 50	0 60
Can. hot house tomatoes, lb.		0 30

WINNIPEG.

GREEN VEGETABLES.—The green vegetable market continues to advance with extremely cold weather. Wholesale grocers have been unable to unload many cars owing to danger of having supplies frozen. The native stuff is practically all off market and imported lines are taking their place. Advances in new prices will be noted as follows:—

Native parsley, per doz.	0 40
Native lettuce, per doz.	0 40
Native radishes, per doz.	0 50
Native celery, doz.	0 60
Imported mint, per doz	0 60
Imported celery, per doz.	1 00
Imported onions, doz	0 50
Imported lettuce, doz.	0 50
Cal. tomatoes, crate	3 50
Imported head lettuce, doz.	1 50
Imported cucumbers, doz.	2 75

FRESH FRUITS.—New prices will be noticed in many lines of fresh fruits, as weather has prevented unloading of cars, and many fruit men are pretty low in stocks. One large wholesaler stated he had had a car in the freight sheds of the railroad for the last two weeks, but he was afraid to have it shipped up to his warehouse because he knew if the car were unloaded in the 30 below zero weather, practically all of his fruit would be spoilt. The situation at the present time, while not serious, is still to some extent interesting, and while no great shortage is expected, a few days of mild weather would be much appreciated.

POTATOES.—It is in this line that cold spell is having a great effect in forcing up prices. Only those who have large stocks on hand are able to supply this line at the present time, as local growers have been unable to ship anything to the market, and as high as 85c bushel is now being asked. The situation is regarded as dangerous, although no serious effect has as yet been felt, but should the cold weather continue for another three or four weeks, it is likely that considerable higher prices will be seen, and that many in city will be forced to eat frozen potatoes.

Manitobas, 5 to 10 bus.	0 85
Manitobas, 10 to 20 bus.	0 80
Buying price, carlots, f.o.b. Winnipeg	0 65 0 70
Virg. sweet potatoes, per hamper	3 25

Fish - Oysters

Continued Cold Snap Good for Fish Trade

Beneficial to Sales in All Lines—Frozen Fish Helped Materially—Fishing on East Coast Reduced to Minimum—Gives Firmness to Some Lines—Freeze Up of Bays Reduces Oyster Output—Chesapeake Bay Ice Bound For First Time in Fifty Years.

The year has opened up well in fish trade. The colder weather existing since turn of year was just what was needed to give impetus to trade. Frozen lines have been greatly benefited by the low temperature and have been quite active. Life has also been added to prepared and pickled varieties. No fault is being found with oyster movement.

Fishing on the Eastern coast has been curtailed to minimum, giving a firmer feeling to such lines as cod, haddock and haddies.

January trade, unlike that of December is gratifying so far at least to fish men and balance of the season is looked forward to with confidence.

QUEBEC.

MONTREAL.—The market shows a number of changes for past week. Business is going along steadily and during past week or more has shown increased activity. B.C. salmon, whitefish and lake trout are all selling well and with halibut are quoted at favorable figures. These lines are quite active. Steak cod is slightly higher. The sales, too, of prepared salted and pickled fish are increasing. The frozen fish outlook is better than for some time past on account of extremely cold weather. Fishing on eastern coast has been reduced to about the minimum and it is question whether there will be any more for time being, particularly in the deep sea fishing. As the result of the weather and its effects on fishing the prices of haddock, cod, haddies, etc., are all firmer and higher. The seasonable fish weather of late has given the trade a certain confidence, and there is a feeling that the season's trade will be a big one. The sentiment seems to be for holding stocks of green, salted and pickled fish with the prospect of higher prices being fairly bright. In the oyster trade the freeze up in the bays where oysters are grown has reduced the output considerably, and it is not so

"NOTHING SURER"

Mr. Grocer —You can increase your revenue this year if you get right down to business and clear your counter a little for fish displays. You know what a nice display of goods means---sales. We will make a few suggestions for Lenten trade. Will you write and examine our prices?

SALT HERRING

Choice, Plump, Wholesome Stock. You can recommend them at all times and be sure of creating satisfaction.

Haddies ! Haddies ! Haddies !

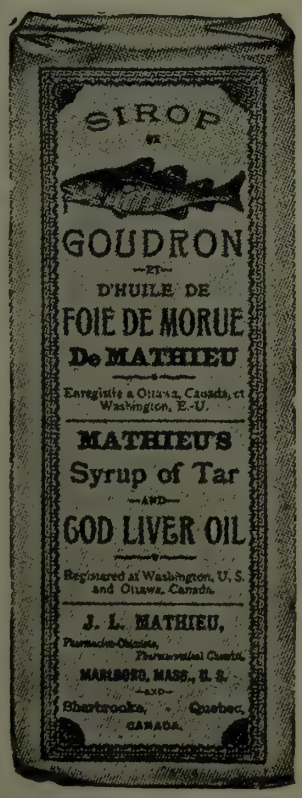
The BOUTILIER Kind---the kind that has pleased dealers and consumers alike from Halifax to Kamloops. They're the kind for you.

Prices Right **WE ARE THE FISH PEOPLE** Goods Right

The Halifax Cold Storage Co., Limited

47 William St. Selling Branch MONTREAL

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

QUAKER BRAND

Baking Powder

Contains

No Alum

If you want an absolutely pure, genuine, and "result getting" Baking Powder, then it's

QUAKER BRAND

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

much a question of getting prices but securing stocks. Chesapeake Bay is ice bound and transportation stopped. This condition, it is claimed, has not been known in that locality in fifty years. In the meantime the market in quite acrive and prospects for the future are brightening.

FRESH AND FROZEN

Market cod, cases 250 lbs., per lb	0 04½	Mackerel	0 11
Less than case	0 05	Dressed perch	0 10
Smelts, fancy	0 10	Dore or Pickerel	0 07 0 08
Haddock	0 04½ 0 05	B.C. red salmon	0 08½ 0 09
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb	0 18
Herring, frozen, per 100 fish	1 65 1 75	Qualla salmon	0 07½ 0 08
Mullets	0 04½ 0 05	No. 1 smelts, lb	0 10
Pike, round lb	0 05 0 05½	Extra smelts, lb	0 14
Pike, dressed & headless, lb	0 06½	Lake trout, lb	0 09½ 0 10
Steak cod	0 05½ 0 06	Tomcods, orl	2 25 2 50
		Whitefish, large, lb	08½ 0 09
		Whitefish, small	0 05 0 05½

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	6 50
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED

New green cod, per bbl 200 lbs	10 00	No. 1 green haddock, per 200 lbs	7 50 8 00
No. 1 bbl. 200 lbs	9 00	No. 1 green pollock, per 200 lbs	7 00
New green cod, per lb	0 04½ 0 05	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl	3 15	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls	12 00	Salmon, Labrador, half bl	8 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 06½ 0 07
No. 1 mackerel, ½ bbls.	8 00	Salt sardines, bbls	5 50
Scotia herring, No. 2, bbl		Salt sardines, ½ bbls.	3 00
Lake trout, kegs	6 50	Sea trout, ½ brl	6 50
Choice mackerel, pail	2 00	Sea trout, bbls	12 00
		Scotch herring	6 50
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07
Fillets, fancy, 15-lb. boxes, per lb	0 11
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish	1 10

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

ONTARIO.

TORONTO.—Trade under cold and favorable weather has continued good. Business with beginning of year opened up well and has continued briskly since. Last week both outgoing and incoming shipments were in a number of cases held up by crippled service on the railroads on account of adverse weather conditions. One firm state that they ran out of sea herring while finnan haddie were also in scarcity for a time.

One firm have placed on market a brand of ciscoes in which great care is given to the smoking and are selling them by weight instead of by the basket as has been usual in the past. Scotch haddie are on the market at $1.50 per box, and Scotch kippers at $1.65 per box.

There is little change in prices. Trade is pretty well distributed. Oysters have come in for fair movement. The cold weather helps along their sale.

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, 100	2 00
New Pink sea salmon	0 09	Whitefish	0 09 0 11
Mackerel, lb	0 12	Red salmon headless and dressed	0 11
Mullets	0 04	Halibut	0 09
Bluefish	0 12		
Lake herring	0 03 0 05		

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	05 0 07

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	0 08 0 09	Fillets of haddie	0 11 0 12
Digby herring, bundle	1 00	Ciscoes, basket	0 90
		Ciscoes, per lb	0 10

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gallon	1 70 1 75	Labrador herring, half bbls.	3 00 3 25
Oysters, standards, gl	1 55		

Why California Dried Fruits are High

Prunes a Good Crop, But Europe Drew Heavily on Them—Apricots Promised Well, But Crops Failed—Not Large Yield of Peaches—Total Production Ahead of 1910.

A review of the dried fruit season in California at this time is interesting. From this Pacific State we receive a large proportion of our dried fruits, including prunes, seeded and seedless raisins, as well as peaches and apricots. This year prices on these lines followed the general tendency of food products, and while some waverings of a temporary nature occurred in some varieties, the general trend has been upward.

Puzzling Prune Situation.

Prunes hold considerable interest for the grocer, and this year a somewhat peculiar situation has ruled in this commodity. To begin with, early in the season opinions regarding the size of the crop and values differed quite widely even among the best authorities. The out-turn of the crop, however, shows it to be a good one. It is estimated at around 170,000,000 pounds as against 80,000,000 pounds the previous year.

Why in the face of such an increase over the 1910 yield have prices ruled so high and firmly? In the first place, the 1910 crop was small and it is well known that the world's markets at the opening of the present season were extremely bare. Not alone was this the case in America, but the world over. A shortage in foreign prunes and an enormous demand from Europe brought about the full realization of those who looked for prices to keep strong.

Operations in prunes were so heavy at the opening of the season that despite the tonnage produced, this line was practically finished and done for early in the season.

Scarcity of Large Sizes.

Gradings quite early showed large sizes to be scarce. Since things got well started 30's and 40's have commanded big premiums, and the premiums on sizes have gradually worked down the list until almost all the sizes except the very small ones are commanding a premium. Even the small sizes, quite plentiful in California this year, have been taken quite freely by Europe recently. The amount of prunes left in California is small, and the market there is expected to continue with its present strength.

Normal Raisin Production.

Raisins in California have turned out about an average yield—not an excessive one, nor a small one. The output is a little larger than last year, and a little smaller than the three preceding years. The crop did not look so favorable at the beginning of the season. Early frosts were followed by reports of serious damage to the vines, especially for the seedless varieties. Second growth was, however, put out by the vines, and a considerably larger tonnage of raisins was made than many figured on. These adverse reports early in the season set the market at a high level, and a steadily declining tendency set in during the fall.

The market has now recovered to steadiness, and although the carry over just now is quite large, it is said to be no greater than the big carry overs of recent years.

Market Went Up in Apricots.

Apricots have been exceedingly high with many fluctuations. Opening comparatively low, when the smallness of the crop was found out the market went up with a bound, reached a record height, which curtailed sales and then began to sag, but not low enough, however, to cause much business The total yield of California apricots is estimated at 8,800 tons, as against 15,250 in 1910, and 14,000 in 1909.

Short Crop of Peaches.

Peaches have been short also. The 1911 yield is estimated at 13,000 tons, as against 25,000 in 1910. Add to this the strength lent by the high price of apricots and the general depleted condition of dried fruit stocks and you have the reason why prices were held high. The high price has here curtailed sales also, but holdings in California are small, and the general expectancy is for the balance of this line to go out at firm prices.

Thus is summed up the situation in California dried fruits. The total yield in this State for 1911 is estimated at 183,300 tons, as against 151,275 in 1910, and 188,500 in 1909. The increase this year over last has been practically all made up in prunes, and the situation in that line has been covered. The dealer who has now taken stock and knows the extent of his supplies would do well to give some consideration to his requirements, gauge the market situation and buy according to what he considers will be most advantageous to himself. It is yet many months before another crop will be in the hands of the trade.

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros, Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

"GOLDEN RAY"
CLEANER

A Remarkable Discovery

This preparation is guaranteed to produce absolute satisfaction, not only as a HAND CLEANER, but also as A REMOVER OF ANY CLASS OF STAIN from the most valuable fabric without harm. It is not the outcome of a few minutes' experiment---years have been spent in perfecting it.

"GOLDEN RAY" Cleans Anything

A GOOD PROFITABLE LINE

No housewife can afford to be without it, as it serves one hundred purposes---may be used in cleaning hands, carpets, gloves, clothes, etc., so that she has only to purchase one tin instead of a number of individual preparations.

PACKED IN ATTRACTIVE LITHOGRAPHED TINS,
ALSO IN 5 LB. PAILS BEARING HIGHLY ARTISTIC LABELS.
EXCELLENT FOR WINDOW DISPLAYS.
SHOW CARDS PROVIDED FREE OF CHARGE.

FULLER & WAITE
143 McGill St. MONTREAL

WATCH OUT FOR
"GOLDEN RAY"

SOMETHING NEW

And, what is more important, "SOMETHING GOOD." Once in a while a line comes along that is worth your while to push. Here's the line:

Kitchener Brand JAMS

The excellence of quality that characterizes all Kitchener Canned Goods is embodied in this line—you will see that from the start off they will win over the popular favor of your most particular trade.

The best ripe fruit, and highest grade sugar, with careful cooking and packing, are the features that make KITCHENER BRAND JAMS the popular choice.

GET QUOTATIONS and start right in to do a big business.

OSHAWA CANNING CO., LIMITED
OSHAWA - - - ONTARIO

TOBACCO DONT'S

Don't say "I haven't it" when a customer asks for tobacco, say "I'll get it."

Don't think you can't sell tobacco, because **you can.** You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Chewing
King George's Navy - Smoking
Maple Sugar - - Chewing

The Rock City Tobacco Co.
Quebec Winnipeg

BANNER COLD BLAST LANTERN

Notice to Dealers

Every purchaser of a

Banner Lantern

can get a

CALENDAR for 1912

by filling in and mailing the coupon found in the

LANTERN

Ontario Lantern and Lamp Co., Ltd.
Head Office and Factory, HAMILTON, ONT
BRANCHES: MONTREAL AND WINNIPEG

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FACTORY FOREMAN WANTED.

WANTED, for a Western fruit cannery, a factory foreman with experience covering mechanical operations, preparation of products, processing, etc. Able to take charge of a running concern. Apply, stating age, experience, salary, with references, to C. C. P., care CANADIAN GROCER, Toronto.

SITUATIONS WANTED.

ADVERTISING—Practical man open for engagement. General experience, press, printing and out-door; office routine, executive ability, well educated. Moderate salary; reference. Apply W.G., CANADIAN GROCER, Montreal.

SITUATIONS VACANT.

EXPERIENCED SPECIALTY SALESMAN wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
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Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
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Salesmen and Advertising.
Expense Accounts.
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Conduct Toward Customer.
Special Tactics.
Character and Conduct.

183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.

143-149 University Ave.
TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
2-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
½-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Percase
1 "	12 "	$5 10
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.

Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65

Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb. 0 17

In 10-box lots or case 0 16

Gillett's Mammoth, ¼-gross box 2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz. $4 50

Perfection, ½-lb. tins, per doz. 2 40

Perfection, ¼-lb. tins, per doz. 1 30

Perfection, 10c size, per doz. 0 90

Perfection, 5-lb. tins, per lb. 0 37

Soluble, bulk, No. 1, per lb. 0 20

Soluble, bulk, No. 2, per lb. 0 18

London Pearl, per lb. 0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb. 0 35

Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs. 0 40

Queen's Dessert, 6's, 12-lb. boxes 0 40

Vanilla, ½-lb., 6 and 12-lb. boxes 0 35

Parisian, 8's, 6 and 12-lb. boxes 0 28

Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24

Diamond, ½'s, 6 and 12-lb. boxes 0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size 90 per dz

" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 38c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ¼ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18		0 17
Special Shred	0 17		0 16
Ribbon	0 19		0 15
Macaroon	0 17		0 17
Desicated	0 16		0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80

ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

Coffee

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pou, 1 lb. pots, "	0 22

Confections

PEANUT BUTTER

	Ontario prices Per doz
MacLaren's Imperial—	
Small, 2 doz.	0 95
Medium, 2 doz	1 80
Large 1 doz	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lb., per lb.	0 15

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.

1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.

Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese

MACLAREN'S IMPERIAL

Ontario Prices

	Per doz.
Individual (each 2 doz	$1 00
Small (ea. 2 doz.)	2 40
Medium (ea. 1 dz)	4 50
Large (ea ½ dz.)	8 25
MacLaren's Roquefort Small, (ea. 2 dz.)	1 40
Large (ea. 1 dz.)	2 40
MacLaren's Canada Cream—	
Small (ea. 1 dz)	0 90
Medium (ea. 2 dz.)	1 30
Large (ea. 1 dz.)	2 30

Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books ..... each 0¢

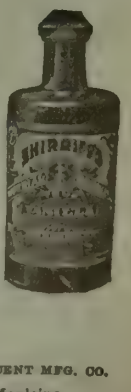
100 books and over ..... each 0¾

500 books to 1000 books 0¾

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

SATISFIED CUSTOMERS

are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.
The polish comes quickly and goes slowly. It will not stain the hands.
Put up in attractive boxes. Feature this attractive line—your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

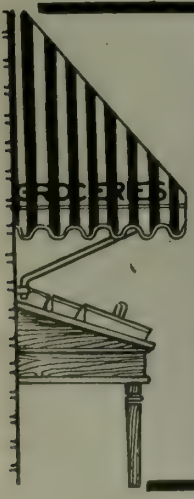
McLEAN

has it!
What?

WHITE MOSS—

the very best Cocoanut

CANADIAN COCOANUT COMPANY, MONTREAL



It's the Profit That's Lost

By having your goods exposed to the sun that bears down heavily on the grocer. Why not save this and add appearance to your store by putting up an awning which will cost you practically nothing, in comparison to losses of spoilt or damaged stock.

WRITE US FOR QUOTATIONS

Raymond Bros.
London Ontario

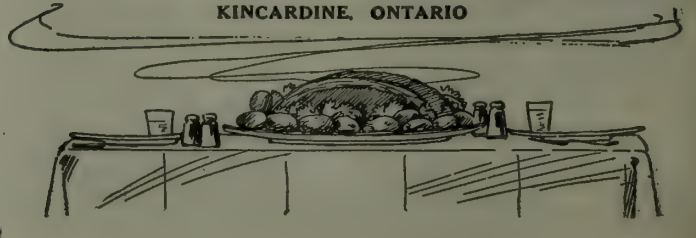
ONTARIO PEOPLE'S SALT

has become the standard in the Canadian home and adds that wholesome zest to edibles so pleasing to the cook.

In the processing, purity and cleanliness reign throughout, making it the perfect salt for table or dairy use.

IT PAYS TO HANDLE THE BEST.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 10
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi-Fins	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	¼ gal., 42s Sq.	17 00
1 gals., 10s	25 00	⅛ gal., 42s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

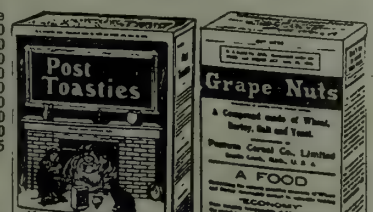
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Force, 36's	4 50
Gusto. 36's	85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Ontario Prices.

Small, case 4 dozen, per doz	0 45
Medium, cases 2 dozen, per doz	0 90
Large, cases 1 dozen, per dozen	1 35

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40

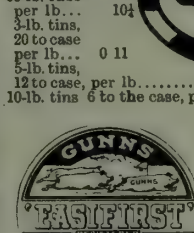
100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10¼
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½



GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).

GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 [illegible]
3 cases of 4 doz	3 [illegible]
5 cases or more	3 35

Marmalade.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

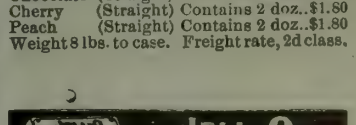
4 lbs. box "Special" per box	0 [illegible]
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25-lbs. cases, 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Jelly Powders

Assorted Case,		Contains 2 doz. $1.80
Lemon	(Straight)	Contains 2 doz. $1.80
Orange	(Straight)	Contains 2 doz. $1.80
Raspberry	(Straight)	Contains 2 doz. $1.80
Strawberry	(Straight)	Contains 2 doz. $1.80
Chocolate	(Straight)	Contains 2 doz. $1.80
Cherry	(Straight)	Contains 2 doz. $1.80
Peach	(Straight)	Contains 2 doz. $1.80
Weight 8 lbs. to case.		Freight rate, 2d class.



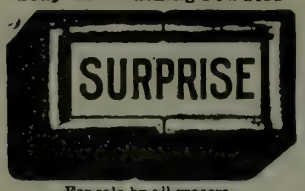
Assorted Case,		Contains 2 doz. $2 50
Chocolate	(Straight)	Contains 2 doz. 2 50
Vanilla	(Straight)	Contains 2 doz. 2 50
Strawberry	(Straight)	Contains 2 doz. 2 50
Lemon	(Straight)	Contains 2 doz. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50
Weight 11 lbs. to case.		Fr'ght rate, 2d class.

IMPERIAL DESSERT JELLY.

Ontario Prices.
Assorted flavors, $1..75 per gross.

IMPERIAL STERILIZED GELATINE.
Ontario Prices.
Cartons 1 doz, 90 cents per dozen.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20

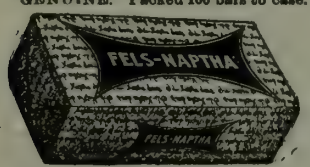
3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.

5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.

GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall.	doz. 2 00	1 gall.	doz. 19 20
¼ gall.	" 6 00	1-16 gall.,	gross
½ gall.	" 10 80	lot	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½

Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz.-tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case

SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND

Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.

			Per case
Case No. 1,	60 1-lb. packages	1 case	$2 85
		5 "	2 75
Case No. 2,	120 ½-lb. "	1 case	2 85
		5 "	2 75
Case No. 3,	30 1-lb. "	1 case	2 85
	60 ½-lb. "	5 "	2 75
Case No. 5,	100 10-oz. "	1 case	2 90
		5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 33½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
1 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum reselling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 20½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz.	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, ½ doz. cases, per doz.	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case per doz.	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

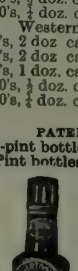
Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz.	1 60
3's, 2 doz case, per doz.	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per dozen
H.P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Nugget Polishes.

Polish; Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7⅔s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
East of Winnipeg only.		
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	0 [illegible]
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

MELAGANA TEA

MINTO BROS., 45 Front St. East

We pack n60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	¼ only	0 70	1 00

Ceylon Tea, in ¼ and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 36
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 56

Jams and Jellies

T. UPTON & CO.

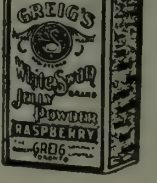
Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.



White Swan, 15 flavors, 1 doz. in handsomecounter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

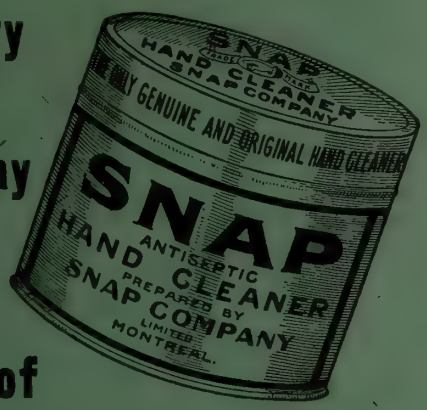
KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

EVERY DAY

and every hour of every day there is call for the use of



SNAP
HAND CLEANER

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited
MONTREAL, QUE.

WARNING!

Crescent

Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging---and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N.B.

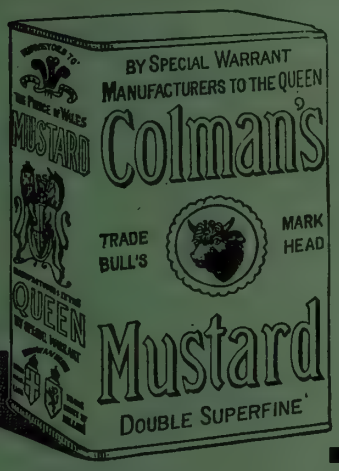
Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXVI. PUBLICATION OFFICE: TORONTO, JANUARY 26, 1912 No. 4



Toronto Office:
30 Church Street

For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

Mrs. Jones Would Be Glad To Know——

that the best cooks are using Crown Brand Corn Syrup in practically every dish where sweetening is needed. Suggest to her that

CROWN BRAND CORN SYRUP

is not only for such obvious things as gingerbread, ginger cakes and ginger cookies but also that it is unexcelled in sauces, preserves, pastry, puddings and other desserts.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

MERCHANTS

Are Authorized to Refund Full Purchase Money on Any of

MacLaren's Imperial Products

Should They Fail to Give Entire Satisfaction

QUALITY

PROFIT

VALUE

RELIABILITY

MacLaren's Imperial Cheese
MacLaren's Canada Cream Cheese
MacLaren's Pimento Cheese
MacLaren's Imperial Olives

MacLaren's Imperial Peanut Butter
MacLaren's Imperial Prepared Mustard
MacLaren's Imperial Gelatine
Imperial Dessert Jelly Powder

Nothing Better

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Co., Limited

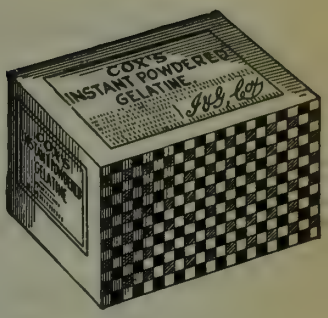
MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

Offices:—NEW YORK CHICAGO DETROIT MONTREAL TORONTO
Factories:—WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

Ask your wholesale grocer

A Marvel In Quality

COX'S GELATINE



The secret of successful merchandising to-day is service, and a suggestion of what can be done with the goods you sell, their deliciousness and the ease with which they can be assimilated, will be appreciated by the young house-wife.

Cox's Gelatine is a standard product of absolute purity with universal fame. It has been the leader for over seventy years, having never been duplicated.

It is peer of all jelly powders, has never disappointed and never will. Your customers get what they expect and want, when you recommend

QUALITY NEVER VARIES

Cox's Gelatine

THE EVER READY DESSERT

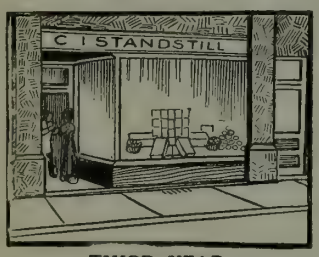
Made only by
J. & G. Cox, Limited
EDINBURGH

Arthur P. Tippet & Co.
AGENTS
Montreal, Toronto

What Progress Have YOU Made in 10 Years?

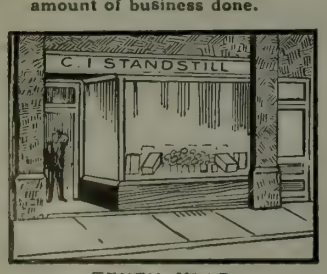
FIRST YEAR
Started in business with new store, new stock and bright prospects.

SECOND YEAR
Doing a fair business, but not quite as much as had been expected.



THIRD YEAR
Same store, good location, but business hasn't grown any. Many customers not regular buyers.

FIFTH YEAR
Still at the old stand. Profits really should net higher on amount of business done.



TENTH YEAR
Can't figure out why other merchants make more money, yet charge same or lower prices than he does.

Some merchants who started business same year as you, have seen their business and profits grow bigger and bigger month after month every year. Others have done "fairly well," making a bare living. Still others have "progressed backwards."

In Which Class Do You Belong?

Have you ever stopped to figure up—to see if you are getting ahead? Your yearly turn-over is how much? Say $30,000. And you figure to net at least 10 per cent. profit. That's $3,000 a year. In 10 years you have EARNED total NET PROFITS of $30,000.

What have you got to show for it? You OUGHT to have a good part of that $30,000. Have you? And you ought to be doing a bigger business with larger profits now than ever before. Do you?

Whether You Succeed or Fail Depends Entirely on Your Methods

If you are not following the right methods you'll make no better progress this year and NEXT year than you have in the past. And your profits will still be *in the future.* You can't "get ahead" by following the methods of unsuccessful merchants. No use trying. You MUST do as successful merchants do.

Successful Merchants Put a Receipt in Every Parcel

And because National Cash Registers provide the quickest and most accurate method of issuing receipts with every transaction, most successful merchants use the NATIONAL system. Why don't you? Don't say you "can't afford it." The reason you "can't afford" a National Cash Register is *because you haven't got one.*

Ask About the New "Get a Receipt Plan," and Write for Free Booklets

National Cash Register Co.

285 Yonge Street, - - Toronto

Canadian Factory at Toronto

F. E. MUTTON, Manager for Canada

FIRST YEAR
Started in business with new store, new stock and modern equipment.

SECOND YEAR
Prompt, careful service makes business grow—needs bigger store. Customers like his methods.

THIRD YEAR
New store—more customers than ever. Gives a receipt with every purchase. No losses.

FIFTH YEAR
Profits saved in five years enable purchase of better location and erection of own building.

TENTH YEAR
Business well established in new store. His methods attract crowds. Earnings very large. Success fairly won, through better service.

BORDEN'S EVAPORATED MILK PEERLESS BRAND

Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

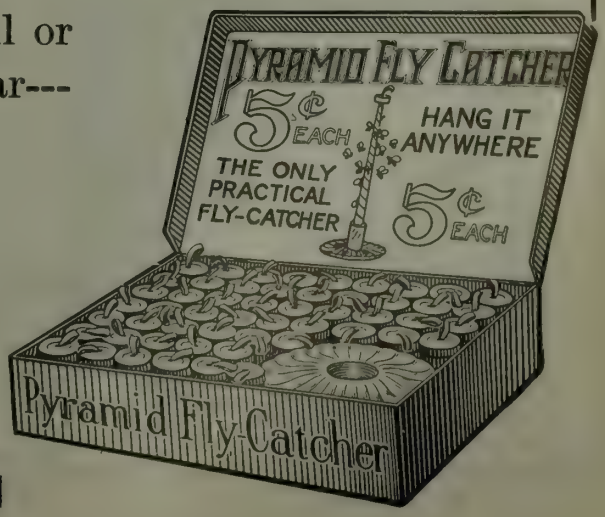
Pyramid Fly Catcher

REGISTERED

Place your order now to insure early delivery. Do not accept a substitute.

This device has taken so readily that we have been unable to fill all the repeat orders at the end of the season---consequently **we** have no old stock.

We will guarantee delivery in April or May---of stock manufactured this year---if you place your order NOW.



Selling Representatives:
MASON & HICKEY, WINNIPEG and CALGARY
J. W. NUNN, VANCOUVER, B.C.
J. FRANCOIS TURCOTTE, QUEBEC

WM. H. DUNN, Sole Importer
MONTREAL, TORONTO AND VANCOUVER

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.

Made in one and two dozen sizes.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

More Quality
More Quantity } For Less Money

1's

THESE are strong selling points for this brand of hand-picked, home-grown, scientifically processed baked beans---prepared either Plain or with Chili Sauce; thoroughly cooked without destroying the form, thereby keeping the flavor rich and even. The Sauces and Spices are chosen with exceeding care as to flavor and purity.

2's

3's Family

3's Tall

"Simcoe" Brand Baked Beans

sales continue to forge ahead, proving that consumers realize more and more that Baked Beans are not only cheaper than potatoes, but more valuable in food properties for keeping the body healthy the year round.

They are supplied in 1's, 2's, 3's Family and 3's Tall, a size for all requirements.

Supply this excellent line or your competitor will.

DOMINION CANNERS LIMITED
Hamilton - - - Canada

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You must realize what effect this policy will have in the long run. We are interested, among other things, in supplying you with the finest line of extracts.

More Than Ninety Flavors

More Than Ninety Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell you she is "so glad you have them," or she will make their acquaintance and thank you afterwards.

Like to test that statement? We'll send you a sample of our

Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so-called "vanillas" offered you to-day. To most people it is a new experience—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

A MERCHANT ASKED HIS CUSTOMERS

whether they would rather have a monthly statement or a statement in full after each purchase as given by

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

More than 75 per cent. of his customers voted in favor of The McCaskey System. This merchant, Mr. O. Zimmerman, of Jamestown, North Dakota, writes:

"Desiring to learn the wishes of my customers in regard to a system to handle their credit accounts, I submitted to them a choice between a monthly itemized statement and a statement furnished with each purchase, the latter being the principle of The McCaskey System. At the close of the experiment, I am glad to say that a large majority of my five hundred customers expressed themselves in favor of The McCaskey System, which entirely eliminates disputes and improves our collections, enabling us to do a more careful credit business."

There are more than 70,000 McCaskey Systems in use in the United States alone. When will you join the army of McCaskey users?

MAY WE SEND YOU INFORMATION ABSOLUTELY FREE? A postal card will bring it.

Dominion Register Co. LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

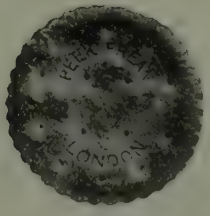
21 Royal Appointments

32 Prize Medals

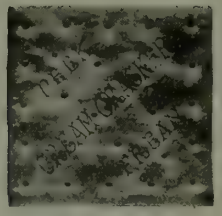
PEEK, FREAN'S BISCUITS

PAT-A-CAKE

BILLIKEN



GOLDEN PUFF



CREAM CRACKER

TEXAS CRACKER

MILK

DIGESTIVE

BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

PINK'S RELISH

A carefully prepared sauce of pleasing flavor.

Only the finest ingredients are employed in making Pink's Relish, and in every stage of manufacture due care is taken to ensure its perfect purity.

You will find this a paying line to stock, for whenever it is once used, a steady demand is created.

Prices from our Sole Canadian Distributors.

The Manufacturers Agency Co.

Montreal, J. W. Windsor, 22 St. John Street. Halifax, N.S., C. E. Creighton, Bedford Chambers.
St. John, N. B., S. Cecil Irvine, 48 Princess Street. Boston, U. S. A., Gen. Sales Office, Board of Trade Bldg.

E. & T. PINK, London, Eng.

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

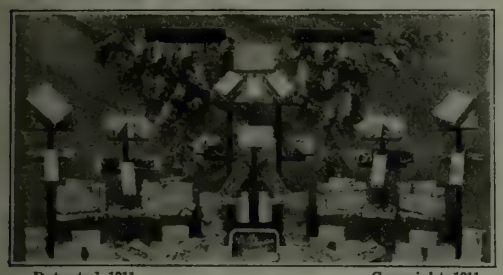
MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

ONKEN
INTERCHANGEABLE
WOOD WINDOW FIXTURE
YOUNITS
TRADE MARK

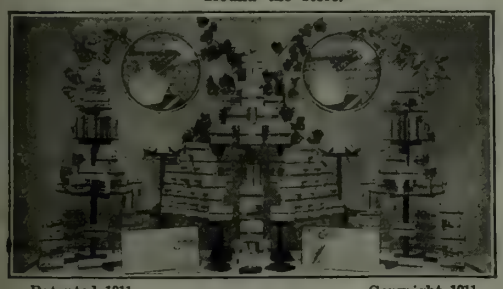
The latest word in fixtures for the grocer's windows

I honestly believe that my new patented set of interchangeable wood window fixtures made exclusively for the grocer's windows is without doubt the best thing that has ever been created.



Patented 1911 Copyright 1911
This is just a sample trim made with 68 YOUNITS of the 125 in the set, leaving 57 that can be used for other trims and individual fixtures.

Patented 1911 Copyright 1911
Another prize winner. This one took only 78 of the 125 YOUNITS in the set, leaving 47 for other uses around the store.



Patented 1911 Copyright 1911
Here is one that took only 68 of the 125 in the set. That leaves you 57 "ONKEN Interchangeable YOUNITS" for other trims and individual fixtures.

I want every ambitious grocer who is keen after more business through his show windows to see how I made 25 beautiful window trims—trims that you can duplicate at as low a cost as 5 cents each by using my set of "ONKEN Interchangeable Wood Window Fixture YOUNITS."

SIMPLE—STRONG—EFFECTIVE

Your window trims may be good, but then, nothing is so good but that it can be improved. Window trimming becomes so simple a matter when a set of "ONKEN Interchangeable YOUNITS" is used that the weekly change of trims becomes a pleasure to be looked forward to, instead of a ceaseless drudge to be abhorred.

Let me send you free my booklet "A Message From Hell"

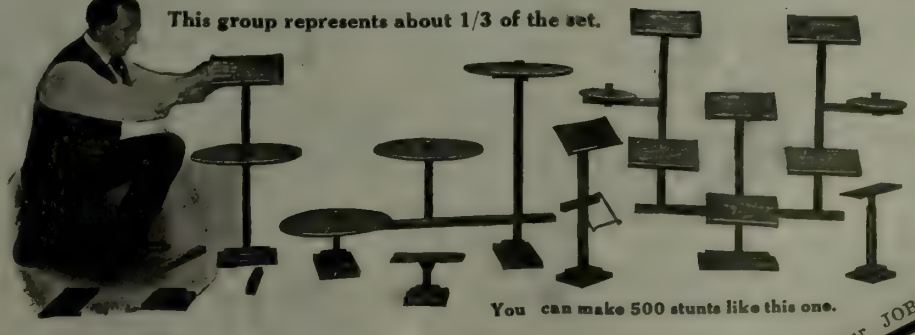
We have this booklet put aside for you. It will give you all the information you may want regarding these wonderful window fixtures. Also a beautiful book of designs showing 25 prize-winning window trims made with less than the total number of "ONKEN Interchangeable YOUNITS" in this set. This book is sent free with each set.

Price, Set No. 14 for the Grocer's Windows, $36.00 Net Cash 30 days. Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the southern Canadian Border.

The price of this set is a great deal less than the amount you will lay out for a lot of fixtures with permanent forms which will not meet all your requirements.

NOTE.—Besides my Grocery set, I make another set for the General store dealer. With this set you can make any kind of window-trims such as grocery, hardware, furnishings, haberdashery, wearing apparel, shoes, drugs and any other kind of merchandise handled by the general store. This set No. 4, Price $28.00. A book of designs showing 32 window-trims covering all lines goes free with this set.

Made of solid oak, in weathered oak (waxed) finish



This group represents about 1/3 of the set.

You can make 500 stunts like this one.

Patented 1911 in Canada, England and US

Order through your JOBBER or DIRECT.

19

Send to-day for the booklet, "A Message From Hell," and let us get in touch with you on the best business-bringing proposition that is out to-day.

The OSCAR ONKEN CO
788 Fourth Ave, Cincinnati, O.

Send me FREE
"A Message From Hell"

_____

_____

THE OSCAR ONKEN COMPANY

788 Fourth Avenue *Established 31 Years* **Cincinnati, Ohio, U.S.A.**

"DOMOLCO"

The Housekeepers Prefer It

WHY?

Because it is put up in Cans, and thus does away with the old-fashioned method of sending the "Jug."

The Children Cry for It

WHY?

Because they want it and must have it on their Porridge and Bread. Stock this popular Brand Molasses and

INCREASE YOUR TRADE

The Dominion Molasses Co.

LIMITED

Halifax, - - Nova Scotia

PACKETING MACHINERY

Of Every Description

PACKETING

LABELLING

WRAPPING

BAG-MAKING

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

[M.E.]

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM

("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

C. Fairall Fisher, 22 St. John Street, MONTREAL.
Alexander Marshall, 144 Water Street, VANCOUVER.
Holloway & Reid, 834 First Street, EDMONTON, Alta.
Hamblin & Brereton, Ltd., Victoria Street, WINNIPEG.
MacLaren Imperial Cheese Co., Ltd., TORONTO.
R. B. Colwell, 265 Barrington Street, HALIFAX, N.S.

PURE **RELIABLE**

Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

John Gray & Co., Ltd., of Glasgow, Scotland

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

Prices from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

ANTI-DUST
DEODORIZES
DISINFECTS

Introduce this to the housewife and she will always insist on having it. This is the most effective up-to-the-minute cleaner and disinfectant and not an imitation.

It eradicates germs and microbes, leaving a sweet fragrant smell. You should use it in your store, Mr. Grocer—you will be enthusiastic with the result.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

To the Intending Purchaser of a Coffee Mill

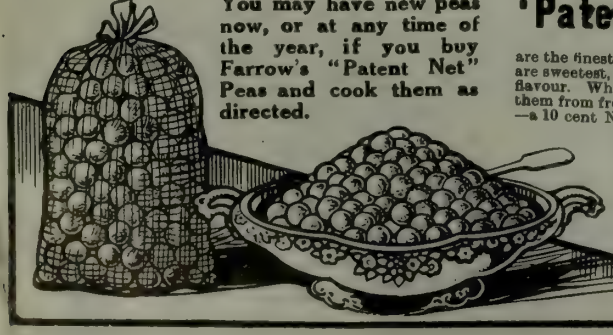
There is no reason why you should spend more money for a Mill than do the thousands of users of COLES mills.
You are in a position to *choose* a Mill, not merely to *buy* one.
You should know the standard of service a Mill ought to give, and you know whether or not that standard is measured by excessive price.
It is this standard of service *without excessive price*, which is to-day satisfying thousands of users of our Mills.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

STIMPSON No. 75 Weighs and Computes 100 lbs.

DO YOU KNOW

How Much of Your Profits Your Weighing Costs?

Overweight cannot be given on a Stimpson Automatic Computing Scale.

Prices $25.00 Up.

Start the New Year Right!

BUY NOW!

SIXTEEN YEARS ON THE MARKET.
EVERY SCALE GUARANTEED.

Write for Information

STIMPSON COMPUTING SCALE COMPANY
DETROIT, MICHIGAN

LOCAL AGENCIES { MONTREAL, WOODSTOCK, TORONTO, VANCOUVER, ST. JOHN, WINNIPEG

RICE. Choice quality, in 100 lb. bags and sacks, at 3¼c. per lb.

WHITE BEANS. Prime quality, in 2 bushel bags, at $2.25 per bushel.

FIGS. Very choice quality, in Taps of about 33 lbs., 4 Taps to a ceron, at 4c. per lb.

CANNED PEAS. We have 500 C/s to offer at interesting prices.

SEEDED RAISINS. In ¾ and 1 lb. packages. Very best quality. If interested, ask for our quotation.

DATES. Hallowee and Sairs, in half boxes and boxes. We are overstocked and will sell at small margin above cost.

MOLASSES. In half bbls. and bbls.

GET OUR PRICES ON THE LINES MENTIONED

R. SIMPSON & COMPANY

WHOLESALE GROCERS

29-31 CHARLES STREET, HAMILTON, ONTARIO

'CAMP'

Don't Disappoint Customers—

There is already far greater business than ever in 'Camp' Coffee, and our advertising will send still more enquiries to your shop. Let your supplies of 'Camp' Coffee be equal to the big demand

'CAMP' COFFEE

R. Paterson & Sons, Ltd., Glasgow.

WHY

are the best of grocers handling L'ETOILE MACARONI?

WHY

do grocers make big profits from L'ETOILE GOODS?

WHY

are grocers in general beginning to make displays of ALIMENTARY PRODUCTS?

BECAUSE

L'Etoile Macaroni is PERFECTION.

BECAUSE

L'Etoile is Canadian made, but just as good as the imported—and there is no CUSTOMS DUTY.

BECAUSE

The housewife appreciates good MACARONI, VERMICELLI and SPAGHETTI once she gets it, and always ORDERS MORE.

ARE YOU WELL STOCKED?

Cie Francaise des Pates Alimentaires

MONTREAL

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"

Canada's Scientific and Sanitary REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

ROYAL SALAD DRESSING

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON-CATO MFG. CO.
WINDSOR, - CANADA

The Right Season

Shows a good profit

Take no substitute

Reliable Quality Packed in Finest French Olive Oil

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor
QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
ST. JOHN, N.B ---
W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---
A. E. Richards & Co.
LONDON, ONT.---
Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---
Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

HORSE-RADISH HEALTHFUL and DELICIOUS

Sterling BRAND

IN BOTTLES

Here's a line that has a large sale in the winter season. There is nothing that gives better flavor to meats etc., and it is an economical relish for the family table.

Sterling Brand Horse-radish is compounded with the utmost care and retains to a remarkable degree the natural flavor of the fresh root.

Get our prices---you will see the value of being interested.

The T. A. Lytle Co.
LIMITED

Sterling Road, Toronto, Canada

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case,	$3.35
Princess Condensed Milk, 4 doz. in case,	$3.90
Banner Condensed Milk, 4 doz in case,	$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

A Grocery Clerk

should know the quality of every article he sells; thus satisfying the buyer and increasing his own selling ability.

RIDEAU HALL COFFEE

has the distinction of being perfectly blended and roasted, which has given it an enviable reputation among coffee experts. It is a fast-selling stock, and each sale means a satisfied customer and a step forward for both clerk and employer.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

QUALITY and Quality alone will hold business—

That's why we hold OUR business with OUR customers—we handle the quality goods that YOU need to hold YOUR customers. Everything you want we have and we are the direct representatives of a constantly increasing number of manufacturers of the high-class goods that go to build up a high-class trade—*Is any other trade worth while?* This is an age of progress and the people who cannot get quality from you in their purchases will go elsewhere for it. You CANNOT afford to lose their custom.

We have the connection and the facilities for supplying your every order, large or small. That NEXT order of yours is the FIRST one we want from you!

RICHARDS & BROWN, - WINNIPEG
Wholesale Grocers and Commission Merchants.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

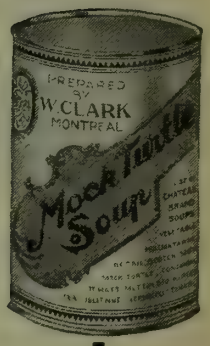
AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

CLARK'S

Pure Foods Sell

because of their—

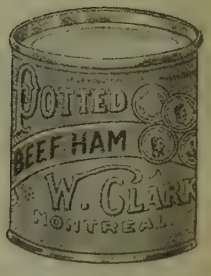
Unequalled Purity



All Meats, Beans, Fruits and Spices are bought in the open markets, **Enabling Us to Carefully Select**

Clark's

Boston Baked Pork and Beans
Cooked Corned Beef
Potted and Devilled Meats
Sliced Smoked Beef
Ox Tongues and Lunch Tongues—



All universally in Demand.

W. Clark, - Montreal

Manufacturer of the celebrated

MINCEMEAT in the NEW STYLE CAN.

Japan Teas

FURUYA & NISHIMURA

CENTURY SALT

EVERYTHING

about a successful grocery store points to reliability of goods handled. Reliability is a prominent quality of CENTURY SALT, giving a delightful savour to all foods and dairy products.

Is the purest and contains the least moisture.

THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,

and is

GUARANTEED ABSOLUTELY PURE

Sold from Ocean to Ocean
ON MERIT

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavor and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler.

JOHN W. BICKLE & GREENING - Hamilton, Ont.
(J. A. Henderson) Canadian Agents

By Special royal permission

ALWAYS the same High Standard of Purity combined with Quality you will find maintained in

St. Lawrence Sugar

The granulated produced only from British West India Raws. Manufactured in Fine, Medium or Coarse Grains.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

5% Discount 5%

On all orders booked before March 15th, we will allow 5% **DISCOUNT.** Orders may be booked for delivery up to June 1st.

Write for Quotations

Write for Quotations

Now is the time to prepare for the campaign against the household pest—the fly—a menace to good health, and disease carrier. Help meet your customers' demands for a sure killer, by selling them

Wonder Fly Killer

which will last the entire season and do its work effectively; It spells death to the fly that sips of the deadly poison. Now is the time to prepare.

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B C.: ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary. Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

THE LONELY SYRUP

"PRIDE OF CANADA"

Lonely because it is in a class by itself. No matter what happens you must sell only the **best** goods if you are to meet with unqualified success.

"PRIDE OF CANADA" MAPLE SYRUP

is certainly high class—has never been adulterated, never will. Don't you think that you would find it to your advantage to give it a trial?

The Maple Tree Producers Assoc. LIMITED

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

OUR ANNUAL TEA SALE

Special values and big bargains for our trade this year. Our Teas were bought before advance in price. Do not buy until you see our travellers' samples, or if they do not call upon you we would be glad to send you samples and quotations on application.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE W.H. ESCOTT CO.
Wholesale Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when
wanting a car of
Evaporated Apples.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty :—Fruit Pulps of all Kinds.

Correspondence Invited.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited

Wholesale Brokers and Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited

Sussex Street, Ottawa, Canada

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE ; and therefore, we CAN'T be unknown."

WHITE DOVE

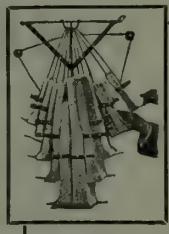
Cocoanut

The cocoanut which can be depended on — fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer,

W. P. Downey

MONTREAL, QUE.



The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.

CRESTON - IOWA, U.S.A.

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

if you are interested in Irish Trade.

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

A FREE

Package of Custard Powder

WITH

CLUB JELLY

The very high quality of this line and the delicious custard powder free, make it most popular. You want the popular line, eh? Then write for prices. We quote right and the goods are right.

CLUB JELLY IS GOOD JELLY

S. H. Ewing & Sons

Montreal - Toronto

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Mr. Grocer—

Do You Realize Just What Heinz Advertising Is Doing For You?

NEVER before did our advertising plans mean as much to the good grocers of this country as they do this year.

We are *educating* the general public to a higher *appreciation* of the family grocer, We are making it plain that when you offer Heinz 57 Varieties Pure Food Products and other lines of similar high quality to your customers, you do it to give them more value for their money.

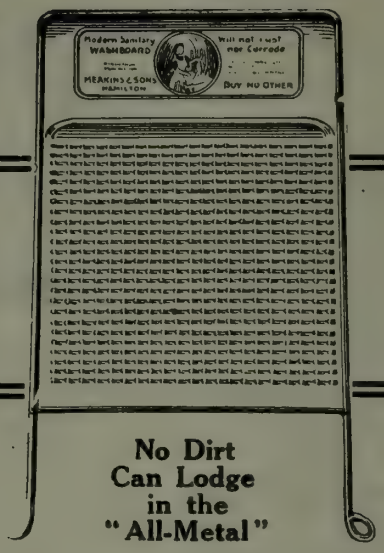
We are bearing down upon seasonable products, too—actual selling talk that sends buyers to your store convinced and ready to purchase.

The way to take full advantage of this effort, Mr. Grocer, is to carry a good line of Heinz goods and keep in touch with the *real spirit* of the Heinz institution.

That's quality business; and it pays in the long run.

H. J. HEINZ COMPANY—57 Varieties

Nowadays Home Management is a Science



No Dirt Can Lodge in the "All-Metal"

MEAKINS' SANITARY WASHBOARDS

have no joints or wooden parts to catch and hold the dirt or germs, which means it is sanitary.

Meakins' Sanitary Washboards are built upon scientific principles. They are made in one piece, will not rust or corrode, have no nails to come loose or rough edges of zinc to cut hands.

Meakins' Sanitary Washboards command a steady sale, which will pay you well to stock.

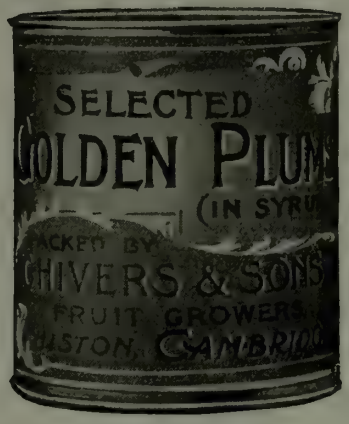
Ask us for Particulars and Prices

Meakins & Sons
Hamilton, Ont.

CHIVERS'

CANNED AND BOTTLED

English Fruits in Syrup



Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.

The STANDARD (London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.

FRESHNESS
CLEANLINESS
: PURITY :

Highest Awards

GRAND PRIX
Brussels International Exhibition, 1910

GRAND PRIX
Turin International Exhibition, 1911

GRAND PRIX
Festival of Empire, London, 1911

CHIVERS & SONS, LTD.

FRUIT GROWERS

HISTON, CAMBRIDGE, ENGLAND

For Samples and Quotations apply to the Agents :

THE W. H. MALKIN CO., LTD.
57 Water St., VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West, MONTREAL
(Canada and Newfoundland)

Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO
HARICOT
ONION

CARROT
LENTIL
PEA
&c., &c.

ONTARIO SALT

has made a permanent place for itself in every locality. The housewife wants this salt, no other is good enough. This is the salt you should sell.

For prices, etc., address

The Ontario People's Salt & Soda Co., Limited

KINCARDINE, ONTARIO

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

"GOLDEN RAY"

CLEANER

A NEW DISCOVERY

of great value to the housewife. CLEANING is its function. Cleans all kinds of stains from the finest fabrics to carpets, clothes, felt goods, canvas shoes.

AN UNEQUALLED HAND CLEANER

Removes the most ingrained stain, leaving the hands soft and clean.

You Want This Wonderful Cleaner.
Try It Yourself At Our Expense.

- Mail This Coupon -

Send me sample tin of your Cleaner at your expense.

Name.....

Address.....

WAITE & FULLER, 143 McGill St., Montreal

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,000,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

CABINET

MAPLE SYRUP

OU CAN HAVE IT FOR LESS

The large and frequent orders which reached us last season for CABINET proved beyond the shadow of a doubt that it had been a great "take" both with the retailer and consumer.

Reports from travellers and jobbers indicate that this syrupy syrup that IS Maple will be the big seller this year again. We have therefore decided that NOW is a favorable time to make a

BIG EXPERIMENT

We are reducing our prices and allowing you an even fairer profit as proof of the value we place on your co-operation and furthermore to meet competition. We are determined to place our goods with you at such a price that you can not only increase your trade, but also maintain your reputation.

CABINET
Maple Syrup
(Compound)

The Real Sap Flavor Always

CABINET
Maple Syrup
(Compound)

When you sell CABINET you are selling something which is guaranteed to satisfy and you should not hesitate for one moment to either order from your jobber or write us direct for price list and further particulars.

RAMSAYS LIMITED

330 Nicolet St. **Montreal**

Notwithstanding Reports to the Contrary

Perrin's Biscuits

and

Candies

Are Still Being Supplied to the Trade.

D. S. Perrin & Company, Ltd.
London, Canada

Wagstaffe's Fine Old English

Pure Seville Orange Marmalade, Jelly Shred Marmalade, Fig and Lemon Marmalade, Ginger Marmalade, Pineapple Marmalade — the best sellers—Now ready for delivery.

Our products of pure fruit are processed in the most modern and cleanly preserving plant in Canada. "Cleanliness" is our moto throughout the making.

Wagstaffe's Jams, Jellies, Marmalades, etc., are prepared in COPPER kettles, boiled in SILVER pans, and packed in GOLD lined pails. Are guaranteed absolutely free from preservatives, glucose or coloring matter. Display these reliable products, they sell with little effort. The public know the quality.

BOOK YOUR ORDERS QUICKLY

Wagstaffe Limited

PURE FRUIT PRESERVERS

Hamilton - - - Canada

Kitchener Brand Pork and Beans

Everything that careful selection, sanitary handling and expert packing can do to make a canned article as perfect as possible has been embodied in the well-known

Kitchener Brand Pork and Beans

By our process of cooking, combined with just the right amount of flavoring ingredients, KITCHENER BRAND compares favorably with home baked.

5c. and 10c. sizes.

The delicious flavor and the convenience of size, 5c. and 10c., make it a line that can be handled profitably by the grocer who serves a family trade.

Ask for Quotations.

OSHAWA CANNING CO., LIMITED

OSHAWA - - - ONTARIO

CANNERS:

We invite you to witness the operation of a **MODEL F "PEERLESS" HUSKER** *at Rochester Canners' Convention. Shown* **husking green corn.** *Get our 1912 booklet.*

Yours respectfully,

PEERLESS HUSKER CO.

Buffalo, N.Y.

The Last Word

in coffees is—UNIFORMITY. The dealer does not hold his trade long who sells coffee that varies in quality from time to time.

Try Chase & Sanborn's High Grades for a few weeks and note how your customers stay by you.

Highest quality plus uniformity does it.

CHASE & SANBORN

MONTREAL

THE IMPORTERS

EVAPO-RATED MILK

ST. CHARLES MILK

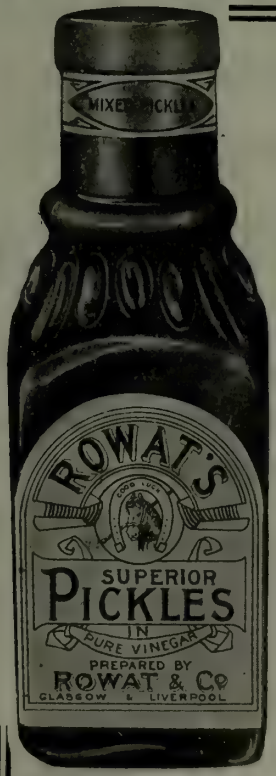
IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA



Stop and Consider

what it means to have lines which will make customers! Stock

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

and you will materially strengthen your hold on your trade.

ROWAT & CO.

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B C.

PUT YOUR HAND ON A PAYING PROPOSITION

as is offered in the quick selling L. & B. JAMS and JELLIES. They have won a name for themselves because these products contain only pure fruits, absolutely free from chemical preservatives.

They please the customer and leave a good margin of profit.

LINDNER & BENNER, Toronto

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

HOW IS YOUR STOCK OF

MAPLE SYRUP?

We have an especially attractive proposition on our

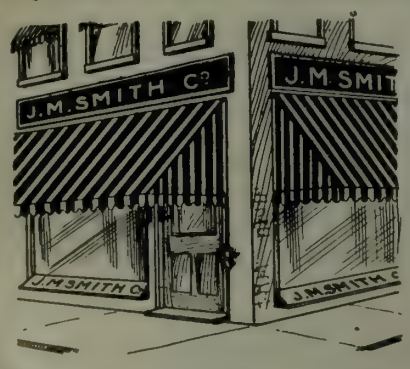
"ANCHOR" Brand

All sizes---Quart Bottles---Pint, Quart, Half Gallon and Five Gallon Tins.

Write us or see our travellers

EBY-BLAIN, LIMITED

Wholesale Grocers **Toronto**



You Should Figure Out

the loss occasioned by allowing the sun to beat upon fruit or other perishables which you display, and the low cost of an awning protection. You will realize the necessity of this addition which will add to the appearance of your store and retain the freshness of your stock—making it always saleable. Write us for quotations for next season.

Raymond Bros. - London, Ont.

McLEAN

is smiling

because everyone says

"White Moss" Cocoanut

is the best, and he knows they are right.

Do you smile contentedly? McLean will help you.

CANADIAN COCOANUT COMPANY, MONTREAL

MAKES IT POSSIBLE

For every grocer to build up and maintain a large and profitable tea trade.

To dispense with at once the necessity of carrying a large stock of tea, deteriorating in quality and eating its head off in interest.

To secure a speedy, actual and protected profit on all sales, and to put the tea pedlar out of business.

To serve your customers with the finest tea grown, fresh and fragrant from the tea-gardens of Ceylon.

THE "SALADA" TEA COMPANY

TORONTO **MONTREAL**

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 51
Adamson & Co., J. T. 20
Allison Coupon Co. 54
Aylmer Condensed Milk Co. inside back cover

B

Balfour-Smye & Co. 19
Benedict, F. L. 21
Bickle, J. W., & Greening 18
Borden Condensed Milk Co. 3
Bovril, Ltd. 52
Bowser, S. F. 54
British American Assurance Co. 24
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 55
Canada Maple Exchange 54
Canadian Cocoanut Co. 30
Canadian Produce Co. 53
Carter Co. H. W. 8
Chase & Sanborn 29
Chivers & Sons 23
Church & Dwight 11
Cie Francaise de Pates Alimentaires 14
Clark, W. 17
Clawson & Co. 20
Clements Co., Ltd. 61
Coles Mfg. Co. 12
Concord Canning Co. 65
Conners Bros. 65
Continental Bag & Paper Co. inside back cover
Crescent Mfg. Co 57

D

Dalley, F. F. Co 70
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co 58
Dominion Molasses Co. 10
Dominion Register Co. 6
Dominion Salt Co. 18
Downey, W. P. 21
Dunn, W. H. 3

E

Eby-Blain, Limited 30
Eckardt, H. P 44
Edwardsburg Starch outside front cover
Epps, James & Co 50
Escott, W. H. Co., The 20

Eureka Refrigerator Co. 14
Ewing & Sons, S. H 21

F

Farrow & Co., Jos. 12
Fearman, F. W., Co. 52
Fels & Co. 50
Furuya & Nishimura 18
Fussell & Co. 11

G

Genesee Pure Food Co. 47
Gillard, W. H., & Co. 70
Gillett, E. W., Co., Ltd. 55
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Gray, John 13
Gunns, Ltd. 52

H

Halifax Cold Storage Co. 63
Hamilton Cotton Co. 24
Heinz, H. J., Co 52
Horton Cato Mfg. Co. 15
Hotel Directory 24

I

Imperial Extract Co. 6
Irish Grocer 21
Isaac, Robert 54
Island Lead Mills Co. 24

J

James, F. T. 64
Jameson Coffee Co. inside back cover

K

Kessel Co., F. 21

L

Labrecque & Pellerin 56
Lambe, W. G. A. 20
Lemon Bros. 58
Lind Brokerage Co. 20
Lindner & Renner 30
Lloyd, Ltd., Edward 58
Lovells Bag and Packet Machinery Co. 11
Lytle Co., T. A. 15

Mc

MacLaren Imperial Cheese Co. 20
inside front cover
MacNab, T. A., & Co. 20
McCabe, J. J. 60
McDougall, D., & Co. 21
McLeod & Clarkson 20
McVitie & Price 52
McWilliam & Everist 60

M

Magor, Son & Co outside front cover
Major, L. H., & J. Soubliere 21
Malcolm, Jno. & Son 15
Maple Tree Producers 19
Marshall Brokerage 20
Mathewson & Sons 63
Mathieu, J. L., Co. 63
Meadow-sweet Cheese Co 24
Meakins, Sons & Co 22
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 57
Mott, John P. & Co. 56

N

Nation, E. J. 58
National Cash Register Co. 2
Nelson, Dale & Co. 14
Nicholson & Bain 51

O

Onken Co., Oscar 9
Ontario Peoples Salt & Soda Co. 24
Oshawa Canning Co. 28

P

Paterson, R. 14
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Peerless Husker 28
Perrin, D. S 26
Phoenix Packing Co. 15
Pickford & Black inside back cover
Pink, E. & T 8

R

Ramsay's Ltd. 25
Raymond Bros. 30
Reindeer Ltd 52
Richards & Brown 16
Robinson & Co., O. F. 21
Rock City Tobacco Co. 67
Rowat & Co. 29

S

St. Charles Condensing Co. 29
St. Lawrence Flour Mills Co. 56
St. Lawrence Sugar Refining Co. 19
St. Vincent Arrowroot Growers and Exporters' Association 56
Salada Tea 31
Sanitary Can Co 4
Sapho Mfg. Co. 12
Silver, H. R. 20
Simpson & Co., R. 13
Sherbrooke Cigar Co. 67
Smalley-Kivan & Outhank 70
Smith, E. D 59
Smith & Schipper 50
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 4
Stevens-Hepner Co. 65
Stewart, I. C 21
Stimpson Comp. Scale Co. 13
Stringer, W. B 66
Symington Co. T. 16
Symington Soup Co. 51

T

Thum Co., O. & W. 54
Tilton, J. A. 20
Tippet, Arthur P. & Co 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 67

U

Utilities Limited 5

V

Vipond, H. P. 58

W

Wagstaffe Ltd. 27
Waite & Fuller 24
Walker Bin and Store Fixture Co 16
Walker, Hugh, & Son 61
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills inside back cover
West India Fruit Co. 61
West India Co 79
Western Assurance Co. 24
Western Distributors, Ltd 20
Western Salt Co. inside back cover
Wethey, J. H. 50
White & Co 61
White Swan Spice & Cereals, Ltd. 18
Wiley, F. H. 20
Wilson, Jos. R 19
Woods & Co., Walter 71
Woodruff & Edwards 8

Bill to Levy Tax on Mail Order Houses

One in Course of Preparation to be Introduced into Ontario Legislature—Goderich Board of Trade Behind the Measure—Some Merchants Opinions on the Proposal—Tax Would be Based on Local Dealers' Taxes.

Merchants throughout Ontario are be coming much interested in the proposal to introduce a bill into the legislature re placing a local business tax on mail order houses doing business in any municipality in competition with retail merchants.

The principle of the bill is to give municipalities where business is being done by mail order houses in direct competition with local merchants the option of levying a local business tax on these houses based on the average tax paid by the local merchants.

Started in Goderich.

The seed was sown in Goderich, Huron County, and is being vigorously nursed by the Board of Trade, of Goderich, backed up by the retail merchants.

It is a well-known fact that the large catalogue houses have been for years and are still doing much business in many Ontario municipalities and at no cost while merchants of these localities are striving for the same business in the face of, in some cases at least, heavy taxation. While the spread of this mail order business is to a large extent due to the inadequate methods of store and business operation on the part of merchants, yet in the eyes of local dealers it seems unfair that outside houses can sell to their customers without paying any tax whatever.

This is the point the Goderich Board of Trade and Goderich merchants are studying carefully and they are now backed up by other Ontario Boards of Trade and most certainly have the sympathy of the majority of local merchants.

N. C. Cameron, a Goderich dealer, who is taking a deep interest in the proposed legislation has interviewed among others, President Somers of the Toronto Board of Trade.

Sympathises with Purpose of Bill.

Mr. Somers, while in sympathy with the movement, told The Grocer he was in doubt how the scope of such legislation could be limited. The question is, would it include ordinary general mail order houses only or would it take in all manufacturers selling their particular products in outside municipalities.

The Grocer got in touch with a number of general merchants in Ontario to secure their views on the question.

Tax Suggested too Low.

A Midland dealer does not believe a tax based on the average tax of local merchants is sufficient. It would amount to mere nothing, he says.

"I do not think that under the present system of taxation any merchant pays more than 1 per cent. at the very outside," he said. "In fact we are doing a business of over a quarter of a million, and our total taxes only amount to $800. So you see it would only amount to ⅛ of 1 per cent. in our business.

"We think that mail order houses should be charged a percentage on every dollar's worth of business they do outside their own city.

"It costs the average merchant 12½ per cent. for wages alone to sell his goods. This does not take into account rent or money invested in building and plant, nor any of the other expenses incidental to carrying on business.

"The money we pay out in wages to salespeople is spent in our own town and the town receives its revenue in the way of taxes, whereas the mail order houses while they pay wages to employes on the particular goods sent to small towns, those wages go to pay taxes in the cities.

Five per cent. on the Dollar.

"So it seems to us there should be some other way of getting after the mail order concerns. We think that not less than 5 per cent. would be a fair levy on every dollar's worth of merchandise entering a town from mail order houses."

A Napanee merchant does not favor the local business tax being made optional on the part of the municipality.

"The mail order houses," he affirms, "do their biggest business outside the towns, villages and cities," intimating that farming communities would not favor it.

Would Stop Auction Sales.

A Brantford dealer, approached on the matter, is in favor of some such legislation and promises to support the measure. He is in accord with the suggestion that the tax levied be based on the average tax of the merchants of a particular municipality.

At the same time this merchant brought up the question of passing a measure to deal with "the auctioneering off of all kinds of worthless stuff brought in from outside points."

This is something that might well be looked into by merchants. In some towns and cities there are these auction sales going on all the time. A quantity of goods is brought in—often of little use—and sold off to bargain hunters who have long grocery bills unpaid. Views on this subject from readers should prove interesting.

Now that the question of taxing mail order houses has been brought forward seriously every merchant should do his share to help it along if it is found feasible.

REVIEW OF THE TEA MARKET DURING 1911

Forces that United to Make It High One—Top Price Touched in October and November.

London, E.C., Jan. 23.—A review of the tea market during 1911 shows the distinct rise in values made during the latter part of 1910 have been further improved on.

The average price for Indian teas during the year was 8.91d., an advance of .61d. over the previous year. While that of Ceylon was 8.88d. as against 8.19d. in 1910.

These figures had not been previously reached since 1897 and 1893, respectively, while as recently as 1905, the Indian average was 7.30d. and the Ceylon 6.99d.

The shortage from Northern India in the early months of the year, the drought during the middle of the year in several districts of Ceylon and Southern India, the dockers' strike in Europe and well sustained competition were the factors contributing strength last year.

The highest point of the market was touched during October and November when the price of common leaf tea advanced to 8¼d, a figure not previously recorded since 1891.

National Canners' Convention Programme

Important Bill of Fare on for Annual Meeting at Rochester Week of Feb. 5—Exhibit of Machinery and Canners' Supplies—Many Prominent Speakers Will Give Addresses.

Preparation for the annual meeting of the National Canners' Association, Manchinery and Supplies Association and Dried Fruit and Canned Goods Brokers' Association to be held at Rochester, N.Y., from Feb. 5 to 9, have been completed. They include an elaborate array of addresses on canned goods and analagous subjects and an exhibit of canning machinery, canners' supplies, etc.

Judging from the applications for space and the interest the convention is creating throughout the United States and Canada it is expected to exceed all past annual meetings in point of attendance and importance. The Machinery and Supplies Association has already applications for more floor space than that of any preceding convention.

On Monday, Feb. 5, the formality of registration will be the only order of the day. The official badge must be secured from the secretary, J. A. Hanna.

On Tuesday, Feb. 6, at 10 a.m., there will be a joint meeting of all associations when addresses of welcome from Rochester civic officials will be heard as well as addresses from the presidents of the three sections of the association. Special committees and officers' reports will also be given.

The programme for the remaining days in detail is as follows:—

Tuesday Afternoon, 2 O'clock.

"Soils and Fertilizers," Henry G. Bell, National Fertilizer Association.

"Solid and Fluid Content of Canned Food," Dr. W. D. Bigelow, assistant chief, Bureau of Chemistry, Department of Agriculture.

Informal Discussion.

"Why We Need Business Men Today in Our Government," Geogre B. Wason, president Wholesale Grocers' Association, Boston, Mass.

"Canners' Exchange," address.

4 o'clock annual meeting Machinery and Supplies Association, Auditorium hall.

8 O'clock p.m.—Special Session.

Badges will admit owners.

Address—Brigadier General Henry G. Sharpe, commissary general U.S. army.

Address—Marion Harland.

Address—Dr. Harvey W. Wiley.

Wednesday Morning, 10 O'clock.

Address—Dr. Samuel C. Prescott, Boston School of Technology, Boston, Mass.

Address—C. H. Bentley, California Fruit Canners' Association, San Francisco, Cal.

"Industrial Research and Its Relation to the Canning Industry," Dr. A. S. Cushman, Institute of Industrial Research, Washington, D.C.

"Some hints on Factory Sanitation," Dr. A. W. Bitting, Bureau of Chemistry, Department of Agriculture, Washington, D. C.

Wednesday Afternoon, 2 O'clock.

Publicity—Short addresses will be given by the folowing:

J. P. Olney, Fort Stanwix Canning Co., Rome, N.Y.

Wm. Judson, president, Wm. Judson Co., Grand Rapids, Mich.

H. W. Phelps, general sales manager American Can Co., New York City.

B. M. Fernald, Fernold, Keene & True Co. West Poland, Mo.

Richard Dallam, president Smith-Webster Co., Bel Air, Md.

George A. Cobb, assistant general sales manager American Can Co., New York City.

W. C. Leitsch, Columbus Canning Co., Columbus, Wis.

L. A. Sears, Sears & Nicholls Co., Chillicothe, Ohio.

Frank L. Deming, Pacific American Fisheries, Chicago, Ill.

C. S. Jones, president National Canned Goods and Dried Fruit Brokers' Association, Peoria, Ill.

Thomas G. Cranwell, president Continental Can Co., Syracuse, N.Y.

C. H. Bentley, California Fruit Canners' Association, San Francisco, Cal.

Chas. E. Wilcox, Sprague, Warner & Co., Chicago, Ill.

J. W. McCall, Gibson Canning Co., Gibson City, Ill.

F. W. Douthitt, Big Stone Canning Co., Big Stone, S. Dak.

Walter B. Timms, Auston, Nichols & Co., New York City.

H. A. Dickie, general sales manager U. S. Printing Co., Cincinnati, Ohio.

Frank Van Camp, Van Camp Packing Co., Indianapolis, Ind.

Charles Corby, Corby Commission Co., New York City.

C. T. Lee, Libby, McNeill & Libby, Chicago, Ill.

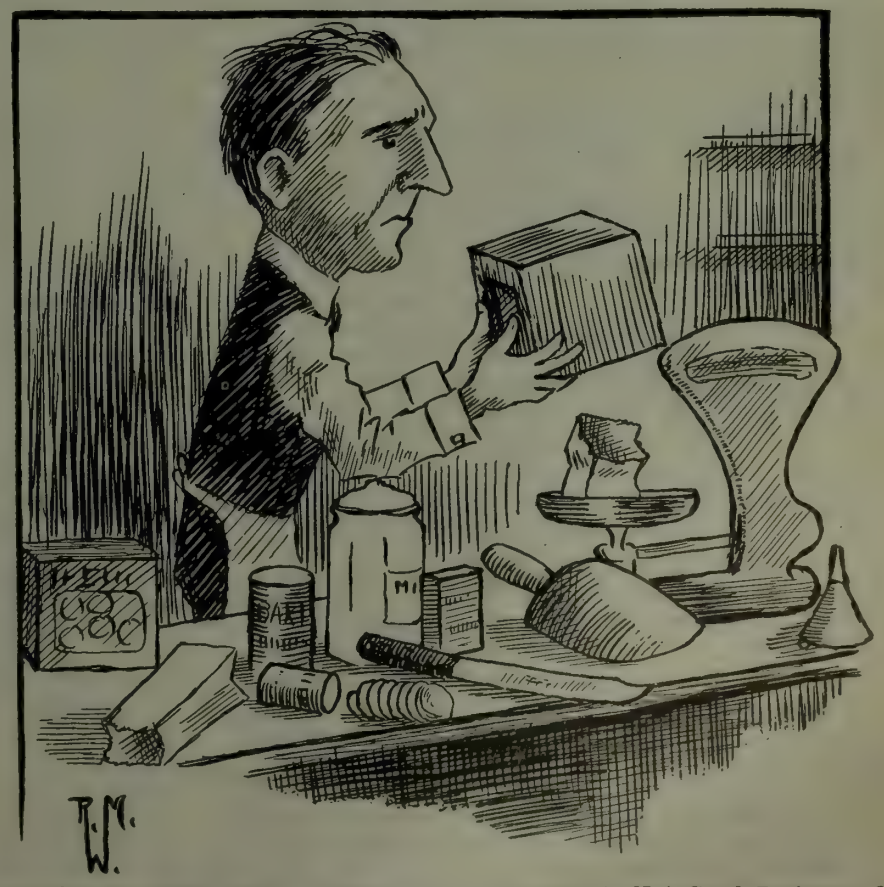
William Moore, president Illinois Canning Co., Hoopeston, Ill.

Impromptu addresses on this important work of the association are also invited.

Machinery Hall will be closed Wednesday afternoon during this session.

Thursday Morning, Feb. 8, 10 o'clock.

Address—Frank A. Aplin, J. K. Armsby Co., New York City.



Allowing Too Much Stuff to Collect on the Counters is Not Good Business. It Suggests Lack of System and Carelessn ess.

Address—George N. Numsen, Wm. Numsen & Sons, Baltimore, Md.

"Patents," address by R. P. Scott, Chisholm-Scott Co., Cadiz, Ohio.

Thursday Afternoon, 2 o'clock.

Reports of all committees.

Election of officers

Thursday Evening.

Theatre party (Lyceum Theatre) tendered by the American Can Co. The play will be "Rebecca of Sunnybrook Farm."

The annual dues of the members of the National Canners' Association include the cost of the official badge (two dollars).

Canadian Grocery Items Done Up in Brief

New Companies Incorporated——B. C. Oyster Industry Increasing—Food Condemned by Winnipeg Authorities.

Quebec and Maritime Provinces.

The annual euchre and at home under the auspices of the Montreal grocers' branch of the Retail Merchants' Association will be held on Wednesday, January 31.

* * *

The grocers of Montreal will not actively interest themselves in the approaching municipal elections. At their regular meeting the question was introduced, but was finally laid on the table.

* * *

The G. E. Barbour Co., wholesale grocers, St. John, N.B., have extensive changes in view for this spring. They have secured lease of the Alexandra building at corner of Smyth Street and the wharf and this will be fitted up in modern fashion.

* * *

The L. Chaput, Fils & Cie., wholesale dealers and importers, Montreal, have been incorporated with a capital stock of one million dollars. Charles Chaput, Armand Chaput, Ferdinand Prud'homme and Emile Chaput, merchants and Bruno Trudel, are the incorporators.

Ontario.

The E. B. Eddy Co., Ottawa and Hull, are building a big new power house.

* * *

The London Co-operative Society will seek authorization to open a store.

* * *

Letters patent have been issued increasing the capital stock of "St. Lawrence Starch Company" from $350,000 to $800,000.

* * *

Rishors, Limited, Peterborough, Ont., wholesale grocers, have been incorporated, the share capital of the company being placed at $100,000. The incorporators are Charles Rishor, G. F. Schneider, E. V. Rishor, O. S. Matchett and Wm. Noftall.

* * *

In Lindsay, Ont., there is a movement on foot to hold a three-day clearing or after-stocktaking sale in which all merchants could join. It is proposed to hold this during the first week in February.

* * *

The Ontario Canning Co., Sarnia, Ont., are planning to enlarge and improve their plant this year. New machinery will be installed for the more rapid handling of goods. The company has rented 200 acres of land in the Sarnia Reserve which will likely all be planted in peas.

* * *

T. J. MacKey, Connecticut Oyster Co., Toronto, addressed the Toronto Stewards' Association on the cultivation, shipment and handling of oysters. He said that in 1911 there were 227,000 gallons of oysters imported into the Dominion. He claimed that the reason Canadian oyster beds were not prosperous was due to the conflict of jurisdiction over the waters between the Provincial and Dominion authorities.

* * *

Extensive alterations will be made to the grocery store of E. F. Mason, George St., Peterborough, Ont. The interior is being altogether changed. Modern fixtures for preventing dust and dirt gathering on goods will be installed as well as recent types of refrigerators for storing of cooked, smoked meats, etc. A new feature will be a gallery along two sides and rear of store enlarging the capacity and ensuring more and attractive display space.

Western Canada.

In a report on the oyster industry of Canada, it is stated that British Columbia is the only province in which the oyster industry is on the increase. From between two and three hundred barrels around 1884, the production went to 1,750 in 1890 and in 1909 amounted to 3,960 barrels.

* * *

The Vancouver Packing Company, of Vancouver, B.C., has been incorporated by E. J. Harwick, M. G. Peterson and several others with a capital of $10,000.

* * *

The "Prince Rupert Fish and Cold Storage Company," has been incorporated with $500,000 capital. The chief place of business is Prince Rupert, B.C. Among the incorporators are Frank Evans, Prince Rupert, and J. G. Beatty, broker, Toronto.

* * *

Forty-five tons of foodstuffs were condemned by Winnipeg inspectors in December, 1911. Six tons of nuts that came to this city for the Christmas trade were found to be nearly all bad and destroyed. Nearly 30 tons of vegetables went the same route while 1828 pounds of light weight bread were distributed to charity.

* * *

Calgary merchants, doctors, lawyers, etc., have formed a retail merchants' protective association for protection against bad debts. The annual fee is placed at $15 per year. A permanent secretary will be employed.

FRUIT VERSUS GROCERIES.

TORONTO, Jan. 25.—The puck chasers of Davidson & Hay, wholesale grocers, went down to defeat at the hands of White & Co.'s aggregation by a 4-2 score on Saturday last. Excelsior rink was the battleground and the struggle was interesting from several angles. The opposing forces lined up like this:—

Davidson & Hay—Goal, E. New; point, G. S. Moffat; cover, H. C. Minett; rover, S. McIntosh; forwards, R. H. Davidson, Guthrie Bell and S. J. Wyllie.

White & Co.—Goal, Jordon; point, Surtiss; cover, Rilev; rover, Cuthbert; forwards, Hunter, Bent, Langskill.

A return game is booked for Jan. 27.

CANNING COMPANY BUILDING.

The Beaver Canning Co., Bloomfield, Ont., which was recently organized, will soon begin to erect their factory. They have the foundation already laid and when weather permits will go ahead with the work. They have 700 acres of land, owned by the directors, on which they will grow their own produce. The pack will consist chiefly of peas, corn, tomatoes, beans and pumpkins. Their goods will be known under the "Beaver Brand."

Be sure you get your next week's copy of The Canadian Grocer. It will come dressed in a bright, new garb. There will be many improvements in it. It will be worth a careful study.

The Management of a Retail Business

No. 5—CASH DISCOUNTS

By H. C. Carson, F.S.S.

We will suppose that two men are about to start in business, as competitors, each with the same amount of capital, which we will fix at $3,500, and equal in other respects, such as location of store, popularity, organization, and general knowledge of the goods handled.

As the purpose of the article is to show, in figures, the advantage of discounting bills, we will assume that both merchants start free of debt, and with a new stock worth $2,500, of well selected goods, the remaining $1,000 being invested in fixtures and equipment. Management and other expenses of operation will be assumed as being the same in both cases, with selling prices and volume of business averaging about the same say for the first three months. The only difference is that No. 1 has determined to sell for cash as far as may be possible, to insist on prompt collections each 30 days, where cash can not be secured, and to lose no opportunity to discount his bills of purchase, while No. 2 intends to take trade as it comes, without any preconceived ideas as to collections or discounts.

End of First Month.

No. 1 has found it difficult to sell for cash, while No. 2 sells at the same price on credit, so that the turnover has been about the same, say $1,000, one third for cash, and the balance on credit. Purchases have been $500, in each case, and No. 2 finds his position as follows :—

Cash in hand, after paying $150 running expenses	$183
Accounts Receivable	667
Owing to Creditors	500

No. 1, at the very start, foresaw that he would have to borrow, if bills were to be discounted ; and had therefore laid the state of his affairs before his bank, and arranged a line of credit of $1,000. On this he had borrowed $125 each week, or $500 in all, each note at 30 days costing him 73c at 7 per cent. per annum. With the proceeds of each note he had discounted bills at 2 per cent., making $2.50 on each, or $10 cash discounts taken at a cost of $2.92, equivalent to $7.08 net gain in discounts. His running expenses had been the same as No. 2, and the first note being due, it is paid, showing his position as follows :—

Cash in hand after paying $150 running expenses, and $125 note to bank	$ 65.08
Accounts reivable	667.00
Bank indebtedness	375.00

Thus far No. 1 has beaten No. 2 by $708 actual profit, and only owes the bank, while No. 2 has already begun to strain his credit in the jobbing market.

Second Month.

During the first week, No. 1, having sent out his accounts promptly, has collected say $400 of his outstandings, while No. 2, less aggressive, has gathered in $250. Business, in the meantime, is extending, and the sales, in each case, for the second month have reached $1,500, No. 1, in pursuance of his cash policy, as far as possible taking in $900, with $600 in accounts, while No. 2 collects $500 cash, with credits of $1,000.

Purchases have also increased to say $1,000 in each case, for the second month. No. 2 had cash in hand $183 at the beginning of the month, he collected $250 during the first week, and a further $150 during the month, which, with $500 cash sales, makes a total of $1,083. He has paid his merchandise accounts of the first month $500, as indeed he had to do, to insure his further orders being filled, but no discounts have been taken, and a further $150 has been paid out in expenses, leaving his position as follows :—

Cash in hand	$ 433
Accounts receivable	$1,267
Owing to creditors	$1,000

No. 1, on the other hand, has met his bank notes promptly at maturity, and discounted a further $300 for 30 days, which amount, together with cash sales and a further $150 collected from last month's accounts receivable, has been adequate to enable him to take his cash discounts of 2 per cent. on $1,000 purchases. He, likewise, has paid expenses of $150, and stands as follows, at the close of the second month.

Cash in hand	$308.33
Accounts receivable	717.00
Owing to bank (not due)	300.00

No. 1 has made $18.25 in discounts, after paying bank charges, which places him $25.33 ahead of the other merchant, but his accounts are more satisfactory, for he owes no one outside of his bank. He finds, however, that his accounts receivable are larger than he had intended, and prodeeds, even more energetically, to their collection. He explains to his customers that prompt payment is necessary, and asks their support in placing his business on a cash basis. Within the first 10 days of the third month he has reduced his accounts receivable to $300, and collected a further $200 during the month, leaving his outstandings at $100, which he finds difficult to collect. No. 2 has likewise collected about half of his accounts receivable, and applied the funds to the reduction of his indebtedness. Business is going on however, and the third month's business shows $2.000 each in sales, but while No. 1 has sold two-thirds of the amount for cash, his competitor has been content with one third cash, his credits being increased by the balance. Purchases in the meantime have amounted to $1,500 in each case, and No. 1 finds that although he has paid the bank, he must again borrow, this time $150 to enable him to discount.

End of Third Month.

At the end of the first quarter's business, No. 2 finds that his accounts stand as follows :

Cash in hand	$ 582.00
Accounts receivable	1,967.00
Owing to creditors	1,500.00

No. 1, however, has discounted every bill at 2 per cent., making $29.12, after paying bank charges on his new loan of $150, and exhibits the following statement :

Cash in hand	$487.45
Accounts receivable	766.00
Owing to bank (not due)	150.00

Being the end of the first three months business, both merchants use their cash in hand so far as possible or necessary in paying off indebtedness, adjusting the accounts to the following basis :—No. 2 with no cash in hand, owes his creditors $918, and has accounts receivable to collect $1,967, while No. 1 owes nothing, has $766 in accounts receivable, and $337.45 in cash.

He has earned an excellent reputation in the wholesale trade, gained a good name at his bank, and made $54.45 more than his competitor. No. 2 is, of course in good financial condition, but dependent upon his customers to make ends meet.

What Balance Sheet Shows.

Next week we will traverse the next three months of the business introducing special features. Thus far their balance sheets are as follows, the sales, amounting to $4,500, at say 25 per cent. profit and the purchases amounting to $3,000 in each case :

No. 1.

Assets.	
Cash	$ 337.45
Stock	2,125.00
Account rec.	766.00
Fix., etc.	1,000.00
	$4,228.45
No Liabilities.	
Gain	$728.45

No. 2.

Assets.	
Stock	$2,125.00
Ac. rec.	1,967.00
Fix., etc.	1,000.00
	5,092.00
Liabilities.	
Account payable	918.00
	$4,174.00
Gain	$674.00

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STRICT PURE FOOD LEGISLATION

The Grocer understands that the pure food legislation to be introduced into the House of Commons by Claude Macdonnel, M.P. will be of a far reaching character.

While the details are not yet arranged in such a position as to be made public, it is learned that the government at Ottawa will enact legislation that will include all the best features of pure food acts in United States, Great Britain, Germany, etc.

It will be remembered that a couple of years ago food standards were prepared through the Inland Revenue Department and a number have become law. No changes to established standards are likely but those on other foods will be set with regard to highest efficiency in the manufacture of food stuffs.

With regard to the enforcement of food standards The Grocer learns this will be done under the most stringent regulations. Hitherto Canada has in many cases received foreign goods which have been turned away from United States ports by United States government authorities. The recent Chinese egg case in Montreal is one familiar example of this. That it will be a difficult matter for importers to bring goods into Canadian ports that are not exactly as represented is apparently one of the features in connection with the new legislation. The same applies to goods of home manufacture. The men behind the movement seem determined that misrepresentation of foods will be strictly eliminated.

The retail trade has a protection in this matter which they should not overlook. Any retail grocer purchasing goods from a wholesaler or manufacturer can demand a guarantee that the goods are pure. If he gets this guarantee he will be fully protected by law. If he doesn't ask for it and doesn't get it he will be held liable for any adulteration that government inspectors may discover in goods he handles.

From our information, which comes from an authoritative source, it certainly looks as if we are to have stringent food standards and what is of more importance we may look forward to seeing them firmly enforced.

KNOCKING HIS OWN STORE.

Sometimes grocers are not discriminating enough in remarks they make while customers are in the store. The merchant who said before a store full of customers that he didn't know how certain departmental stores could sell so cheaply was thoughtlessly advertising those competitors. As a matter of fact they cannot sell many articles as cheaply as other merchants, but nevertheless the damage was done just the same.

Another actual case of careless speech came to notice the other day.

While two or three customers were in the store the dealer, on seeing another enter, remarked in a loud voice, "So, I hear you didn't like the butter we sent you last week."

It isn't likely those customers will feel safe in ordering butter from that store in future. While the dealer added he had some of better quality in now, yet this store was advertised by the dealer himself as one that couldn't always be depended upon, so far, at least, as butter was concerned.

DEALER'S POWER TO CREATE SALES.

That a dealer can sell goods in which he takes an interest is proven by a story of the manager of a corn-flake manufacturing company.

Not long ago he went into a retail store for a package of corn flakes and naturally asked for those of his firm's manufacture. The dealer had them, but they were stocked in his back shop, where, of course, no one could ever see them.

He was taken gently and reasonably to task for investing his money in goods then placing them out of sight of customers and not attempting to sell them.

The talk bore fruit. The grocer brought the goods out to the shelves and counter and in a short time had placed a repeat order with the corn flake firm.

This actual incident emphasises the power of the dealer and his store to create sales if he takes an interest in them. Had he left the goods in the unpacking room the probabilities are they would have been there yet. This story also illustrates the results that can be obtained through the co-operation of manufacturer and retailer.

WESTERN WHEAT SITUATION.

The situation is little changed from last week with the exception that the Interstate Railroad Commission has seen fit to grant the Canadian Roads Commission to quote lower rates for the cartage of Canadian grain to U. S. centres for storage in bond. This will mean a great boon to the western farmers as it will assure a place of storage for their many thousands of bushels which they are at present unable to market because there is no place to store it after it has been bought by the dealers.

So disgusted have many of the farmers in western Canada became over last year's conditions that reports are reaching the city daily of men who will not even attempt to thresh their grain in the spring but intend to burn the sheaves as they stand in stook early in the spring when preparing the grain for market. Such a condition is truly lamentable but as in some places the ground is needed for sowing again, they deem it most advisable system to follow. Others are advocating that the grain be left in stook till after the seeding season has passed and then it be threshed. There is no doubt that both systems will be followed next spring and the results will be watched with interest by many.

Shipments of grain over the various railroad lines continue to be received in large quantities at the inspection department, but there are yet many reports of car shortages being received from western points. It is hoped that the proposed changes that the railroad com-

panies have agreed to effect will prevent anything of a like nature occurring next year.

Reports from Edmonton where a Farmers' Convention has been held for the last few days indicate that a deputation of western farmers from Alberta, Saskatchewan and Manitoba will visit Premier Roblin shortly at Ottawa to discuss with him points relating to the government ownership of interior elevators. It would appear as if the farmers wish the elevators to be controlled by an independent commission which will not be bound by any department. This will mean that no minister of a department will have the control of this commission.

KEEP CLOSE TAB ON BUSINESS.

The United Cigar Stores Company, who have retail stores all over the American continent, are noted for their systematic methods of conducting business.

In the first place the location of a new store is not made without knowledge that it will be a suitable and profitable one. Facts are first secured as to the number of possible customers passing prospective store sites. For instance, a corner in a city where many men congregate is a favorable location for a store.

Their operating system has eliminated all guesswork and drudgery. The president in New York knows at any given time just how many cigars of any brand are in stock in any store and the amount sold in any given time. This is made possible from reports from all stores which are daily placed on file. These reports show the weak and strong spots in all stores and one helps to check or advance those spots in others.

An inventory is taken every day. The United Cigar Stores carry more than a million dollars worth of stuff. The president has a book showing at any time just how the business stands. This book contains a list of heads such as "gross sales," "rent," "miscellaneous wages," "cost of lighting stores," "miscellaneous expenses," "general expense," "money spent in schemes over which the store has no control," such as special advertising, etc.

Formal inventories are taken by men sent out from the home office twelve times a year, arranged at irregular and unexpected times, and they have also daily reports of sales.

"Yearly inventories," says the president, "wouldn't be of any use to us—or half-yearly or quarterly. Too much can happen in three months. We want to know what is wrong before anybody else knows."

There are many points in the policy of this company in their system to know exactly where they stand, which would be well worth careful study on the part of retail grocers.

CANNERS SHOULD ATTEND CONVENTION.

The annual convention of the National Canners' Association and Allied Industries will be held in Rochester, N.Y., Feb. 5, 6, 7, 8 and 9. As will be seen from the program printed elsewhere in this issue, it will be an important gathering and is destined to eclipse in prominence its predecessors.

Addresses will be given by authorities on every important subject bearing on the canned goods industry. The machinery exhibit on the exposition grounds, where the sessions will also be held, will be a leading feature of the convention. All manner of canning machinery and canners' supplies will be on exhibition, including all latest machines and devices.

Every canned goods manufacturer in Canada who possibly can should be represented at this convention. Rochester can be easily reached by the majority and the opportunity to attend should not be missed.

In referring to conventions a suggestion has been made that canners in Canada form an association in affiliation with the National Canners' organization. It is felt by some that the fish, fruit and vegetable canning industry has now grown to such an extent that an association in this country would be feasible. Opinions of canners on this suggestion would be interesting.

EDITORIAL NOTES

Have you tried paper bag cookery yet?

* * *

You create your own atmosphere. Don't cry hard times.

* * *

Salesmanship that is 90 per cent. talk is not the kind that will hold customers.

* * *

Part of salesmanship is being a good listener. Let the customer do some of the talking.

* * *

The grocer and general merchant who handles seeds should now be making preparations for his spring stock.

* * *

Automobile delivery is creating widespread interest among Canadian merchants. Ten years from now we may expect to see them in every Canadian town and city.

* * *

Another alleged canned goods ptomaine poisoning case has been disproved. Some newspapers are kept busy retracting these days items that were supposed to be news.

* * *

Every retail merchant interested in the proposed measure to place a local business tax on mail order houses, should interview his member in the legislature for his support.

* * *

A Nebraska canner, after four years of experiment, has succeeded in packing baked apples in tin. Thus, after the close of the tomato season, he will be able to proceed with canning baked apples.

* * *

Anybody can be a clerk and hand out goods the customer calls for, but it takes brains and experience to produce salesmanship. Salesmanship draws a salary while clerking brings only wages.

* * *

The United States Government has instituted an enquiry into that now ancient problem "The High Cost of Living." The manufacture of foods, growth of raw material, distribution, profits and co-operative movement will all be taken into consideration. In the meantime we may expect to hear of politicians and other irresponsible persons talking about the abolition of the middleman.

* * *

The Principles of the Bulk Sales Act now in operation in majority of Western Canadian provinces, and likely to become law in Ontario, are to be commended. Such act requires a buyer purchasing a business to inquire into accounts of the seller and also requires a certain number of the seller's creditors agreeing to the transfer and therefore of being informed that the sale is taking place. This prevents the seller from escaping his obligations as a debtor and insures his creditors of at least a portion of their just dues.

Some Association Efforts Going to Seed

"That Government is Best That Governs Least," Says the Old Proverb—Correspondent Places His Opinions and Experiences Before Store Management Editor—Will be Gone Into Fully Next Week.

*By Henry Johnson, Jr.

The matters treated in this article must be disguised more than usual as to locality; and it is better so since what we need is the lesson of the example, not any gossip of the specific instance. Moreover, I can give only the introduction this week, reserving comment for next issue.

The correspondence begins with this letter:

Dec. 28, 1911.

Henry Johnson, Jr., Canadian Grocer:

Dear Sir,—We are mailing the enclosed pamphlet to our competitors. We are not doing this not to advertise The Grocer, but to settle the questions on first page, particularly the first one. Some of our competitors whose percentage of expense is double ours, who excel in credit, time delivery and store service, think we should have the same prices. We believe our clear profits above expenses for the last twelve years have been larger than the average, if not larger than any other grocery store in town. Yet we are called price-cutters because we follow most all competitors' cut prices, and very often continue after they stop.

We make some prices which still leave us a good profit. The cost and below cost prices have been started by our competitors.

In July, 1911, Mr. Blank held two meetings here, also one or more meetings in Dash, to which we believe every grocer but ourselves was invited. We were not approached, consulted or invited. A retail grocers' association was organized here and in Dash, grocers paying $5 per member to join.

While Mr. Blank was urged to consult us and invite us to the meeting, and the first meeting adjourned with the understanding that he was to see us the next morning and invite us to the meeting, his policy was force; he claimed the society could and would force all stores to sell at the highest regular prices, or stop them getting goods.

Since the organization here, prices have been worse than before, and the two promoters (or assistant promoters) have been the worst price-cutters; one displaying in his window the leading 10c articles assorted 3 for 25c, and some 2 for 15c, and advertising 18 pounds standard granulated or yellow sugar for $1; the other advertising 18 pounds best granulated and 19 pounds best yellow sugar for $1.

Enclosed are the ads.; we have not followed those prices. The wholesale price of granulated sugar, bags, here was September 8 to December 6, C. L., $5.98; L. C. L., $6.03, but the retail price never went above $5.85.

The president of the Dash R. G. A. got the consent of ourselves and all others, but these two for reasonable prices, but these two who joined the association in Dash, and assisted Mr. Blank in promoting it here, now pose as the open leading price-cutters. Both are high class credit stores, and such dissatisfaction prevails that the Dash R. G. A. has never had a meeting since organizing in July last.

We would be pleased to have any new, more pointed or complete answers to the questions in the enclosed pamphlet. We are sure any article in The Grocer on "Credit vs. Cash," and anything further on the questions on the first page of this pamphlet will be appreciated at least here and in Dash.

Yours truly,

W. A. G.

Here is the "pamphlet" to which reference is made:

CREDIT BUSINESS VS. CASH BUSINESS.

Should both stores have same prices?

What is average expense of crediting?

Has the country store the right to peddle?

Should the price for eggs and groceries be the same at farmers' houses as at a town store?

Has a man the right to run a cash grocery? If so, could he run it on credit stores' regular prices with no discounts?

If a cash store does not have to compete with a credit store's inducements, does a credit store have to compete with a cash store's discounts?

If credit stores meet a cash store's prices and discounts, also give credit, time, better delivery, etc., as extra inducements, would they not be underselling the cash store?

Is $93 cash equal to $100 grocery accounts, when we consider time charging, time and expense collecting, use of money and losses by bad debts?

One grocer's total expenses may be much less than 10 per cent., another's expenses over 20 per cent. To draw trade from his competitor the latter has added 10 or 12 per cent. to his necessary expenses. If a grocer tries to excel the expenses of the latter and undersell the former, who is to blame for his failure?

The Canadian Grocer, in previous issues, has answered all these questions, also quoted instances showing successful and unsuccessful policies of The Retail Grocers' Association, as tried in other towns.

Canadian Grocer, Oct. 20th, 1911, page 30 and 31, "Advice on Changing to Cash Business." Part of third column reads:

"First, the credit losses will look very small compared with the losses resulting from a GENERAL REDUCTION OF PRICES SUFFICIENT TO LOOK LIKE 'INDUCEMENTS' to the usual buyer.

"The cash business is emphatically one wherein the merchant must enforce his own rules and ways of doing business."

Canadian Grocer, Nov. 24th, 1911, page 32 and 33, "A Cash Business as Opposed to Credit." The question is asked:

In a town of 4,000, where all other grocers give credit and time, ranging from a week to several months, can a man make a success of a strictly cash grocery business without cutting prices on some lines or giving a cash discount on some lines?

Answered by Henry Johnson, Jr.

*"The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business, and is well equipped to answer questions and smooth out difficulties with which others may have met."—Canadian Grocer's foot note.

Part of the answer is (See third column):

"You will immediately think of the big cash dealer of whom you have more or less intimate knowledge and information and you will be apt to say that such a man shows that the cash business is the right business if you know how to run it. I answer that the same man you refer to, is successful because he is made that way and, had he done a credit instead of a cash business, he would have stood just as high above the rest of us as he now stands. IT IS THE MAN—NOT ANY MAGIC IN THE METHOD.

"Specifically to refer to the question of cut prices: YES, YOU WILL MAKE SOME SPECIAL PRICES IF YOU SELL FOR CASH, but actually you will not make more of them than you would as a live credit-giving man. When we sold "patents" we sold them on the

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

average for 85c for the dollar preparation, 40c for the 50c preparation, etc. But this was actually about the range at which the druggist sold. The difference was that we displayed and advertised these things, while the druggist cloaked himself in more or less mystery and pretended to get regular prices.

"Suppose you do $12,000 per annum, of which $5,000 is presently credit. In the way of actual expenses, what can you save through changing from credit to cash? Counting all time taken on these accounts and all wasted time on these matters, can you actually figure THAT YOU WOULD SAVE $30 A MONTH?

If that is the extent of your saving you have 3 per cent. to use in the way of a general reduction in your prices. Where will you put that percentage to make it show up strikingly to your trade?"

Note the above figures $5,000 credit sales equals a loss and expense of 3 per cent. on total sales, or equals 7.2 per cent. on the credit sales. So if a store sells 5-12 credit and 7-12 cash it takes about 3 per cent. on total sales to cover loss and expenses of credit sales.

Mr. Johnson in writing the above considers the saving of a cash business will be used in reducing prices, and put where it will show up most strikingly.

Canadian Grocer, Nov. 24th, 1911, Page 42, refers to Burr Bros., Rockford, Ill., as successful merchants in operating both credit and cash stores, in the same city, for many years.

We wrote Burr Bros. asking if from their experience a cash grocery could exist at credit prices; and if a credit store had to meet cash store prices. They wrote us the following:

Rockford, Ill., Dec. 1st, 1911.

Gentlemen:—Replying to your favor of the 25th. It is absurd for the Retail Grocers' Association of your city to ask you to sell goods at cash at the same prices they are charging for credit and delivery as no concern on earth could sell goods at cash without offering some inducement in the way of less prices.

We make a difference of about 10 per cent. between our credit and cash stores On some things even 15 or 20 per cent., but we do not deliver anything out of the cash stores. For instance, we sell the 10c items at 9c; 15c items for 12c; 25c items at 21 or 22c. Our cash stores are no experiment but have been running for some time. We have three stores in this city, two cash and one credit, and understand we are the only concern in the city who don't belong to the Retail Grocers' Association.

No store doing a cash business has any business to belong to a Retail Grocers' Association where they fix prices, but should run their own business and not be dictated to by others.

We have belonged to the association here but not for ten years.

Yours very truly,

(Signed) BURR BROS.

Per C. D. Burr, Pres.

To Our Competitors.

Out of 100 grocers starting a cash business about 99 quickly slide to more or less credit, because it is the easiest and most pleasant way to increase trade.

For twelve years we have run a cash grocery, and studied everything published in The Canadian Grocer on cash business. We note every writer considers it a hard, most difficult business, demanding a lot of special prices or cash discounts.

We have given some discounts as we think a cash grocer should. We have met cut prices, cost prices, and below cost prices started by some of our competitors with various excuses and selfish reasons, but we have not made prices or given discounts that did not give us a fair profit as a cash business.

The promoters of the Retail Grocers' Association in Blank and Blank planned a contemptible game which they should have known would be detrimental to the trade. We were not consulted or invited but were to be forced to higher prices.

See Canadian Grocer, April, 1911, Page 45: A full page referring to Grocers' Association experience in an attempt to force prices up and deny supplies, also on meeting or ignoring competitors' prices.

One clause reads: "Any plan which savors of coercion will get nowhere no matter how great may be its apparent strength."

We wish to be friendly and fair with our competitors, and do business on fair, honorable business principles, believing there is lots of room for one cash store and several credit stores in each town.

Manufacturers, Wholesalers, Bankers and Brokers all agree that an account which may be paid at par at some future date is subject to a discount for spot cash. Thus if a bill of groceries can be purchased at a certain price, payable in three months, with no guarantee of payment then or ever, should not a cash store allow some discount?

We presume that Burr Bros., running both kinds of stores in opposition to themselves, may be considered the best authority in America.

We respectfully ask our competitors to read the recent full page article in Canadian Grocer on Cash versus Credit Business and compare actual experiences with the policy, statements and promises of Mr. ——— while in ——— and vicinity last July.

There is something decidedly wrong with any man or policy that seeks to stab a person in the back, but dare not face him in the open.

T.

* * * *

There is a lot to be discouraged in the foregoing. It seems odd that grown men should enter into such time-consuming bickerings. But the facts are there and it is just possible that they may be led to listen to reason. Then, too, there are a few bits of debatable ground, worthy of serious consideration. I shall try to work some order out of the chaos next week.

VANCOUVER RETAILERS WANT PROTECTION

Going on with Work of Forming Buying Association if Wholesale Dealers Continue to Sell to Hotels and Restaurants —Success of Collection Department.

Vancouver, B. C., Jan. 25.—(Special) —Further discussion took place at last meeting of the Vancouver Retail Grocers' Association last night in regard to the establishment of a distributing produce house, with grocers as stockholders, in opposition to those wholesalers who are going over the heads of the retailers after the hotel and restaurant business.

Several of the leading wholesale dealers in produce state they do not want the hotel and restaurant business and are not after it. The fact remains nevertheless that some of the trade has gone that way, and the retailers are perfecting steps for their own protection. They are going steadily ahead with the preliminaries of formation of the co-operative company, so that they will be all ready to start up if offences are again reported. There has been some talk along wholesale row in respect to this move, and the story was current that the wholesale produce dealers had forfeited their individual deposits of $50, given as a bond to bind their understanding with the retailers This, of course, did not take place, for no such bond is asked for or could be asked for, nor was one ever suggested. While there may be an understanding in regard to trade matters, it is only to facilitate harmon-

(Continued on page 43.)

Latest Review of the Grocery Markets

Sugar Situation a Perplexing One and Needs Close Attention—Currants Hold a Firm Position, With Primary Markets Strong—Evaporated Apples Firmer—Beans are Stronger in Both Manitoba and New Brunswick—Shelled Walnuts Higher in Montreal.

QUEBEC MARKETS.

POINTERS:—

Evaporated Apples—Higher.

Bordeaux Walnuts, halves—Advanced.

Package Dates—Slightly firmer.

Currants—Higher.

MONTREAL, Jan. 25.—A good normal January trade is generally reported by local jobbers. Weather conditions with opening of the month could not be described as conducive to trade, but the more favorable temperature now ruling should work for good steady wholesale trade. Stock taking has brought to light odds and ends which wholesalers are now making an effort to dispose of. Travellers are endeavoring to roll up a good volume of sales for the opening month.

Price changes during the week have been few. Dealers are wondering what can next be expected of the sugar market. Many regard the critical moment as at hand. The market is at least such as to deserve close attention from the trade. Dried fruits, currants, package dates and evaps are firmer.

SUGAR.—Raw sugar increased in New York 30c. last week after Grocer had gone to press, but dropped again on Saturday. Retailers should pay particualr attention to the market just now. While indications are that the market will remain steady, yet there are certain points which would lead one to expect an increase not at all unlikely. The shortage of European beets, which amounted to 2,000,000 tons, has left England in such a condition that she has had to purchase on the Cuban market. Large sales have been made quite recently in Montreal by the refiners. The situation at present is interesting and needs attention.

Granulated, bags	5 45
" 20-lb. bags	5 50
" Imperial	5 30
" Beaver	5 35
Paris lump, boxes, 100 lbs.	6 25
" " " 50 lbs.	6 25
" " " 25 lbs.	6 15
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 15
" " 100 lb. boxes	6 25
" " 50 lb. "	6 35
" " 25 lb. "	6 55
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 90
" 50-lb. boxes	5 8[illegible]
" 25-lb. boxes	6 30
Powdered, bbls.	5 70
" 50-lb. boxes	5 90
Phoenix	5 45
Bright coffee	5 20
No. 3 yellow	5 20
No. 2 "	5 20
No. 1 " bags	5 05

Bbls. granulated and yellow may be had at 50 cents above [illegible] rate.

SYRUP AND MOLASSES.—The syrup market remains firm with a good steady retail demand.

There are no changes in molasses prices nor is there any likelihood of any increase at present.

Fancy Barbados molasses, puncheons	0 38 0 40
" " " barrels	0 41 0 43
" " " half-barrels	0 43 0 45
Choice Barbados molasses, puncheons	0 34 0 36
" " " barrels	0 37 0 39
" " " half-barrels	0 39 0 41
New Orleans	0 45 0 48
Antigua	0 36
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 36½-lb. pails	1 75
" 20-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	4 65
" 20-lb. " ¼ doz. "	4 60

DRIED FRUITS.—There is little offering at present from the coast and it looks as if supplies are being held for higher markets. Evaporated apples show an increase as do currants and dates.

Evaporated apricots	0 24 0 24
Evaporated apples	0 11
Evaporated peaches	0 18 0 19
Evaporated pears	0 15 0 18
Currants, fine filiatras, per lb., not cleaned	0 08½ 0 09½
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 09½
" Patras, per lb.	0 09 0 09½
" Vostizzas, per lb.	0 09½ 0 10
Dates, 1-lb. packages	0 07 0 08
Dates, Hallowee, loose	0 06
Fards	0 11
Figs, 3 crown	0 07½ 0 10½
Figs, 4 crown	0 08 0 1[illegible]
" 5 crown	0 13½ 0 13
Figs, 6 crown	0 09 0 14
Figs, 7 crown	0 10 0 15
Figs, 9 crown	0 14 0 17
Comadre figs, about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box	0 10½ 0 11½
Glove boxes, 10-oz., per box	0 07 0 07½
Prunes—	
30-40	0 16 0 18
40-50	0 14 0 16
50-60	0 13 0 14
60-70	0 12½ 0 13
70-80	0 11½ 0 12
80-90	0 11 0 11½
90-100	0 09½ 0 10½
100-120	0 18
Bosnia prunes	0 08 0 09
Raisins—	
Choice seeded raisins	0 09½ 0 10½
" fancy seeded, 1-lb. pkgs	0 1[illegible] 0 11½
" loose muscatels, 3-crown, per lb	0 08 0 08
" " 4-crown, per lb	0 09
Seedlers, new, in packages	0 09 0 10
Select raisins, 7-lb. box, per box	0 05½
Sultana raisins 100 e, per lb	0 12 0 15
Sultana raisins, 1-lb. cartons	0 16 0 19
Malaga table raisins, clusters, per box	2 50 5 7.½
Malaga table raisins, clusters, per ½ box	0 80 1 90
Valencia, fine off stalk, per lb	0 08 0 08½
" select, per lb	0 08½ 0 09½
" 4-crown layers, per lb	0 09 0 10

TEA.—The tea market shows no change from conditions prevailing. The inquiry covers the general list at steady prices, being of a routine character.

Owing to the further outbreak in China the situation is critical as far as the next tea crops are concerned. It is quite likely that the crop will be curtailed and this points to higher prices.

Japans—	
Choicest	0 36 0 38
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 26 0 30
Good common	0 21 0 24
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" pea leaf	0 20 0 30
" pinhead	0 30 0 50

COFFEE.—No change of importance had taken place since last week. Prices seem to have reached the limit for some short time. Demand is normal and supplies easily sufficient.

Mocha	0 25	0 28	Santos 0 22 0 24
Rio	0 21½	0 23½	Maracaibo 0 23 0 26½
Mexican	0 25	0 28	

NUTS.—Stocks of Tarragona almonds remaining on hand in Spain are said to be small. Sicily filberts are beginning to show an upward tendency on account of advices received stating that stocks in hand were not very large.

Bordeaux walnuts show an increase this week.

In shell—	
Brazils	0 22½ 0 25
Filberts, Sicily, per lb	0 10½ 0 12
" Barcelona, per lb	0 11½ 0 12
Tarragona Almonds, per lb	0 15 0 17
Walnuts, Mayette Grenobles, per lb	0 15 0 16
" Marbots, per lb	0 12½ 0 15
" Cornes, per lb	0 11 0 13
Hungarian	0 13½ 0 15
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 32
" 1lb bagal standards per lb	0 27 0 28
Valencia shelled almonds, new crop	0 34 0 36
Shelled[illegible]	0 15 0 17
Peanuts—	
American—	
Japanese roasted	0 08½
Coon, roasted	0 08½ 0 09½
Diamond G, roasted	0 09 0 10
Bon Ton, roasted	0 11½ 0 12½
Sun, roasted	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, jumbo	0 19 0 21
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves, bright	0 30 0 32
Brokens	0 28 0 30

SPICES.—Dealers are busy now taking stock and it will be middle of February before any change will take place in this market, even if things do alter then. But at time of writing there is no indication towards an upward movement. Business for this time of the year is brisk.

	Per lb			Per lb	
Allspice	0 13	0 18	Cream of tartar	0 25	0 32
Cinnamon, whole	0 16	0 18	Ginger, whole	0 17	0 30
" ground	0 15	0 19	" Cochin	0 17	0 20
Batavia cinnamon	0 25	0 30	Mace		0 85
Cloves, whole	0 25	0 35	Nutmegs	0 25	0 60
" ground	0 23	0 35	Peppers, black	0 16	0 18
			Peppers, white	0 22	0 27

CANNED GOODS.

TORONTO.—Some jobbers report canned goods rather quiet. Others say movement of vegetables is quite brisk, showing recent improvement. Retailers, however, in majority of cases stocked up well at beginning of season and their stocks have not been reduced low enough to warrant further buying.

Retailers are finding brisk demand for canned goods and general opinion seems to be that in spite of high prices the consumption is keeping up well. Many dealers report sales just as large as in previous years.

Standard apples in 3s are regarded as being worth $1.20 per dozen. Blueberries are pretty well sold up and as high os $6 is being asked for gallons. The short pack in raspberries and strawberries is well known and with supplies being gradually reduced, a strengthening in price of these lines is not a surprise. For 2s. in heavy syrup $2.35 to $2.40 is being asked. Raspberries appear to be shortest line.

On the whole, jobbers are not finding brisk trade in canned goods, but there is a big period of demand still ahead and holders are certainly doing no worrying over the disposal of stocks.

ONTARIO MARKETS.

POINTERS.—

Currants.—Firm.

Standard Apples, 3's.—Higher.

Gallon Blueberries.—Now $6.00.

Strawberries and Raspberries.—Higher.

Toronto, Jan. 25.—Fair volume of business for month is generally reported by local jobbers. More favorable weather and passing of stock-taking is helping some. Collections are described as fair.

Steadiness is evident in all lines of canned goods. In case of some lines which showed short pack last season this steadiness has developed into marked strength. In this respect might be mentioned strawberries, raspberries and blueberries.

The sugar situation hinges to large extent on whether Russia will be allowed to export her surplus sugar. The Brussel convention convenes on Jan. 29. "The situation is a perplexing one," said one sugar man. "I would advise operating conservatively but to keep in close touch with the market, and be ready to buy on the first definite sign of strength."

Some little time ago some firms reduced prices on cocoa and chocolate 2 cents per pound. Some other firms have followed this week. One firm notes a decline of 2 cents per pound on chocolate and bulk cocoa and 5c a dozen on ¼'s and ½'s tins of cocoa and 10c on 1 lb. tins.

SUGAR.—The Brussels convention which has to deal with export of Russia's surplus sugar which is to convene again on Jan. 29 holds to a large extent key to sugar situation. For this reason it is by no means an easy matter to size up present situation. England is short of sugar and in the absence of ample supplies from European beet countries, has been looking towards Cuba and West Indies for supplies. This, of course, firms market on this side of the water, for these are the sources of our supplies. If Russia is allowed to export her surplus, England will not find it necessary to draw supplies from this side, accordingly putting an easier tone into the market. However, this not being allowed, the opposite feeling will follow.

New York is regarded as being pretty close to bottom if not already there. Stocks of sugar held are generally low and will soon have to be replenished. Unless Cuban crop turns out better than anticipated and there is pressure to sell it looks as if Cuban prices might be at low point. Sugar is regarded as being at critical point and needs close watching.

Extra granulated, bags	5 55
" " 20 lb. bags	5 65
Imperial granulated	5 35
Beaver granulated	5 35
Yellow, bags	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 95
" " 50-lb. boxes	6 15
" " 25-lb. boxes	6 25
Powdered, brls	5 75
50-lb. boxes	5 75
" 25-lb. boxes	6 15
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 45
" in 50-lb. "	6 55
" in 25-lb. "	6 75

SYRUP AND MOLASSES. — A good seasonable trade, making splendid comparison with other years, is in evidence in both syrup and molasses. There are no special features, other than that new crop molasses will be coming forward in short time.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Qtr. barrels, lb.	0 03½
Pails, 3½ lbs ea	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS — There are no quotable changes in dried fruits this week. Currants is a line that is pointed out as possessing noted features of strength. The small stocks left in Greece are regarded as ample reason for firmness and ideas of holders in the primary have been increasing. Those who put in sufficient stocks early in the season were fortunate. One dealer shows the advance by stating that he can sell his best goods which were bought early as cheaply as the lower grades would sell if bought now.

Stocks of dates locally are said to be rather light. One jobber states that quality of late arrivals of Hallowees on the English markets has been quite poor and dealers there have first been getting confirmation from buyers here before sending shipments forward.

Evaporated apples maintain the strength both here and on other markets that has been pointed out before.

Prunes—	
30 to 40, in 25-lb. boxes	0 15 0 16
40 to 50 " "	0 14 0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Bosnia prunes	0 08 0 08½
Apricots—	
Choice, 25 lb boxes	0 21 0 23
Fancy, " "	0 25
Candied Peels—	
Lemon 0 10 0 11 Citron	0 15 0 17
Orange 0 10 0 12½	
Figs, 2 to 2½ inches, per lb	0 09 0 13
Tapnets,	0 04 0 04½
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 08½ 0 09
Evaporated apples	0 09½ 0 10
Currants—	
Fine Fillatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 11 0 12
" fancy	0 14 0 14½
" extra fancy	0 16 0 17
Valencias selected	0 08½
Seeded, 1 lb packets, fancy	0 09
" 16 oz. packets, choice	0 08½
New Dates—	Package dates,
Hallowees—	per 1 lb. 0 07 0 07½
Full boxes 0 06	Fards choicest 0 09½ 0 10½
Half boxes 0 07	

TEA.—At the opening January auctions in London, values on both Indian and Ceylon tea ruled steady and unchanged from the closing sale of 1911. Quality of Ceylon in many instances showed further falling off.

Revolution in China, it is believed, will have considerable tendency in firming prices of tea from that country, particularly if the feud continues for any length of time.

COFFEE.—General coffee market has lost none of its strength and there appears to be nothing at hand to shape it otherwise. There have been some slight waverings in some of the lower grades of goods but better lines hold up well. As pointed out by one dealer, the big interests have coffee well under their control and are not likely to allow prices to sag off. They do, it is true, allow market to ease off at times, probably to get dealers thinking about buying, but this is most likely to be followed by a firmer tendency.

Rio, roasted	0 23	0 24	Mocha, roasted 0 30 0 32
Green Rio	0 19	0 20	Java, roasted 0 32 0 35
Santos, roasted	0 24	0 25	Mexican 0 27 0 28
Maricaibo, "	0 24	0 25	Gautemalo 0 25 0 26
Bogotas	0 26	0 27	Jamaica 0 25 0 26
			Chicory 0 12 0 13

SPICES.—The year has opened up quite well, some dealers reporting it in advance of last year. This is encouraging to all engaged in the trade. It is pointed out that the revolution in China may exert a strengthening tendency on Cassia which we import from that country, although no change has taken place as yet.

	Tins	¼-lb. pkgs.	¼-lb. tins and jars
Allspice	15—18	60— 70	70— 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75— 95	85—1 10
Cream tartar	27—00	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65— 85	75— 95
Mace	50—85	.....	0 —2 75
Nutmegs	30—45	90— 00	1 60—2 50
Peppers, black	19—22	67— 75	80— 90
Peppers white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65— 95	75—1 10
Pickling spice	16—20	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16½ 0 17½

NUTS.—The general market in nuts is steady to firm. We referred last week to the higher values in almonds. Walnut prices are also well maintained. Supplies of Brazils here are completely cleaned up and enquiries by local dealers in New York shows similar conditions to exist there. New crop do not come forward till March.

Almonds, Formigetta	0 16	0 16½
" Tarragona	0 17	0 17½
" shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Peanuts, roasted	10	0 13

RICE AND TAPIOCA.—Trade is normal in both lines. Rice has lost none of its strength. In the producing sections of the United States, the highest prices of the season have been paid for rough. The primary markets in the East, from which Canada receives her largest supply are firm.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.			
Rangoon	0 03½	0 04	Sago, medimm	
Fancy rangoon		0 05	brown	0 05½ 0 06
Patna	0 05½	0 06	Tapioca—	
Japan	0 05	0 07	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 08	0 10	Medium pearl	0 06½ 0 07
			Flake	0 08
			Seed	0 06½ 0 07

BEANS.—The market holds steady at quot d figures, with nothing apparent to shape conditions otherwise. This is especially true in best quality stock.

Lima beans as reported last week are firmer. The amount now available for shipment from California is set at 250,000 bags. This amount, says one report, will be scarcely sufficient to supply the demand from markets west of the Mississippi valley.

Prime beans, per bushel	2 40
Hand picked beans, per bushel	2 50
California lime beans, lb	0 08

MANITOBA MARKETS.

POINTERS.—

Syrup.—Demand strong.

Dried Fruits.—Steady.

Beans.—Stronger.

WINNIPEG, Jan. 19.—In spite of extremely cold weather, which was only broken a few days ago, trade during January has been satisfactory and is far ahead of last year. Owing to prevailing conditions, however, the movement of freight has been bad and business has been hung up during the last month considerably by congestion of freight in yards. With extreme cold and blockage of cars it has been practically impossible to move the cars in the yards and numerous cases have again been brought to light where farmers have had cars in the yards anywhere from 10 to 18 days and have been unable to get them shunted to their warehouse.

The new programme, however, which is laid out by the C.P.R. for improvement of the terminals is viewed by all as being satisfactory and will fill a long felt want. It was expressed by one wholesaler to-day that so far this winter railroad companies have had their hands full moving passenger trains instead of bothering about freight.

As stated above, the severe cold weather has been broken to some extent but only to be followed with January storms. Reports from the country show that travelers are having extreme difficulty in covering their territory. Owing to the unsatisfactory condition of the roads it was pointed out that it was almost impossible to tell where one traveler is from day to day as conditions are so unsettled. It is expected that the majority will be many weeks over their allowance in completing their routes for spring orders.

Of the different lines sales have been fairly steady and show that market is holding steady. New prices will be noticed in beans which show an advance over last week, but other lines remain firm.

SUGAR.—The demand for this line remains fairly good but market is still weak. Much speculation is indulged in as to the probable action of market but it was firmly stated by one large house this morning they anticipated cheaper sugar. Prices will be noticed to be unchanged from last week.

Montreal and B.C. granulated, in bbls	6 25
" " in sacks	6 05
" yellow, in bbls	5 70
" " in sacks	5 65
Icing sugar, in bbls	6 45
" " in boxes (25 lbs.)	6 70
Powdered sugar, in bbls	6 25
" " in boxes	6 25
" " in small quantities	6 00
Lump, hard, in bbls	6 95
" " in ½-bbls	7 05
" " in 100-lb. cases	6 95

SYRUP.—The demand for syrup is good and usual heavy winter trade is now on. Wholesalers are quite satisfied with the movement so far this month and are looking for good returns.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels per cwt	3 85
Barbadoes molasses, in half barrels, per gallon	0 45
New Orleans molasses, half barrels, per gallon	0 30 0 31

CANNED GOODS.—Demand for all kinds of canned goods continues to be exceptionally good. Interest at present time is centered in tomatoes; stocks in this line being low. The price of $3.60 a crate has been high water market as yet and there have been sales made at these prices without any trouble. It is freely predicted by all that there will not be a case in jobbers' hands when new crop comes on the market. Other lines are also creating considerable interest but stocks in them are considerably heavier than tomatoes.

DRIED FRUITS.—Demand is fairly good for dried fruits and prices show no change from last week. The figures quoted here are on the basis of last fall's prices owing to fact that fairly heavy stocks in all lines have been carried here. As soon, however, as stocks begin to grow smaller and as wholesalers start to replenish their supplies these low prices will advance. The California market price at present time is way out of proportion of prices asked in Winnipeg and as a result higher prices can be looked for within few months.

New prunes.	Per lb.	70-80s, 25s, s.p	0 09½
90-10 s, 25, s.p	0 08½	70-80s, 10s, s.p	0 10½
90-100s, 10s, s.p	0 09½	60-70s 25s, s.p	0 09½
80-90s, 25s, s.p	0 08½	50-60s, 25s, s.p	0 10½
80-90s, 10s, s.p	0 09½	40-50s, 25s, s.p	0 11½

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 1 0 lbs	0 14½
" 9-crown table figs, about 1½ lbs	0 16
Emmanuel 3-crown	0 08½
" 4-crown	0 08½
" 5-crown	0 09½
" 6-crown	0 10
" 7-crown	0 11
Club box figs	0 06
Cooking Figs	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia raisins—	
Fine, f.o.s, 28s, s.p., per box	2 20
Fine, selected, 28s, s.p., per box	2 25
4-crown layers, 28s., s p., per box	2 35
4-crown layers, 14s., s.p. per box	1 2
4-crown layers, 7s., s.p., per box	0 60
Ne plus ultra, 28s., s.p., per box	2 3/
Currants—	
Dry clean, per lb	0 07½
Washed, per lb	0 08
1-lb. package	0 08½
2-lb. package	0 17½

EVAPORATED APPLES — This line has taken a flurry this week due to export demand and fact that available stock supply is getting into hands of fewer holders. It is felt strongly here that this line is pretty good property and those who have large stocks on hand will undoubtedly turn over neat penny before spring.

COFFEE.—Coffee market is still steady but demand is not heavy. One wholesaler pointed out he had anticipated a sharper advance after last week's weakness. He pointed out that in his opinion the trusts had secured the monopoly and that it was just question of time before they started to force prices up and keep them at high levels. The outcome of this is being watched with interest.

Roasted Rio, lb.	0 22	Green Rio, 5's, lb	0 17
		Green Rio, 7's, lb	0 16½

BEANS—Beans show decided strengthening this week due in many respects to bad weather in the east and failure of the farmers to get their stocks into hands of wholesalers and jobbers. It is not felt, however, that the situation is going to be serious and higher prices are not looked for.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs	4 00

Notices are being sent out by all wholesale fish firms drawing the attention of the retailer to the approaching of the lenten season and that it is expedient for retailers to lay in supplies fairly early. It is confidently expected that this season will be far ahead of last

year which was unsatisfactory as far as fish was concerned. This year fish are cheaper and the demand for all varieties is increasing each month. New prices are as follows :—

Whitefish, Lake Winnipeg, per lb.	8½c
Halibut, per lb.	8c
Salmon, per lb.	10c
Smelts, per lb.	10c
Trout, per lb.	12c
Goldeyes, per lb.	3½c
Lake herring, per lb.	3½c
Pulibees, per lb.	3c
Pickerel, per lb.	7½c
Flounders, per lb.	7c
Jackfish, round, per lb.	3½c
Jackfish, dressed, per lb.	4½c
Tommy Cods, per lb.	4½c
Steak codfish, per lb.	7½c
Haddock, per lb.	6c
Mackerel, per lb.	10c
Perch, per lb.	6c
Eels, per lb.	10c
Ocean herring, per lb.	6c

SMOKED FISH.

Finnan haddie, 15 and 30 to box, per lb.	$ 0 08
Smoked fillets, 15 to box, per lb.	0 12½
Bloaters, per box	1 50
Kippers, per box	2 00

SALT FISH.

Block codfish, per lb.	$ 0 10
Strip codfish, 30 to box, per lb.	0 12½
Salt herring, in half bbls., each	4 50
Salt mackerel, in kits, each	2 75
Digby chix (fresh stock) per bundle	1 00

NEW BRUNSWICK MARKETS.

St. John, Jan. 23.—Market during week has seen a tendency to firmness in several commodities and some interesting developments are looked forward to in near future. Business is on the mend and more encouraging reports are being received of trade during past week. Flour, sugar, lard and beans are some of the articles listed with grocers here as being much firmer, and sales in all four lines is brisk.

Advices to local wholesalers are to effect that there will be no change in immediate future in either Manitoba or Ontario patents, but with price of coming wheat quite strong, there is nothing to warrant decline.

Local merchants also say that sugar has about reached bottom and that depression which has marked it of late has not been warranted by statistics. Because of the shortage in the crop of last year, it is regarded as quite possible that higher prices may soon prevail. The market is reported unsteady.

Bacon	....	0 15	Eggs, hennery.	....	0 35
Beans, hand picked, bus.	2 50	2 55	Eggs, case	0 28	0 35
Beans, yellow eye, bus	2 60	2 65	Fin. haddies	4 40	4 50
Butter, dairy, per lb	0 21	0 26	Fish, cod, dry	6 25	6 50
Butter, creamery, per lb	0 27	0 35	Flour, Man.	6 45	6 50
Buckwheat, W. grey bag.	3 00	3 10	Flour, Ontario.	5 45	5 50
Cheese, new, lb	0 15½	0 16	Ham	....	0 15
Currants, 1's, lb	0 08	0 08½	Lard, compound, lb	0 10½	0 11
Canned goods—			Lard, pure, lb.	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box	....	3 50
Beans, string	1 02½	1 05	Molasses, Barbados, fancy.	0 36	0 37
Corn, doz	1 00	1 5	Oatmeal, rolled	....	5 35
Peas, No 4	....	1 2)	Oatmeal, std	....	5 90
Peas, No. 3	....	1 25	Pork, domestic mess	21 00	22 00
Peas, No. 2	....	1 30	Pork, American clear	21 00	23 00
Peas, No. 1	....	1 80	Potatoes, bbl.	1 75	2 00
Peaches, 2's, dz	1 95	[illegible]	Raisins, California, seeded	0 10½	0 11
Peaches, 3's, dz	3 00	3 05	Rice, per lb	0 03½	0 04
Raspberries, dz	2 05	2 1[illegible]	Salmon, case—		
Strawberries	1 85	1 9[illegible]	Red Spring	7 75	8 00
Tomatoes	1 7[illegible]	1 80	Cohoes	7 25	7 50
Clams	4 00	4 25	Sugar—		
Cornmeal, gran	....	5 00	Standard gran.	5 60	5 70
Cornmeal, bags	....	1 60	Austrian gran.	5 40	5 50
Cornmeal, bbls.	....	3 35	Bright yellow	5 40	5 50
			No 1 yellow	5 10	5 20
			Paris lumps	6 50	6 75

NOVA SCOTIA MARKETS.

HALIFAX, Jan. 24.—Wholesale grocery dealers report business continues good in most lines. Since drop in price of sugar there has been considerable increase in sales. Extra standard granulated is quoted at $5.60 and United Empire at $5.40.

There is better demand for canned goods and price is firmer for most lines. There is a considerable scarcity of tomatoes in local market. Sales of peas are reported to be quite heavy.

Local dealers are now importing large quantities of poultry from upper Canadian points. Dealers report sales good, despite the high prices.

Eggs are now coming on the market in better supply and the price is a little easier. Choice new laid eggs are selling at 31 cents, but dealers report sales light. Butter continues firm. Only small quantities are arriving, and there is sale for all stock offering. Creamery prints are selling at 31 cents, and dairy in tubs at 27 cents. Sales of cheese are heavy at 16 for large and 16½ cents for twins.

BRITISH COLUMBIA SITUATION.

Vancouver, B.C., Jan. 26.—Heavy snowstorms in the Rockies interfered much with delivery of supplies to wholesalers on the coast last week. Snow started in just after Christmas and continued falling off and on until few days ago. Then a Chinook swept through the mountains and several slides came down. Track was blocked for such a time that over dozen trains were held up in the hills, including three or four passenger trains. No accidents of any account took place. Wholesalers were quite out in several lines, and there was no way of replenishing except by rush order from San Francisco. There was no relief even in that, for by the time goods could have come north, the trains would have got through and into Vancouver. Consequently the merchants waited.

Potatoes are still reasonable in price. For two or three years past price toward spring has gone up, and last fall several dealers put in supplies in anticipation of similar soaring this year. It is known that these supplies are on hand, and so far the price, while fairly stiff, has not started to ascend rapidly.

NEW COVER NEXT WEEK.

The Grocer's new cover will appear for the first time next week. Watch for your copy. In addition to this change there will be other new features which will make this issue one worth a careful study. The old green cover which has been used for the past quarter of a century is no more. Something better and more attractive succeeds it. See that you get your next week's copy.

VANCOUVER RETAILERS WANT PROTECTION.

(Continued from page 39.)

ious co-operation, and works out not only for the good of the dealer but also for the patron.

Appreciate Collection Department.

Several letters were received by the secretary commending the work of the recently-established collection department. This is not yet on a paying basis, but what has been done so far is highly satisfactory, and beyond the expectations of the association. A feature that tends to its ultimate success is the forwarding each morning of the amounts collected the day previous. With many collection agencies, payment is made once a month. In this instance, the grocer gets his money once it is received and can at once have the use of it.

POISON NOT IN CANNED GOODS.

Case Published in Newspaper Investigated—Family Had Eaten No Canned Goods Whatever.

Toronto, Jan. 25.—On Jan. 15 there appeared an item in a local morning paper to the effect that a family were made ill through eating canned goods containing poisonous substance. The heading of the item ran "Ate Canned Goods, Family Stricken," and further on the article read:—"Before retiring Saturday night, they had consumed a small amount of canned goods, which had evidently become poisonous."

As with many of these alleged sicknesses caused from ptomaine poisoning, in eating canned goods there has been found to be no truth in above. The matter has been investigated and the cause of illness discovered to be contaminated flour and not canned goods at all. Dr. Geo. W. Graham, who was the doctor consulted, states that so far as he knew the family had eaten no canned goods whatever and he was at a loss to explain how the paper in question secured its information.

Facts of this nature can be used by grocers to dissipate the prejudice existing in minds of some against this staple article of diet. The National Canners' Association have investigated 150 alleged cases of ptomaine poisoning and did not find a single one where so-called poisoning could be traced to canned goods.

A. P. Tippet, of A. P. Tippet & Co., Montreal, has left for the Old Country on a business and pleasure trip.

Mr. A. H. MacLean, has left for the Canadian West where he will represent Holbrooks, Limited, in Saskatchewan.

Quarter Century Greeting

To The Grocery Trade

It is twenty-five years ago this month since our business was started, and while in many ways it does not seem a long time to look back over, yet many, many changes have taken place during that period, although a number of merchants who commenced with us at that time we are still proud to have with us as customers, and hope to have them for many years to come.

When beginning we adopted certain rules of procedure and principles which have been maintained ever since. Sometimes these have had to be upheld at a heavy cost, but we have come through with them, and if on occasions there has not been much money in it, there has at least been a heap of satisfaction. We should like to feel that we have been of some use to the Trade in general and that it has been the better of our having had an existence, and this shall continue to be our main aim. We thank you for your very generous patronage in the past and hope for a continuance in the future.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Cor. Front and Scott Sts. = TORONTO

Use of Wood Fixtures in Show Window

Value of Dressing the Window Regularly and Attractively—One Article at a Time or Associated Articles Should be Displayed—A Sure Business Getter.

Whether you want it or not, your windows will either attract or repel every one who passes them. A person is attracted by a clean, well-kept window, just as he is by a well dressed man or woman, and one will hesitate to enter a store with a dirty window, just as he will hesitate to shake hands with a dirty tramp—probably he will avoid it altogether.

The very best advertising space you can buy is being paid for, every time you pay rent. It can be made to earn more than any other space in the store. You are wasteful and extravagant, if you do not make it earn all it can.

Getting New Customers.

The patronage of a grocery store is necessarily largely in its immediate neighborhood, hence most of the people who are passing your store are possible customers, and many who may not be regular customers, will become casual customers, by the attraction of some article in the window which catches their fancy.

Wood Fixtures that can be Used for Window Displays.

Every grocer knows that if he could take time to mention a few seasonable articles to each customer as he waits on her, it would effect a marked increase in his sales.

Why not use your windows to offer these suggestions? They will catch the eye of the customer the clerk is waiting on, as well as the favored customers to whom you are giving your personal attention. It will also reach the passing customer of your competitor to whom you do not often get a chance to speak at all.

One Thing to a Window.

To make the most of show windows, care must be used in selecting the goods to be displayed in them. It would take more genius than most of us possess to make a miscellaneous jumble of everything in the store to attract anybody. Either a single article should be displayed, or only articles which are related to each other. Marshall Field & Co. have probably the finest show windows in the world and thousands of dollars are spent to provide attractive backgrounds and settings.

They follow the principle of one thing to a window closely. If the most expensive show windows in the country can be used to the best advantage in this way, it is a pretty good lead for others to follow.

Nearly every possible customer will have passed a grocer's windows in the course of a week. Therefore a window display may be said to be worked out at the end of a week. Another reason for changing window displays frequently, is that the goods become soiled and faded and when put back on the shelves their freshness is likely to be questioned. It should be the practice to change window displays every week on whatever day and whatever hour is the most idle help.

Use of Wood Fixtures.

The accompanying illustration shows how a window display can be made of groceries, with the aid of wood window fixtures. Anyone can put up such a display as this in a short time. If the grocer will spend five minutes in placing the fixtures he can safely leave the arrangement of the packages to the clerk.

An attractive modification of this display would be some of the things with which macaroni and spaghetti are prepared, such as cheese, tomatoes, either fresh or canned, etc.

One advantage of these fixtures is that each week a display can be arranged entirely different from the one before, the whole appearance of the window can be changed by changing the arrangement of the fixtures.

RAISINS AND GELATINE.

Prince Edward Island Dealer Inquires Re Their Manufacture.

Editor, Canadian Grocer:—Will you explain in The Grocer, the process of making raisins. Would also like to know what composes gelatine.

ENQUIRER.

Summerside, P.E.I.

Editorial Note.—Raisins are simply dried grapes. Only those grapes of a fleshy variety which develop abundant saccharine matter are suitable.

The California process of making raisins is simple. The grapes as picked are placed on trays which when filled are conveyed to the drying ground, consisting merely of a large vacant track, no appliances being necessary to the curing process, sunshine being the only agency employed. Since there are no dews there, the raisin trays are left out day and night until curing is completed. They are then removed to the sweat-room which is built as air tight as possible, where they become equalized in the degree of dryness and are ready for packing, some as they are, others being seeded.

While in most producing countries, the raisins are dried in the sun, around Denia, Spain, a big producing section, this cannot be done on account of climatic changes. The grapes there are dipped into lye, made by dissolving the alkali out of wood ashes and quicklime with water and then adding a pint of olive oil and a handful of salt to each four gallons.

Making of Gelatine.

Gelatines are made by various processes from gelatinous animal substances, such as the cartilages, tendons, membranes, clippings off skins, bones and horns of animals, fish scales, etc., in much the same way as glue is made. The material is usually boiled and treated with acetic and sulphuric acids, skimmed, strained, refined and purified.

Under the Adulteration Act of Canada, gelatine is the purified, dried, inodorous product of the hydrolysis, by treatment with boiling water of certain tissues, as skins, ligaments and bones from sound animals and contains not more than 2 per cent. of ash and not less than 15 per cent. of nitrogen.

Lesson 10--Complete Course in Cardwriting

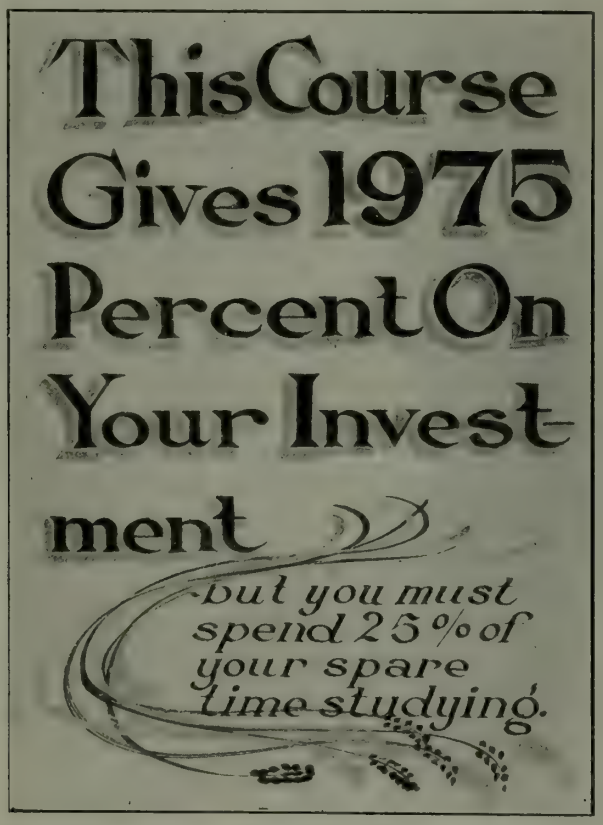
The Last Lesson on Brush Stroke Numerals — Speedy Price Ticket Styles Taught in the Edwards Short Cut System—Important Points to Observe.

(By J. C. Edwards.—Copyright, Canada, 1911.)

The call for the speedily-made price ticket to-day, is an urgent one, and must be heeded. Hundreds of stores all over the country use price tickets when they feel that show cards are too expensive a luxury.

The price ticket is a silent salesman and one needs only to parade to the city stores, the town stores and even the rural merchandising centres to find out to what extent this is true.

The department card is most valuable and varies in size from 1-8 which is



Show-card, Showing Application of Brush Stroke Roman.

7 inches by 11 inches to the ¼ size (11 x 14 inches). The favorite way of writing the department card, whether it is used with lettering or just a price, is the "landscape" or in other words having the inscription running the long way of the card. This is the reverse to the card illustrated here, which is written in panel style, and will be referred to in the future in this course as such.

Price Tickets and How to Write Them.

We will deal exclusively in this lesson with department price tickets and will go into individual ticketing in lessons on pen lettering. The quarter size card is used to the best advantage in departments where large articles are displayed, such as piles of underwear, dress goods, in fact, almost any kind of goods except small articles where a great number of cards are needed, and would hide the display.

The inscription must always be written in the centre of the card with the price the most prominent, where the price is the main feature, but, where the price is only secondary, the name of the goods or whatever other phrasing be used, should be the most pronounced.

The cent mark should follow the price when the price is in cents only and the dollar sign should always precede the price when it represents dollars only. But where the price is in both dollars and cents neither mark is absolutely necessary; though it is advisable to use the dollar mark. Never use a decimal in front of a price such as .35—write it "35c."

In referring to the plate showing the two styles of prices, the straight Roman and the speedy slant Roman, we might draw attention to the slight difference in make-up of the two. You will notice, in the first place, that in the straight style, the spurs are pronounced, whereas in the slant style the absence of spurs is very noticeable. Spurs take time and when they are omitted greater speed is acquired.

The figure one in either case is only different as far as the angle of the stroke is concerned; "2" in the slant Roman has only three strokes while, in the straight, it practically represents four. Two strokes are saved in the "3," three strokes are saved in the "4;" there are three strokes less in "5" in the slant Roman than in the straight. This is quite a saving and enables one to gather more speed, for "5" is a very common figure in every day price tickets.

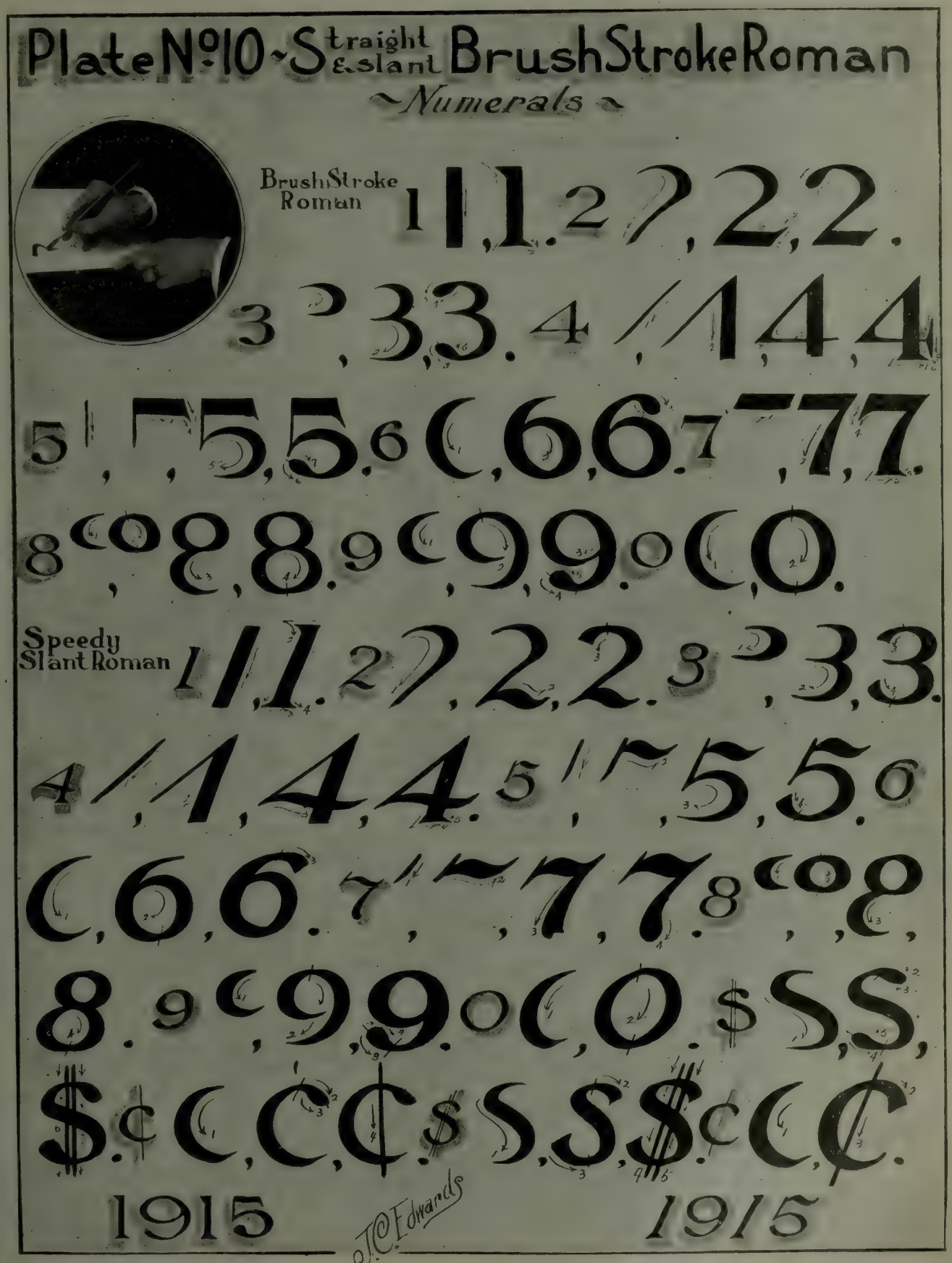
The "6," as in the "9," means a slight saving in the slant as compared with the straight style of lettering, but the eight, in both cases, is practically the same. The "0," too, has only two strokes in both styles. However, it can readily be seen that the latter style of numeral is planned with the idea to attaining greater speed. The slanting tendency of this lettering, as has been spoken of previously, tends to create speed owing to the natural instinct of the writer to follow the earlier teaching in handwriting.

A very important point to be observed in writing cards with a price is this. Never write a card with a slanting price when the lettering above slants; always use the straight price and for any card with lettering at all we advise the use of the straight price only. The slanting style of numeral is adapted more for use on price tickets. This is not a hard and fast rule in cardwriting, but the outcome of years of experience in actual card-writing and one that the author adhered to rigidly in later years. There is strength in contrast, as you will find by experimenting.

The accompanying show card, though rather exaggerated in its statement, shows the use of the capitals anl lower case letters of the Roman and the speedy slant lower case letters along with the straight and slant figures.

The form of decoration is simple and easily executed; crude in fact, but effective. This is made more pronounced in the accompanying card than it would be in an actual card. For the purpose of illustrating, some delicate tint, such as grey, mauve or blue should be used.

Take a small quantity of white paint, mix in a slight quantity of blue (dry, or



Numbers of the speedy slant Roman type, valuable in making price tickets.

wet with mucilage), add a touch of red and work up thoroughly. Blue should predominate if purple is desired, but if a pale mauve shade is required, soften with more white. Don't forget that practice and experiment are the great teachers in card writing as in every other line.

Don't be afraid to waste paint; it is cheap. Try to improve on every letter, speed will come later.

For particulars regarding outfits; brushes, etc., write the editor of this paper, 143 University Avenue, Toronto.

Grocers Should Sell Bags for Cooking

System of Paper Bag Cookery Creating Widespread Interest —Dealers Who Handle These Bags Will Have Splendid Advertisement Working for Them—All Natural Food Flavors Retained.

Montreal, Jan. 25.—(Special.) — The new method of cooking food in paper bags, referred to in last week's issue, is an idea that should not be overlooked by Canadian dealers. The bag itself is exactly of the same shape as that in which your hatter delivers a new derby. It is made in larger and smaller sizes for use according to the quantity of the food to be prepared. The material from which it is made is purely vegetable, a fact that assures no foreign taste being added to the food. The points in favor of paper bag cookery are numerous and are worthy of the grocer's consideration.

It is a money saver. The paper bag saves money in the household because it prevents a loss in the weight of the article cooked. This pertains particularly to roasts, for it is a well known fact that in the present way of cooking there is a loss in the actual weight of the meat as the result of its stay in the oven. The paper bag is not affected by water, and grease does not damage it in the oven. Any grocer can satisfy himself on this score by a test; he knows there is a loss of substance and weight by the odor that finds its way from the kitchen during the process of cooking. The housewife will be grateful for the reason that the oven is not spattered with grease, and there is not the usual pans, etc., to clean.

Natural Essences Retained.

But the main advantage is in the taste of the food. It has been thoroughly cooked and has retained its natural essences and flavor. Some of the best restaurants have regular paper bag cookery dishes, and the success of the new idea in cuisine is evidenced by the demand for these specially prepared foods. It must be remembered that the bag is sealed after the food has been put in it. Thus, as the air in the bag becomes heated in the oven the food is cooked in the odor it gives off. There is no loss, and there is no foreign taste added. It is a splendid system of cooking food when one really appreciates what is accomplished.

A few weeks ago a number of business men in Montreal enjoyed a meal the principal articles of which had been prepared by the paper bag method. First there was soup, following which came lamb chop, peas, potatoes and gravy. The various courses were served to the individuals in the bags in which the food had been cooked. It was a [illegible] example of what can be accomplished by this new idea.

The system is simple, it is a money saver, it lessens labor in the household, and especially does it give food a splendid taste unknown to those who have not tried it.

Grocery Trade Should Handle It.

The retail grocer is undoubtedly the best medium by which the public can be reached. Women are going in and out of the grocery stores of the country day after day, and any idea new to the household is bound to receive their attention. The paper bag for cooking purposes will attract them, for it is directly connected with the goods they are buying, and for the special reason that it is cheap and within the means of all.

Newspapers throughout this and other countries have adopted paper bags as an advertising medium. They have doubtless realized that women will surely adopt this system where possible, and for this same reason the paper bags should appeal to grocers as a new medium either for advertising or for regular retailing. It must be remembered that the new idea is still in its infancy. It made its appearance in England—the home of good cooks—where it was received unanimously. It has come to Canada and is beginning to make itself known.

A number of wholesale fruit houses in Calgary, Alta., have formed an association and appointed a buyer to purchase in bulk the requirements of the several firms belonging to it.

ADVERTISEMENTS FOR RETAILERS.

The Edward C. Plume Co., Chicago, Ill., have issued a "1912 Grocery Service" book. This book contains 70 illustrated advertisements for the retail grocer, each with blanks allowing for lists of goods and prices of individual dealers, and their names and addresses.

KEEPING FROST FROM WINDOWS.

Two More Dealers Give Their Methods—What Wire Screen Will Do.

Frosted windows have been the subject of many a discussion during the past couple of weeks on account of the bitter cold weather all over Canada.

Some weeks ago The Grocer published methods for preventing frosted windows and following are two more methods, one of which is similar in principle to that of Wm. Hyndman, of Smith's Falls, Ont., and the other something original.

One comes from Meaford, Ont., and is explained in this letter:—

Editor Canadian Grocer.—Kindly convey following to writer of article in Dec. 8 issue re keeping frost from store windows.

I have experimented along that line with a little improvement I think. I had a double window made about the same with two light pieces of glass with felt around three ends. These were screwed to the window frame outside. I had also an extra piece about 4 inches wide with a strip of rubber on the inside next the plate glass. This was screwed on original frame above the storm window which I drew out so as to cause a pressure on the rubber and plate glass. This improves the putty plan.

The window was frozen over when the storm window was put on but at once began to clear away. It did clear and has remained clear since, while my other window is frozen completely over.

I shall have another made next week.

Thanking the writer of the former article and your kindness,

R. S. GODFREY.

Meaford, Ont., Jan. 12.

Effect of Wire Screen.

A Renfrew reader submits something new as a prevention for frosted windows. Here is his letter which explains itself:

Editor Canadian Grocer.—A short time ago in the Canadian Grocer you gave a description of a double window to keep frost off store windows. Here is another way which is simple and inexpensive and much better than a frozen up window.

Make a light frame full width of window and three feet high or more. Cover this with wire same as used on screen doors; fasten this to outside of window

1½ inches from glass and fasten so that it may be removed in mild weather. This will not remove frost from window but if put on before frost forms it will stay off. It is 27 degrees below to-day and no frost on my window.

Renfrew, Ont., Jan. 11, 1912.

FROSTY.

Experiences in Automobile Delivery

As an Advertisement to Demonstrate Quick Delivery it is Considered Good Asset—Cleanliness is Another Feature in its Favor—Comparison of Cost of Maintenance with that of Horse and Waggon.

The automobile as a means of delivery for the grocer and general merchant is no longer an experiment. It has gone through the test and has proven its worth.

The change to the horseless method of delivery in Canada has been gradual but that it is steadily gaining ground is readily noted. Not alone in recent years have city merchants been installing this method, but country dealers in considerable numbers have also come to recognize its merits.

Once Used Always Liked.

A prominent feature is the fact that merchants who have once used the automobile in delivery are strong in their praise of it and declare they would not want to go back to the old method again. Another feature is that numerous large firms could be enumerated who have started conservatively by the purchase of one car only and have been so well pleased with results that they have steadily increased the number and discarded the horses and wagons altogether.

To the dealer uncertain as to the outcome, the first cost presents an item about which he is a little timid. Then again he is not as well acquainted with the cost of maintenance of a car as with horse delivery.

Wouldn't Change to Former Method.

F. Simpson and Sons, grocers, 736 Yonge street, Toronto, is one firm thoroughly convinced that automobile delivery is the "only" method. In their opinion the horse and wagon is antiquated. The statement of this firm that even if the cost of automobile delivery were more than that of horse delivery they would still stick to it and believe they would make money by so doing is worth noting. When a man puts in a silent salesman in place of an old counter, he does not save anything in expenditure, but he makes a great deal by it. Spending money to make money is not a new thing with progressive merchants.

Speed, advertising value and cleanliness are considered the three big features which the automobile has, in the opinion of the Simpson management.

Operating Three Machines.

They believe the automobile can perform twice the work that can be done by a horse and wagon and consider the three automobiles which they now have do as much delivering as six horses and they do it more quickly. The rapidity with which deliveries may be made is one of the strong points in its favor.

The automobile also possesses considerable advertising power. Anything that improves the service given by a store is an advertisement Such is the automobile. The Simpson store emphasize the motor delivery feature by a cut of

STORAGE.

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

"See This, Aunt Em'ly."

"Don't that look good? Jell-O for you. Made it all by myself."

The main reason why Jell-O moves from the store shelves so smoothly and briskly is the housewife's appreciation of the easy Jell-O way of making desserts.

A child can make up

JELL-O

desserts, and one can be made in a minute.

"Nothing like Jell-O for dessert" is the dinner watchword in several million American homes.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.

three automobiles placed in their advertising space.

Cleanliness counts also. The Simpson cars have closed-in bodies keeping the goods while in transit free from dust and dirt. They say: "The man working around a horse is hardly in a position to handle food products. The auto removes this."

Comparison of Costs.

Here is how the automobile delivery of J. Ingham, Jr., St. Lawrence market, Toronto, compares with horse delivery. He considers that his one automobile does the work of two hrses. He has had his car over a year. It is of the hard tire type and cost him $1,000:—

Maintenance, wagons, per week—

Two delivery men at $10	$20.00
Two horses' keep at $3.50	7.00
	$27.00

Maintenance, auto, per week—

One delivery man	$13.50
Repairs, gasoline, etc.	7.50
	$21.00

Thus the automobile, according to his own figures, saves him $312 per year in delivery expense. Besides this there are the benefits of quicker delivery, allowing a larger district to be taken in, advertising value, etc., which cannot be reduced to a matter of dollars and cents, but which are nevertheless considerable.

The maintenance of the machine includes repairs, gasoline, oil as well as rent at a garage. The amount varies a great deal each month, but an average taken on a year's total shows it to be about $1.25 per day.

HINTS FOR GROCERS.

White felt is a good article with which to wash windows.

In dusting, use something that takes up the dust, not merely disperses it.

Paper is an excellent glass polisher.

The first matches used in the United States in 1831, sold for one cent each.

If Mince Meat ever sold at any time then it should now.

Pies made from

Wethey's Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Ltd., St. Catharines

"THE MINCE MEAT PEOPLE"

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. J. W. GORHAM & CO. Halifax, N.S. Manitoba: BUCHANAN & GORDON, Winnipeg C. A MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

Family of

an old wholesale buyer had never used Fels-Naptha. But they saw the newspaper Anty-Drudge-story of "the Fels-Naptha way." Now they're all ardent users.

More of your customers would also be profitable patrons of Fels-Naptha, if you said "try a bar"—"according to directions."

YOUR PROFIT

Mr. Manufacturer, depends considerably on the extent of your sales, and to increase these you must necessarily have ample representation over the large field at your disposal. The Hustling Canadian West offers a splendid market for the manufacturers and shippers of Eastern Canada, Europe and United States, and our intimate knowledge of the commercial conditions, combined with conscientious and adequate service, gives you unequalled facilities to enter this field of opportunity.

WRITE US RE YOUR ACCOUNT FOR THE GREAT WEST.

NICHOLSON & BAIN,

Wholesale Commission Merchants and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

High Grade Biscuits

These lines have gained highest favor wherever introduced.

Abbott, Grant products have held pride of place for years and are unequalled in all grades for quality and flavor.

The family grocery trade will surely be influenced to the store which handles these splendid lines.

ABBOTT, GRANT & CO.

LIMITED

BROCKVILLE .:. .:. ONTARIO

IS SHE A CUSTOMER OF YOURS?

No. 2

Mrs. B. Ginner—"I'm so glad you recommended SYMINGTON'S SOUP. Jack said—'they are just like mother used to make.'"

Mr. Businessgetter—"Yes, SYMINGTON'S SOUPS have all the home-made flavor but none of the work and worry, and they are more economical—they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto

One of the many

MAPLE LEAF BRAND
BREAKFAST BACON
CURED FOR EPICURES

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners.
WEST TORONTO

Now is a Good Time

to tempt your customers with

Fresh Pork Sausage

They will appreciate them after the poultry. We make these out of good Canadian grain fed pigs. They are made under the inspection of the Dominion Government, and you can guarantee them fresh, wholesome and tasty. Let us book your order for daily or weekly shipments by express.

F. W. FEARMAN CO., Limited
HAMILTON

MILK

is the very nearest thing to Mother's Milk, so, of course, it is the best milk for babies. Compared wilh ordinary milk it corresponds very closely to Mother's Milk in butter fat and other solids, especially in the form in which the fat occurs. Easy to digest, yet most nourishing. Free from all germs.

Your customers will get REINDEER MILK elsewhere if you cannot supply it. Keep REINDEER BRAND in sight. It's the standard for quality everywhere.

REINDEER LIMITED

Truro, N. S. and Huntingdon, P. Q.

Bovril and Your Bank Account

You increased your Bank Account by so much last season. You want to go one better this season. Take our advice and push

BOVRIL

as much as possible. There are one hundred and one good business reasons why you should do so:—

BOVRIL is 100% pure. Cannot be made purer.
BOVRIL is needed by your customers. Remind them.
BOVRIL is a health and trade stimulant.
BOVRIL is profitable and a reputation builder.
BOVRIL never causes complaints.
BOVRIL is QUALITY.

Ask for Showcards, and feature BOVRIL in your displays.

BOVRIL LIMITED

MONTREAL : : QUE.

Butter and Cheese Continue Firm

Strength in Butter Market Under Light Stocks Well Maintained—Small Stocks of Cheese Generally Held — Storage Eggs Firm With Demand Good—New Laids Showing Slight Increase in Production—Outlook of Hog Industry in Canada as Viewed by Live Stock Commissioner.

Butter possesses all strong features as outlined last week and prices have moved upward in sympathy at many centres. Stocks as well as deliveries are light, accounting for present tendency. In the United States, values are on high level and buyers from across the line have been foraging in Canadian territory for supplies.

Cheese has certainly lost none of its steadiness which can be expected to continue under general light stocks held.

Storage eggs continue to firm in price and several points report advances. The conservative stocks put away last summer have been frequently mentioned and the fact pointed out that with ascending prices across the line that nothing but a firming tendency could be expected. Such has been the case and values have been increasing. Same is true in United States markets and some Canadian interests who bought eggs in the United States market last fall have resold them to United States buyers at good profit without taking them out of storage. New laids are showing slight increase in production and values for this variety are in come instances little above the figures asked for storage. The better demand which would consequently be expected in new laids is lacking.

Dr. J. G. Rutherford, live stock commissioner at Ottawa, declares there is a marked decrease in production of live stock as compared with greatly increased consumption. He views outlook with some degree of alarm. In reference to hogs he says:—

"Although the Canadian swine industry is recently showing some signs of recovery in Ontario from the serious depression which, as a result of low prices, overtook it several years ago, it is capable of an infinitely larger development than it has ever seen, he opined. In Quebec and the Maritime Provinces the pig industry has never received the attention which it merits, the production being far short of the actual requirements, whereas under proper conditions, he believed there could be a large surplus for export."

But in the western Provinces, especially the hog-raising branch of the live-stock industry has never been taken up with anything like the degree of interest or enthusiasm it warrants, in spite of the fact that, as Dr. Rutherford believes, with favorable marketing facilities, it is undoubtedly one of the best paying adjuncts of the grain farm.

MONTREAL.

PROVISIONS—This market shows some improvement lately and while no changes in prices are noted, the demand is good. Lard seems to be in unusually good demand. while there is a steady call for barrelled pork.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12¼
" " " 5 " "	0 12⅜
" " " 3 " "	0 12½
Pails wood, 20 lbs. net, per lb	0 12¼
Pails, tin, 20 lbs. gross, per lb	0 11⅝
Tubs, 50 lbs. net, per lb	0 12
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 12¾
ompound Lard—	
Boxes, 50 lbs. net, per lb	0 08⅜
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 08⅜
" 5 " " " "	0 08⅝
" 3 " " " "	0 09
Pails, wood, 20 lbs. net, per lb	0 08¼
Pails, tin, 20 lbs. gross, per lb	0 08⅜
Tubs, 50 lbs. net, per lb	0 08⅜
Tierces, 375 lbs., per lb	0 08¼
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	7 00 7 10
" dressed, per cwt	9 75

BUTTER—In spite of higher prices prevailing, demand is good, but stocks are low, being about half as much as amount carried last year at same time. Prices will undoubtedly go higher and dealers would make no mistake in giving this market particular atention.

Creamery	0 35 0 35½
Dairy, tubs, lb	0 25 0 28
Fresh dairy rolls	0 29 0 30

EGGS—The storage houses report supplies of eggs practically exhausted and that two weeks will see none on hand. No one can just say what the supplies of new laids will amount to, and it is quite evident that there will have to be a considerable amount of overtime done by the hen if prices are to be kept within the reach of everyone.

New laids	0 45
Selects	0 35
No. 1	0 30

CHEESE—It is quite probable that a slight increase in prices all round will take place owing to stortage of stocks. England has been calling for supplies quite recently and as the demand at home is large enough for the supply, it looks as if the amount for export will be insufficient to satisfy the Mother Country. Dealers may, therefore, expect a rise at any time.

Quebec, large	0 17 0 17½
Western, large	0 17 0 17½
" twins	0 17 0 17½
" small, 20 lbs	0 17 0 17½
Old cheese, large	0 18 0 18½

POULTRY—Stocks at present here are about one-third less than they were this time last year and the demand is much heavier. The prices in U. S. A. are very high and dealers in Quebec Province are expecting calls from the west for supplies. Will they be able to procure satisfactory amounts? Prices have increased somewhat and are likely to go higher.

Fowl	0 13	0 14	Turkeys	0 21 0 22
Chickens	0 10	0 15	Ducks	0 18 0 20
Geese	0 14	0 15		

HONEY—Butter prices are somewhat high just now and the rural, as well as city people are beginning to use more honey and syrups. Supplies are, fortunately, good, and thre is no likelihood of scarcity. Indications are the prices will remain pretty steady.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08½
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS—There is somewhat brisker tone to market for provisions, and return to normal is shortly anticipated. Hams and bacon are moving fairly well, while stocks of lard are being kept quite well cleaned up. Hogs this week are less valuable by 10c, although the general trend of cattle has been in opposite direction.

Smoked meats—	
Light hams, per lb	0 14½ 0 15
Medium hams, per lb	0 14 0 14½
Large hams, per lb	0 13½ 0 14
Backs, plain, per lb	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb	0 15 0 17
Roll bacon, per lb	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 21 0 23
Lard, tierces, per lb	0 11½ 0 11¾
" tubs "	0 11¾ 0 12
" pails "	0 12 0 12½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, fed and watered	6 45
Dressed hogs	9 00 9 25

WE WANT

Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

BUTTER—There is no quotable change in butter, but the strong position already outlined is well maintained. The general situation, both in Canada and the U.S., is one of strength. Stocks held are comparatively light, with deliveries still on a small scale.

	Per lb.	
Fresh creamery print	0 33	0 35
Creamery solids	0 30	0 31
Farmers' separator butter	0 30	0 32
Dairy prints, choice	0 27	0 28
No. 1 tubs or boxes	0 25	0 27
No. 2 tubs or boxes	0 21	0 23

EGGS—Prices of new laid and storage eggs are slowly coming together. This week both kinds have moved so as to make the range between them smaller. Storage are quoted at 32c to 34c. This will by no means be a surprise to those who have been following our market comments. New laids range from 35c to 40c, slightly increased production being apparent. Demand for new laids is slack considering the comparatively low figure. Dealers are wondering why, with the small difference between storage and new laids, the latter are not moving more freely.

New laid eggs	0 35	0 40
Storage eggs	0 32	0 34

CHEESE—The higher prices which we noted last week are still in order, with steadiness ruling for same reasons as already set down. Trade is of a routine character.

Cheese—			Twin	0 16½	0 17
Large	0 16	0 16½	Stiltons	0 18	0 18½

POULTRY—The higher prices of last week in poultry have brought forward quite free deliveries. Arrivals are of assorted variety, with fowl and chickens in largest proportions. A large share of receipts are alive. Dressed rules 2c per pound higher.

Poultry—alive—			Ducks	0 14	0 15
Fowl	0 10	0 11	Geese		0 13
Chicken	0 12	0 14	Turkeys	0 16	0 18

HONEY—There are no special features. The movement is fair.

Honey—strained—		
White clover, 60-lb. tins, per lb		0 12
" " 10-lb. tins, per lb		0 12½
" " 5-lb. pails per lb		0 13
Dark clover, 5-lb. pails, per lb		0 12
Amber honey, 60-lb tins, per lb		0 08
Buckwheat, 6 5-lb. tins, per lb		0 07
Comb white clover, per doz	2 25	3 00

TO PREVENT MIXING MOLASSES.

A bill is before the legislature of Barbados which aims at prohibiting the blending of molasses in that country. It has been charged that molasses of a low grade was being mixed with choice and fancy and the resulting compound sold as Barbados molasses. The effect of this mixing was to cheapen the price of the article and render it less pure.

This is what the bill, which will most likely be passed, aims to prevent and enacts heavy penalties for exporting molasses into which vacuum pan molasses has entered.

Of the 154,000 puncheons of molasses exported from Barbados in the past two years, Canada received 105,000.

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

Do You Sell on Credit ?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings—and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK :—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

Hold fast to Quality---John Wanamaker

Estab. 1850 — Smalls — Regist'd 1891

MAPLE

RETAILERS

Quality of SMALL'S Maple Leaf has been maintained for the past 32 years "It's Standard." This claim is established by expert judges and awards given from every important country, also decision handed down by Judge Trenholme in High Courts of Appeal, Montreal, Nov. 4th, 1908. Also by consumers of undisputed tastes. Following are a few examples:—

"Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

"We thought it was fine."—Wm. Ranch, M. D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.

"Failed to detect any adulteration."—Milton L. Hersey, City and Prov. Analyst, Montreal.

"I did not think the Maple you were preparing so delicious."—Eug. Tarte, "La Patrie," Montreal.

"Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.

"SMALL'S Maple Syrup is recommended throughout the Dominion."—Ottawa Free Press, Ottawa.

And remember, SMALL'S Maple Leaf Brand costs but little, if any, more than the imitations. Prices at present for SMALL'S Standard Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

		Mixture	Pure
Quart bottles	12 to case	$2.40	$3.40
Pint tins ..... Wine	24 "	2.60	3.90
Quarter gallon	24 "	4.70	7.20
Half gallon	12 "	4.70	6.95
1 gallon	6 "	4.60	6.55
2—2½ gallon .. Imperial	2 "	4.10	6.45

"HABITANT" Brand

High grade maple flavor. Tastily designed labels. Guaranteed in every respect. Delivered

Pints	$2.20	½ Gallons	$4.40
Quarts	4.40	1 Gallons	4.20

JOBBERS

Syrup accounts have steadily grown with all houses that have STAYED with Maple Leaf Brand. It has the QUALITY, APPEARANCE and PRICE. Therefore, eventually must be universally adopted. Already enjoys larger sales than hundreds of other Brands combined.

"You certainly have a first-class line."—Wood & Stevens, (jobbers), New York, N.Y.

"Goods from you last year proved VERY SATISFACTORY."—Plunkett & Savage, (Jobbers), Calgary, Alta.

We do not sell to PEDDLERS, CONVENTS, FACTORIES or DEPARTMENTAL STORES, but to JOBBERS ONLY, from Stock carried Cheese Co., Ltd., Toronto; Nicholson & Bain, at Montreal, or Brokers; MacLaren Imperial Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.

Prices fluctuate in sympathy with raw materials, in which case WE PROTECT ALL STOCK IN JOBBERS' HANDS. Private brands packed only when labels are furnished.

CANADA MAPLE EXCHANGE
LIMITED

614-620 Beaudry St., MONTREAL

Capacity, three cars daily.

THE systematic provider for the home makes it a point to learn the different brands of goods that can be relied upon as to their purity and quality; and others depend upon there commendation of their dealers. There is perhaps no line of goods so frequently adulterated as Cream Tartar. Every dealer should study the Government reports on Cream Tartar and for the benefit of his customers compare analysis of Gillett's Cream Tartar with the other brands on the market.

GILLETT'S CREAM TARTAR

Guaranteed to be absolutely pure

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg . **Montreal**

Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

JUDGMENT

has long been pronounced in favor of DOMINION SILENT matches.

You be the judge, Mr. Grocerman, and we know that after a fair trial you will inevitably pronounce the verdict in their favor.

A PROFITABLE AND CERTAIN SELLING LINE.

The Dominion Match Co., Limited
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

HAVE YOU DONE IT?

We have pointed out clearly and concisely what the consumer thinks of

"Regal," "National,"
"Laurentia," "Daily Bread"

Brands of Flour. Yet we have not heard from some dealers. Are you one of the few who have overlooked the goods?

These are four brands of established purity, and bound to give complete satisfaction. Make sure that you sell goods of the highest quality only, and you can count on the better class of customers.

The St. Lawrence Milling Co., Limited
MONTREAL

HERE IT IS

A first-class Jam at a moderate price, something which will make your customers regard you as the "good jam" man. We can supply many varieties, all guaranteed of a high standard and packed to suit your trade.

"King" Brand Jam

has stood severe tests and has been pronounced by those who know to be thoroughly wholesome.

WRITE FOR PRICES
THEY'LL INTEREST YOU

Labrecque & Pellerin
111 St. Timothee St., MONTREAL, QUE.

Competition Among Millers is Keen

Some Price Cutting in Flour by Mills Last Week—Underselling Also Prevalent in Rolled Oats—Due Perhaps to Large Milling Capacity in Canada—Much Larger Than Needed, Many Believe—Rolled Oats Firm—Retail Sales Are Brisk—Moderate Domestic Trade in Flour.

Competition for business both in flour and cereals is apparently keen. This was made evident in price cutting war which caused rolled oats prices to sag in the face of fairly steady market. Now it is flour. Reports came forward last week from Montreal that mills were underselling one another in this commodity. This latter condition seems to have been overcome for present and all mills are apparently quoting present prices. Still, the strong competition is made evident.

"Why these attempts to secure business in this manner?" one miller was asked. In reply he pointed to the large milling capacity in Canada, considerably larger than warranted, in his opinion. "The milling business in Canada was a good proposition a few years ago but there has certainly been no dearth of new entrants into the business in late years, and the milling capacity has been greatly increased, too much indeed, in my opinion."

Domestic trade in flour shows a fair average for the month. Foreign demand is good and bad in spots, sometimes not coming high enough to meet views of exporters. There are no special features to the market. The raw material holds steady. Considerable Manitoba wheat is being worked off for export.

In reference to flour, one miller states that owing to excessive moisture in the wheat on this crop, it requires a quarter of a bushel more of the high-grade wheat to make a barrel of flour as compared with last season.

MONTREAL.

FLOUR.—"Moving steadily," sums up the situation in the flour market. The conditions are quite satisfactory. No change in prices.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

CEREALS.—There is nothing particularly striking in this market just now but a good seasonable trade is passing. Competition remains close and there are some cases of price cutting coming to attention now and then.

Fine oatmeal, bags	2 52
Standard oatmeal, bags	2 52
Granulated oatmeal, bags	2 52
Rolled cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90 lb.	2 30
Rolled oats, cotton bags, 90 lb.	2 35
Rolled oats, barrels	4 85

TORONTO.

FLOUR.—Dealers note a moderate domestic trade which appears to be fully as large in volume as during last January. There are no special market features but market for raw material denotes steadiness.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

CEREALS.—Cornmeal under stronger tone in raw material is firmer. Already one firm announces advance of 15 cents per cwt. on this line.

Rolled oats are firm under strong tendency in raw oats. Price cutting appears to be disappearing. Demand from retailers has been good and the tone of market is healthier and firmer.

Cereals in general are moving well.

Rolled oats, small lots, 90-lb. sacks	2 30
Rolled oats, 25 bags to car lots	2 20
Standard and granulated oatmeal, 98-lb. sacks	2 56
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 80
Cornmeal, 100-lb bags	2 00 2 15
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

FLOUR.—Flour market continues to be active and good export as well as local demand is in existence. An interesting report was received from Minneapolis showing that a battle of wits between business men of the United States and Canada which had been going on in secrecy for the last four months had come to light by the announcement of W. P. Trickett, executive manager of the Minneapolis Traffic Association that Minneapolis was practically assured of shipping her flour to New York for 12c per 100 lbs. instead of 23c. The situation it is stated grew out of the announcement by the Canadian Government that it would build a railroad from the Hudson Bay to Winnipeg. This according to advices from New York would place the Canadian city 318 miles nearer Liverpool than New York. He also claimed that the new Trent Valley Canal now being built from Lake Ontario by the Canadians was indicated as another weapon by which Canada might deprive the States of her export flour trade. Local millers when asked about this report stated that they had heard nothing new regarding the same and that they did not consider it was worth while worrying themselves over until something definite was announced.

1st Patents, per sack, delivered Winnipeg	2 90
2nd Patents, per sack delivered Winnipeg	2 85
1st Clears, per sack, delivered Winnipeg	2 25
Rolled Oats, per sack, delivered Winnipeg	2 15

Once Again

let us draw your attention to the fact that Mooney's Perfection Cream Sodas are distinguished by a superior degree of lightness and crispness, and are delightfully palatable.

Have proven phenomenal sellers.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.

THERE'S MERIT IN THE FLAVORING

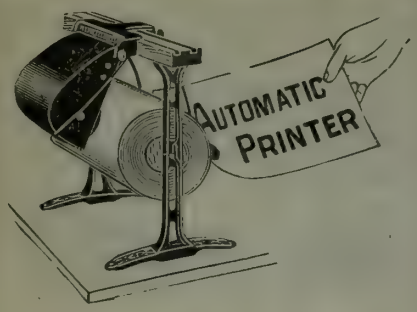
MAPLEINE

IT'S DAINTY
IT'S POPULAR
IT SELLS

The demand is growing and you can procure a stock from your jobber, or

Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. WN.



Just the Thing

for advertising special sales, introducing new brand of goods, as they can be attached to any paper cutter and will print on any kind of paper in two or more colors.

Just pull the paper. The machine will do the rest. This is our Ad. What is yours ?

Agents Wanted in all unrepresented districts.

UTILITIES LIMITED
73 Bank of Ottawa Bldg.
MONTREAL

Nation's Custard Powder

& EGG POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.

COMPLAINTS OF A HOUSEWIFE

"Oh ! those greasy odors in the kitchen!"

"My ! that gas bill is high!"

"What a number of dirty dishes to wash ! "

"Everything is going wrong in the oven ! "

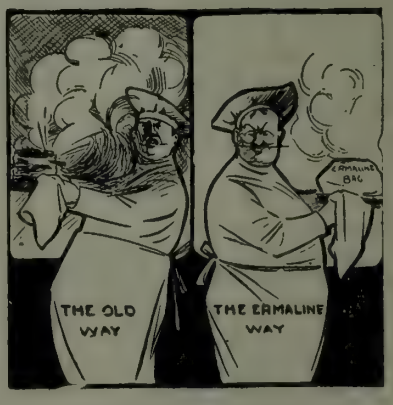
"Heavens ! that roast won't be nice!"

"The dinner is not just as it should be ! "

Now, She's Happy

The grocer introduced a device which proved a real antidote for all kitchen grievances and which has just set everything right. It was the

ERMALINE COOKING BAG



Appeals to you, eh ?

ASK YOUR WHOLESALER OR WRITE DIRECT

Edward Lloyd, Limited
MONTREAL

Order Now

Italian Peeled Tomatoes

Something rich; will be appreciated; the flavor is there.

Spanish Peppers

1-lb. tins, 50 to a case

Pickled Peppers

Nothing half as good ever brought into Canada. A regular treat. Your better class customers will purchase readily. They are a small green pepper, pickled by experts—each a mouthful of deliciousness.

N.B.--We are headquarters for **Gorgonzola, Roman and Parmesan Cheese, also Tomato Extract and Olive Oils.**

H. E. VIPOND
197 St. Paul St., - MONTREAL

Butter, Eggs AND Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

DEALERS everywhere are receiving many calls for E. D. S. Brand preserved fruits. We are continuing our campaign of advertising and an increased demand is sure.

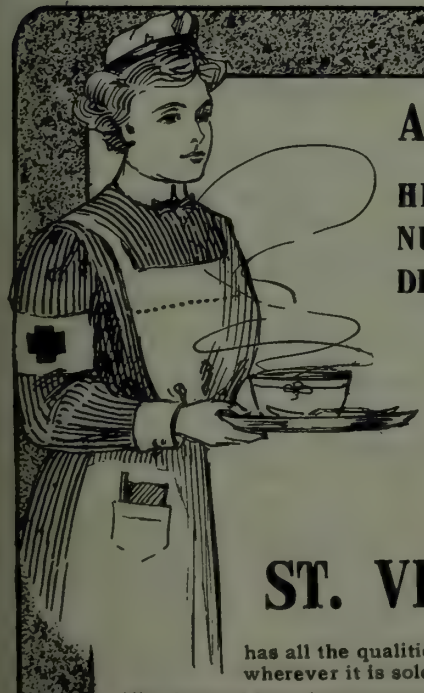
Quality is of the best. Flavors that charm the palate are found perfectly united in these Government inspected Jams, Jellies and Preserves.

Well packed, makes attractive displays and you will reap good profits, Mr. Dealer.

Made only by
E. D. SMITH
WINONA, ONT.

Agents—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

E D S



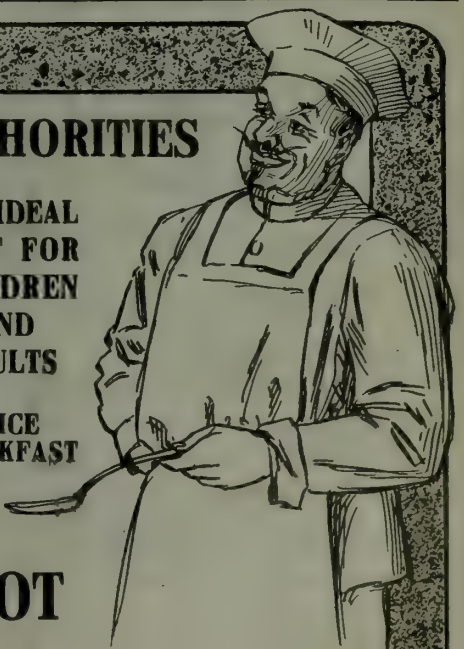
APPROVED BY ALL AUTHORITIES

HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT

THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

Marmalade Oranges

First arrivals are fine, fully matured and high color.

CALIFORNIA NAVELS are now arriving in better shape.

VOLUNTEER BRAND LEMONS are reasonable.

CRANBERRIES—Late Howes are extra fancy.

GRAPE FRUIT—Florida and Jamaica.

Sweet Potatoes, Fresh Tomatoes, California Cauliflower, Head Lettuce. Endine Hot House Grapes.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

"Finest Quality"

"St. Nicholas"
"Home Guard"
"Puck"
"Kicking"
"Leaf"

"HONESTLY PACKED"

The Lemons you should handle.

J. J. McCABE
AGENT
TORONTO, : : ONT.

Strong Potato Situation in Canada

Firmer and Higher at Many Centres—General Stocks Being Rapidly Reduced—N. B. Dealer's Ideas Firmer—Imports of English and Irish Stocks—High in U. S. Also—Marmalade Oranges Arrive—Show Good Quality—Oranges Have Been Dull—A Suggested Reason.

With passing of the extremely cold weather which hampered fruit and vegetable business throughout Canada for a time and the arrival of more moderate temperature during the week, trade has again reverted to normal. The milder weather which set in during past week afforded wholesalers an opportunity of clearing the decks of held up orders. Trade is now expected to settle down to good steady movement.

Marmalade or bitter oranges have made their appearance on Canadian markets. The quality is quite satisfactory and a good trade should follow. The crop is reported about similar to last year in volume and prices are ranging at about same level. Trade in navel oranges is inclined to dullness although the fruit is showing up well in quality now. Some dealers are of opinion that rush of somewhat immature green fruit to market for the Christmas trade has turned the consuming public against this line. The market is slightly easier.

The strong potato situation as pointed out last week continues and higher values in this commodity rule at many centres. General stocks are apparently being rapidly reduced to low point. Supplies throughout Ontario are small. In New Brunswick, stocks are pretty well out of farmers' hands and holders' ideas are firm. Imports are being made of English and Irish potatoes which will rule at about the same price as New Brunswick. Some shipments of Irish potatoes to Canadian markets were diverted to U.S. markets at higher prices. The situation is strong across the line and such large imports have been made necessary that a bill has been introduced at Washington to temporarily lift the duty of 25c per bushel. If this bill passes, U.S. dealers will without doubt come into Canada to make purchases, thus lending even greater strength to the market.

Celery continues high. Canadian onions are scarce. Cabbage displays firmness. Imported strawberries hold high.

TORONTO.

GREEN FRUITS.—Bitter or marmalade oranges have arrived and appear to be making satisfactory start. The quality of the first arrivals is good, which should encourage merchants to get behind this line. They come in 176's and 200's and are quoted at $2.50 to $2.75 per case.

Table oranges are not moving briskly, having been inclined to quietness since the passing of the big holiday demand. Lemons are meeting with a moderate demand while Almeria grapes, of which there is no overplus of supplies, are moving quite well.

Situation in apples is quite different from year ago when supplies were scant and prices sky high. At present time, offerings are quite plentiful while trade could not be described as brisk.

Further shipments of strawberries are coming from Florida at fancy prices. Some rhubarb is also offering this week.

Bananas	1 25	1 75	Jamaica, case	3 25	3 50
Lemons—			Grapes, Almeria per keg	5 00	6 00
Messina, new crop	2 50	3 00	English hothouse grapes, lb	0 65	0 75
Oranges—			Cranberries,		
Marmalade	2 50	2 75	Cape Cod, brl.	14 00	15 00
Florida		3 00	Nova Scotia		8 00
California navels	2 75	3 00	Jersey long keepers	14 00	15 00
Mexicans	2 00	2 25	Apples, brl	2 25	4 00
Valencias, 714s		5 50	Pineapples, case		4 00
Valencias, 420s		4 75	Florida strawberries, box	0 70	0 75
Tangerines, strap		6 00			
Grapefruit—					
Florida, case	4 50	6 00			

VEGETABLES.—Tendency in potatoes was quite clearly defined last week. This week dealers are quoting advance of 10 to 15 cents per bag. New Brunswick stock ruling at $1.75 and Ontario at $1.60. The conservative amount held locally and the smallness of offerings is reason assigned for the advance. As mentioned last week holders' ideas in New Brunswick are firmer. There are those who predict still higher values for this commodity and dealers who look for the $2 mark to be reached before many weeks are not wanting.

California celery is on the market and as pointed out would be the case is high being quoted at $7 per case of 6½ to 8 dozen. New lettuce, radish and green onions are also adorning the local market and with mushrooms, hot house tomatoes and sweet potatoes makes a nice line of specialties to handle.

Root products hold their strong position while cabbage is firm.

Boston cucumbers, doz		2 25	Potatoes, Ontario, bag		1 60
Boston head lettuce doz		1 50	Onions		
Canadian beet, per bag	0 80	0 90	Spanish, case	3 50	3 75
Cabbage, Canadian, dozen	0 50	0 65	Spanish, ½ cases	1 85	2 00
barrel		1 75	Canadian, 75-lb. bags		2 25
Carrots, bag	0 80	0 90	Sweet potatoes, hamper	1 65	1 75
Turnips, bag		0 50	Mushrooms, 1-lb. boxes	0 50	0 60
Celery per doz		0 90	Can. hot house tomatoes, lb		0 30
Celery, Cal., per case 6½ to 8 dz		7 00	New lettuce, dz	0 30	0 35
Parsnips, bag		0 90	Green onions		0 25
Potatoes, N. B.		1 75	New radish, doz		0 50

With a capital of $1,125,000 has been incorporated in England the British Columbian Fisheries, Ltd., to carry on at the Queen Charlotte Islands, B.C., and elsewhere the business of fishing, canning, curing, packing, etc.

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.
30 William Street, Montreal

Elephant Brand California Navels

EVERY ORANGE TAGGED. EVERY ORANGE A PERFECT JUICY SWEET ORANGE, AS THEY SHOULD BE.

This Brand will revolutionize your orange business, that is if you want the best. The first car arrives to us next Tuesday.

Buy Elephants and wear the Elephant Smile.

WHITE & COMPANY, LIMITED
Wholesale Fish, Fruit and Produce
HAMILTON TORONTO

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

Marmalade Oranges

Fresh shipment unloaded this week

SIZES:—160s, 200s, 240s. Extra Fancy.

NOW IS THE TIME

Grape Fruit Lemons Bananas
Smoked Fish and Oysters
Hothouse Greens fresh every day.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

Evaporated **Makepeace CRANBERRIES** **Evaporated**

NO WASTE

You should order Makepeace Evaporated Cranberries now, they are more economical and possess better eating quality. Cheaper, because on the basis of the present market you cannot sell fresh cranberries less than 20 cents per quart; one package Evaporated equals nearly one quart Fresh and sells 15 cents each or 2 for 25 cents. Better eating, because only vine-ripened and only perfect berries are evaporated. Start right now to handle them. Order from your wholesaler. Ask me for samples.

NO DECAY

W. B. Stringer **Ontario Sales Agent** **Toronto**

Fish - Oysters

Looks Like Firmer Tendency in Fish

Storms on Eastern Coast Seriously Interfered With Fishing —Opinion Expressed That This Will Work for Lighter Supplies and Consequently Firmer Prices—Weather Favorable For Trade.

Storms of past few weeks on eastern coast have interfered seriously with shore fisheries. That this may work for firmer tendency in price in period ahead is the opinion of more than one dealer. The catch of fish during January has been particularly small. Fresh supplies have been so small that even at eastern points storage stocks have had to be resorted to. Already on the eastern markets there has been some slight firming and with period of heavy demand, including the Lenten season ahead, it is probable that higher prices on frozen fish and possibly on some smoked lines may result. Lobster fishermen lost much gear in the storms and both live lobster shippers and canners have as a consequence been unable to get supplies.

Weather has been favorable for trade and a good volume of business is reported throughout the Dominion. Oysters are moving fairly well.

QUEBEC.

MONTREAL.—Dealers are beginning to pay more attention to fish owing to the approach of Lent and wholesalers find the demand a little heavier. Prices remain steady, only a few changes having taken place during the week.

FRESH AND FROZEN

Market cod, cases 250 lbs., per lb	0 04½	Mackerel	0 11
Less than case	0 05	Dressed perch	0 10
Smelts, fancy	0 10	Dore or Pickerel	0 07 0 08
Haddock	0 04½ 0 05	B.C. red salmon	0 08½ 0 09
Halibut, per lb.	0 08 0 08½	Gaspe salmon, per lb	0 18
Herring, frozen, per 100 fish	1 65 1 75	Qualla salmon	0 07½ 0 08
Mullets	0 04½ 0 05	No. 1 smelts, lb	0 10
Pike, round lb	0 05 0 05½	Extra smelts, lb	0 14
Pike, dressed & headless, lb	0 06½	Lake trout, lb	0 09½ 0 10
Steak cod	0 05½ 0 06	Tomcods, orl	2 25 2 50
		Whitefish, large, lb	08½ 0 09
		Whitefish, small	0 05 0 05½

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod 3 lb. box	0 12

SALTED AND PICKLED

New green cod, per bbl 200 lbs	10 00	No. 1 green haddock, per 200 lbs	7 50 8 00
No. 1 bbl 200 lbs	9 00	No 1 green pollock, per 200 lbs	7 50
New green cod, per lb	0 04½ 0 05	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl.	3 10	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls	12 00	Salmon, Labrador, half bl	8 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb	0 06½ 0 07
No. 1 mackerel ½ bbls.	3 00	Salt sardines, bbls	5 50
Scotia herring, No. 2, bbl		Salt sardines, ½ bbls	3 00
Lake trout, kegs	8 50	Sea trout, ½ brl	6 50
Choice mackerel pail	2 00	Sea trout, bbls	12 00
		Scotch herring	6 50
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07
Fillets, fancy, 15-lb. boxes, per lb	0 10
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish	1 10

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00
Solid meats—Standards, gal., $1.75; selects, gal., $2.00.	

ONTARIO.

TORONTO.—An important feature to the market is the severe storms that have been prevailing on the eastern Candian coast, interfering seriously with the catch of fish. It has been hinted by several dealers that this will work for higher prices on frozen lines during the period ahead. So short has been the supply of fresh fish that eastern markets themselves have had to resort to frozen stock, while it is quite evident that stocks of frozen will be smaller than if fish were now being caught for their marketing.

Extra smelts locally are quoted at 17 cents and No. 1 at 10 cents per pound. Fillets are very scarce and firmer in price. Trout, however, is fairly plentiful and there are said to be good stocks of dry cod lines held. Stocks of halibut are quite conservative, with the outlook by no means rosy.

Weather has been favorable and trade has been generally brisk.

FROZEN FISH

Gold eyes	0 05	Smelts, No. 1, lb	0 10
Pike	0 05	Red salmon, round	0 10
New Pink sea salmon	0 09	Sea herring, 100	2 00
Whitefish	0 09 0 11	Mackerel, lb	0 12
Red salmon, headless and dressed	0 11	Mullets	0 04
Halibut	0 09	Bluefish	0 12
Smelts, extra, lb	0 17	Lake herring	0 03 0 05

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	05 0 07
		Trout	0 08½

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	08 0 09	Fillets of haddie	0 11 0 12
Digby herring, bundle	0 90 1 00	Ciscoes, basket	0 90 1 00
		Ciscoes, per lb	0 10

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gallon	1 70 1 75	Labrador herring, half bbls.	3 00 3 25
Oysters, standards, gl	1 55		

NOVA SCOTIA.

HALIFAX.—Storms have played havoc with fisheries on Nova Scotia coast during past week. Receipts have been unusually small. None of the inshore bank fleet that make the market each week, landed any fish, and in consequence storage stocks had to be brought out.

The lobster fishery has been temporarily paralyzed. Only a few dozen lobsters have been marketed. The fishermen have sustained heavy losses to their gear, and it will be some time before they can get traps in shape again. Shipments from coastal points to United States market have been practically nil. There is also marked scarcity of lobsters at Portland, Gloucester and Boston. Fish is in good demand and some dealers say that this is due to the continued advance in price of beef. Cod, haddock and smelts are about the only fresh fish offering.

NEW BRUNSWICK.

ST. JOHN.—Stocks of fish in St. John markets are just sufficient to cope with local consumption. Sever cold and the blowy, stormy weather of past week have had their effect in preventing many fishermen from going about their favorite grounds, and hence the market has not been plentifully supplied. Their nets and traps have also been damaged in some places along the coast of Bay of Fundy by heavy winds and storms and in some instances the loss in this way has been considerable.

Smelt fishing in the Kennebecasis, which is one of main sources of local supply about this time of year, has not been so good as in former years, there having been quite a falling off lately. But it is in fresh fish that the dealers feel the effects of the bad weather most forcibly. Haddock are scarce, and lobsters have not been known to be so scanty for many months. In fact, so much is this the case that from many bay townships reports are to the effect that the men have abandoned the work of fishing through discouragement for a time.

CANADIAN TEA CONSUMPTION.

The consumption of tea in Canada in 1910 was 34,259,000 lbs. While this showed an increase, it fell behind that of 1909 in point of consumption per capita. A feature is that the amount consumed per capita in Canada measures well up with the other countries, being next to the United Kingdom. The consumption per head in the United States is only .89 lbs. as compared with 4.34 in Canada.

The Dominion Molasses Co., Halifax, N.S., have installed one of the latest can filling machines. It has a capacity for 1,000 cans of molasses an hour.

James Methven Son & Co., St. Georges House, Eastcheap, London, Eng., has removed to 2 Talbot Court, Eastcheap.

REMEMBER

that every time a customer asks you for Fish and you say "I don't keep any," you are giving him or her reason to say, "Well, you should," and good sound reason, too. Fish, Mr. Grocer, should be given a fair place in your displays, especially now that Lenten times are beginning to show up in the distance.

SALT HERRING

You can easily handle this line and make substantial profits. The stock is First-class, Choice, Plump, Wholesome.

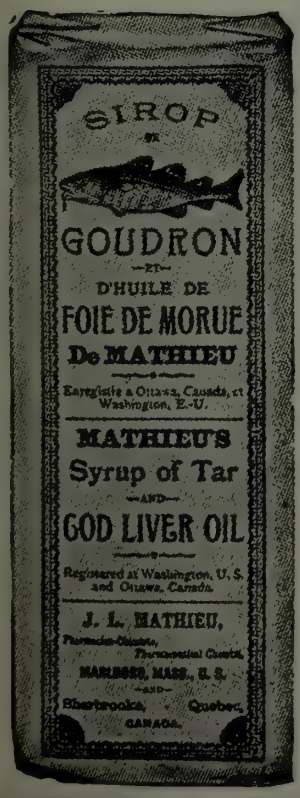
Haddies, Kippers, Bloaters

THE OCEAN BRAND, the brand which HAS satisfied and WILL satisfy.
Have you ever tried to sell FILLETS? BOUTILIER'S sell themselves.

The Halifax Cold Storage Co., Limited

47 William St. Selling Branch MONTREAL

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

QUAKER BRAND

Baking Powder

Contains

No Alum

If you want an absolutely pure, genuine, and "result getting" Baking Powder, then it's

QUAKER BRAND

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

Beacon Brand Ciscoes

We have persistently held to the axiom in our business that **"Quality is remembered long after price is forgotten."**

This idea holds good throughout the fish business in a special manner. It was the original cause of our bringing to the public

BEACON BRAND CISCOES

We have gone to great lengths to make this fish **REAL FANCY**—*and we have succeeded.* They can be eaten and enjoyed by *the most delicate* as well as the most healthy person, with equally good results and appreciation.

The fish are among the choicest products of fresh water, large, plump, juicy ciscoes, the most beautiful ciscoe produced in our chain of Great Lakes.

Cured in our own warehouse, with every conceivable caution as to cleanliness and selection, *is it any wonder that they have taken hold so rapidly on the public.* Every fish has our complete guarantee.

DON'T NEGLECT YOUR OPPORTUNITY—MR. GROCER. You can make money on this line of fish. As safe to handle as sugar.

REMEMBER—they sell themselves on sight *and bring your customer back for more.*

You buy and sell a standard weight of fifteen pounds to the box. **YOUR PROFIT IS ASSURED.** Ask for our price list.

THE F. T. JAMES CO., LIMITED

Sole Proprietors

BEACON BRANDS

CISCOES FINNAN HADDIE

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co, Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

CONCORD

Norwegian Sardines

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.

CCC
Norwegian Canned Goods

Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS

R. S. Mcladoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co, Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

You cannot make a

Clean Sweep

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

Delivery System Works Like Clockwork

Method Used by Jno. Carpenter, Hamilton, Ont., to Deliver With Least Time and Trouble—Has Been in Business in One District for 33 Years—Big Sale for Baskets—How He Advertises.

Hamilton, Jan. 25.—(Special.)—It was in 1878 that Jno. O. Carpenter opened a grocery store on Market Square. That was before the city had grown to the size where its competitors designated it the "Ambitious City." Since then it has steadily been on the increase, and the business which Mr. Carpenter started a third of a century ago has indeed kept pace with the advancement of the city. While he has found it necessary at times with the increase in business to change his location and enlarge his store, he still remains within the boundaries of the place where the citizens gather to barter with the farmers who come from miles around with their supplies of butter, eggs, vegetables and other farm commodities. Indeed, Hamilton has a market which other centres well might envy. During the summer months, it was a scene of activity both night and day.

Location Serves Double Purpose.

Thus has location shaped the trade of the Carpenter store, which is endowed with a goodly portion of both farm and city customers. He secures the trade of the farmers who come there to sell produce, and also of the city people who come there to purchase what the farmers have to offer.

Mr. Carpenter takes advantage of opportunities that present themselves. The farmer's wife is frequently in need of a basket in which to bring her produce to market, and will generally go to the nearest store to purchase them when in town. The city wife comes to the market to purchase, and perhaps also finds the need of a basket. Thus, did Mr. Carpenter find an opportunity for a side line that gave a good profit, and also attracted people to the store. He carries a big assortment of baskets of all kinds. He is perhaps the only grocer here who sells the German basket, and he finds large sale for them.

Studied Delivery Problem.

He has not been in business for 33 years without fully recognizing the value of delivery—a big link in the chain of service. Not alone does he give his customer a good delivery service, but he aims to do it by the best system possible.

In the first place, he has a folding delivery box, which saves a good deal of space when not in use. While on the delivery route, when the parcels have been delivered to a customer, the box is folded up and placed out of the way. It folds by the bottom swinging up, the four corners being on pivots.

The box is also equipped with handles cut into the ends, and bears the name and address. When one of these boxes is placed on top of another they lock together in a simple manner. This allows many more to be placed in the delivery wagon, and being held tightly together, there is not the same shaking or rocking as if they were separate.

There is another advantage. While the writer was in the store, the driver locked four of these boxes together, and was able to carry the four out to the wagon, thus saving time. If they had been separate, four trips would have been necessary.

Boxes All Numbered.

But this is not all the system. Each box bears a number, being marked consecutively from 1 to 50. The driver takes the bill of the first customer on the route. She is No. 1. That is the number on her bill, and her goods are put in box No. 1. Then he goes on to No. 2, whose goods are placed in box No. 2. When he stops at house of customer No. 1, all he has to do is to take the box bearing that number. He delivers the goods, folds the box up, puts it out of the way and goes on to No. 2. He does not have to examine all the boxes in order to find the right one, but merely refers to the number. Thus is the delivery carried on like clockwork.

Goods Checked Off.

The goods of one customer only are placed in each box. In placing them in the box, they are checked off with the bill, preventing the possibility of starting out without all a customer's purchase.

Has Two Refrigerators.

Mr. Carpenter believes in fixtures to facilitate work of the store or which help selling goods. In the centre of the store is a display refrigerator showing meats, cheese, peanut butter, etc. At the rear he has another refrigerator for butter.

Drawer spice receptacles maintain the strength of his spices and also keep them free from dust. Below these are swinging bins in which sugar, cereals and kindred bulk lines are kept. Nearer to the front below the ledge are tea canisters, which keep the air and dust from this beverage.

Among other fixtures may be seen a bag holder, electric fan, cash register, computing scales, electric coffee mill, cheese cutter and meat slicer, all of which he claims have their place in the grocery store, and are articles which eventually pay for themselves in allowing work to be done more quickly, better, and with more satisfaction to the customer.

Uses the Newspapers.

In a city it is a somewhat difficult problem to decide what is the best method of advertising. For the reason that newspaper space is held at high rates, some dealers believe that this method is not profitable. Mr. Carpenter is, however, a steady user of the daily paper. The space he uses is not large, but he keeps consistently at it, which he believes is better than a splurge once in a while and no advertising between.

For space about an inch in depth, single column, he pays $150 per year, but he says it is a profitable investment. He does not put in a mere "card" and allow it to continue without change, but each day presents something new to readers.

SOLD CANDLES IN COLD WEATHER

Toronto, Jan. 25.—(Special.)—It's an ill wind that does not blow some one some good. Such is the belief of at least one grocer, who took full advantage of the recent cold snap to help along sales. Anticipating that the cold weather would freeze up the gas pipes of many householders, as has been known on past cold occasions, he prepared for a big demand for candles, which he believed would naturally follow. While he generally carries only one box at a time, he stocked up with ten boxes. The sales developed, and he cleaned them all up with a considerable added profit.

This same grocer, whenever there is a snow storm, places a bundle of brooms at the front door. They are in big demand for sweeping following a storm, and he tries to attract the trade for them to his store.

All grocers may not be in a position to profit by such opportunities, but the point which is wished to be impressed on the dealer is that he should always be on the lookout for opportunities and take full advantage of them to swell sales and profits.

Carl Webb, Oxford, N.S., had opened a grocery and dry goods store in the Wood-Patton block. On the right side of the entrance the groceries and canned goods are neatly arranged, and on the opposite side is the dry goods.

TOBACCO DONT'S

Don't say "I haven't it" when a customer asks for tobacco, say "I'll get it."

Don't think you can't sell tobacco, because **you can.** You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - Chewing

The Rock City Tobacco Co.
Quebec Winnipeg

1912
and
7-20-4

Start Off Well

by getting that tobacco department you have promised yourself so often into good shape. You cannot put a better cigar into it than the

7-20-4

the cigar of 1912, so get in touch with us right away. Will appeal to those who know the best leaf, and will make others to whom you introduce it feel like princes, because they have never been previously, and will never be, able to secure such a good smoke at the price.

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

FOR SALE—GOOD GROCERY, MUSKOKA district; stock and fixtures about $3,000; turnover $18,000; safe trade. Box 408 Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

FACTORY FOREMAN WANTED

WANTED—FOR A WESTERN FRUIT CANnery, a factory foreman with experience covering mechanical operations, preparation of products, processing, etc. Able to take charge of a running concern. Apply stating age, experience, salary, with references, to C. C. P., care Canadian Grocer, Toronto.

SITUATIONS VACANT

EXPERIENCED SPECIALTY SALESMAN wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MacLean Publishing Co., Ltd., 143 University Avenue, Toronto.

SITUATION WANTED

WANTED—BY A PERSON WITH TWENTY years' experience in the general merchandise business, a position as traveler for Maritime Provinces; dry goods, hats and caps, gents' furnishings or boots and shoes preferred, but would be open to accept any line; can furnish best of references. Address Box 409 Canadian Grocer, Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
Before the Interview.
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The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
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Special Tactics.
Character and Conduct.

183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
2-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$5 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4 oz. tins, 65c.; 5c. tins, 40c.

Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65

Cartoons—	Per doz	No. 12, 4-oz., o dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 3½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Weight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz	$4 40
Perfection, ½-lb. tins, per doz	2 35
Perfection, ¼-lb. tins, per doz	1 25
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 33
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 2½ bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

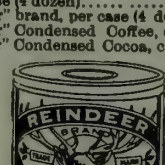
BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 [illegible]

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "			0 28
English breakfast, 1 lb. tins,		"	0 18
Grand Prix, 1 and 2 lb. tins.		"	0 30
Demi-Tasse, 1 and 2 lb. tins,		"	0 30
Flower Pot, 1 lb. pots,		"	0 22

Confections

PEANUT BUTTER

MacLaren's Imperial—	Ontario prices Per doz
Smal , 2 doz	0 95
Medium, 2 doz	1 80
L rge 1 doz	2 75
Tumblers, 2 doz	1 35
Pails, 24 lb., per lb	0 15

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.

1-lb. decorated tins, 32c lb.
Mo-Ja, ½-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c lb.
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60
Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4
Presentation (with tumblers) $3 per doz.

Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese

MACLAREN'S IMPERIAL

Ontario Prices

	Per doz.
Individual (each 2 doz	$1 00
Small (ea. 2 doz.)	2 40
Medium (ea. 1 dz)	4 50
Large (ea ½ dz.)	8 25
MacLaren's Roquefort	
Small, (ea. 2 dz.)	1 40
Large (ea. 1 dz.)	2 40
MacLaren's Canada Cream—	
Small (ea. 1 dz)	0 90
Medium (ea. 2 dz.)	1 30
Large (ea. 1 dz.)	2 30

Cream

FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.
All same price one size or assorted.

UN-NUMBERED

Under 100 books ..... each 04
100 books and over ..... each 03½
500 books to 1000 books 03
For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors) doz.	1 00
2 " " "	1 75
2½ " " "	2 00
4 " " "	3 00
5 " " "	3 75
8 " " "	5 50
16 " " "	10 00
32 " " "	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 90
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.

Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited, HAMILTON, Canada BUFFALO, N.Y.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Rou.	11 00
"	tins ½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 0
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi Fine	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07½ lb.
" 12 lbs., ½ lb. bars	0 08½ lb.
" 50 lbs ¼ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lun" 65 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ¼ lb. bars	3 25 case
" 100 lbs., 3½ oz bars	1 80 case
" 200 lbs., 3½ oz bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Mi dle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkgs., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only.	0 05

Cereals.

Grape Nuts—No 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Force, 36's	4 50
Gusto, 36's	85

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" 1-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Ontario Prices.

Small, case 4 dozen, per doz	0 45
Medium, cases 2 dozen, per doz	0 90
Large, cases 1 dozen, per dozen	1 35

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each, ovals, per case	5 4[illegible]

100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½

GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

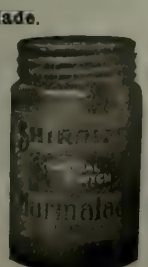
Lye (Concentrated).

GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 [illegible]
3 cases of 4 doz	3 [illegible]
5 cases or more	3 35

Marmalade.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

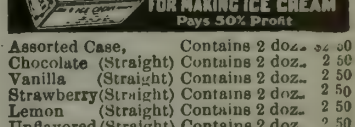
4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
6 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Jelly Powders

Assorted Case,		Contains 2 doz. $1.80
Lemon	(Straight)	Contains 2 doz. $1.80
Orange	(Straight)	Contains 2 doz. $1.80
Raspberry	(Straight)	Contains 2 doz. $1.80
Strawberry	(Straight)	Contains 2 doz. $1.80
Chocolate	(Straight)	Contains 2 doz. $1.80
Cherry	(Straight)	Contains 2 doz. $1.80
Peach	(Straight)	Contains 2 doz. $1.80
Weight 8 lbs. to case.		Freight rate, 2d class.



Assorted Case,		Contains 2 doz. $2.00
Chocolate	(Straight)	Contains 2 doz. 2 50
Vanilla	(Straight)	Contains 2 doz. 2 50
Strawberry	(Straight)	Contains 2 doz. 2 50
Lemon	(Straight)	Contains 2 doz. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50
Weight 11 lbs. to case.		Fr'ght rate, 2d class.

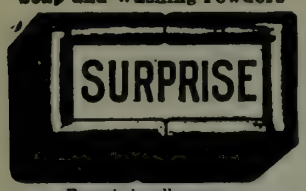
IMPERIAL DESSERT JELLY.

Ontario Prices.
Assorted flavors, $1.75 per gross.

IMPERIAL STERILIZED GELATINE.

Ontario Prices.
Cartons 1 doz, 90 cents per dozen.

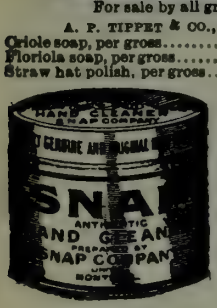
Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



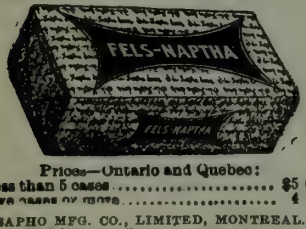
3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.

5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.

GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall. doz.	2 00	1 gall. doz.	19 20
¼ gall. "	6 00	1-16 gall., gross	
½ gall. "	10 80	lot	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 1 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60
	Culinary Starch	
40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case

SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND

Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.
Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs	0 03⅜
Half barrels, 350 lbs	0 03½
Quarter barrels, 175 lbs	0 03½
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

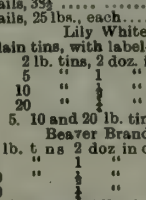
Plain tins, with label—				Per case
2 lb. tins, 2 doz. in case				2 65
5 "	1	"	"	3 00
10 "	½	"	"	2 90
20 "	¼	"	"	2 85

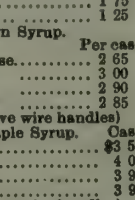
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

				Case
1 lb. tins 2 doz in case				$3 50
5 "	1	"	"	4 00
10 "	½	"	"	3 95
20 "	¼	"	"	3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum reselling prices
1 doz 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3 - Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.
Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

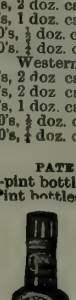
Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case. per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per dozen
H P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of ½ dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD
6a size, gross $2 40 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	" 3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED. EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Strag, 5¼ to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

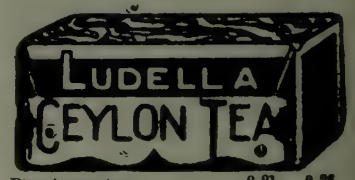
TEAS

THE "SALADA" TEA CO.

Wholesale Retail

East of Winnipeg only.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



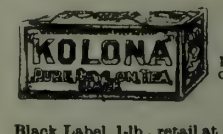
Blue Label, ½s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½s	0 23	0 30
Brown Label, 1's and ½s	0 28	40
Brown Label, ½s	0 30	0 40
Green Label, 1's and ½s	0 35	0 50
Red Label, ½s	0 40	0 60

MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack n 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 3 tin pails 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

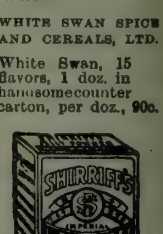
Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz glass jars 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 55c. per tin; No. 7 wood pails, 6 in crate, 55c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

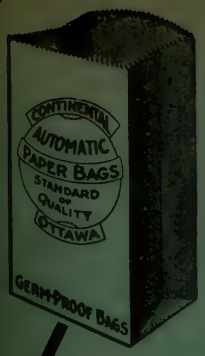
"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15



The Dealer

who wishes to use the **Best Paper Bags Manufactured** should order **CONTINENTAL GERM-PROOF BAGS,** guaranteed to be without Equal. Greatest Flexibility and Strength. **Most Perfect Bottoms.**

What else can be desired? Send trial order to your Wholesaler, or to the Distributors:

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited. Branch, 427 St. James St., Montreal.

The Continental Bag & Paper Co.
LIMITED
OTTAWA
SOLE MANUFACTURERS.

GROCERY

Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people **will have "Purity" Salt,** therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE
WESTERN SALT CO., Limited
Mooretown, - Ontario

Canada First

Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario
Head Offices: Hamilton, Ontario

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

BEST BRANDS

—SALT—

For prices or information write

Verret, Stewart & Co., Limited

The Salt Sellers MONTREAL

Your Effort Plus Our Goods

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of OATMEAL CRACKERS—if they come from Telfer Bros. Let your selling ability co-operate with the high standing of these healthful and nutritious biscuits and strengthen your hold on the trade.
They have established confidence among your customers and will add prestige to your powers of selling.

Telfer Bros., Ltd., Collingwood, Ont.

Branches: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

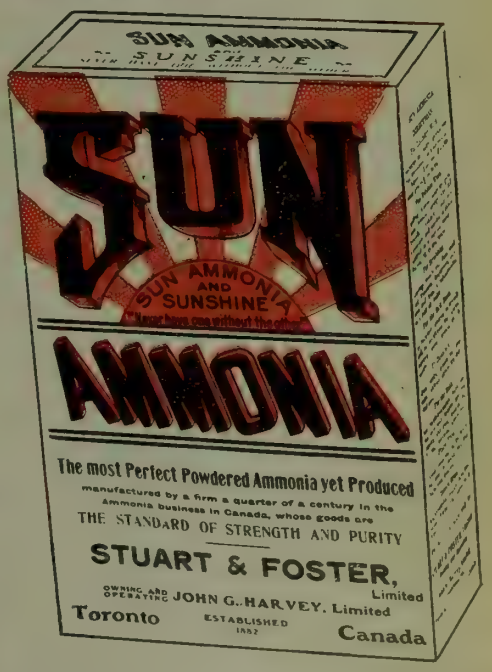
Vol. XXVI PUBLICATION OFFICE: TORONTO, FEBRUARY 2, 1912 No. 5

SUN AMMONIA

On the first issue of "The Grocer's" new cover we secured the opportunity of presenting to the trade the new package for

Harvey's Ammonia

and to thank our customers, many of them for over a quarter of a century, for their continuous patronage.


SUN AMMONIA
SUNSHINE
SUN
SUN AMMONIA AND SUNSHINE
AMMONIA
The most Perfect Powdered Ammonia yet Produced
manufactured by a firm a quarter of a century in the Ammonia business in Canada, whose goods are
THE STANDARD OF STRENGTH AND PURITY
STUART & FOSTER, Limited
OWNING AND OPERATING JOHN G. HARVEY, Limited
Toronto
ESTABLISHED 1882
Canada

The Standard of Strength and Purity

has always been and will be maintained.

The "Sun" design package is symbolical of these qualities and is better adapted for display purposes. This improvement with one of wider distribution we are now adopting.

We have arranged that the wholesale grocers be our distributors. This will give merchants in smaller places the same convenience of getting ***Standard Quality Ammonia*** as the larger centres.
This larger market has made it possible to give ***the retail merchant a larger profit.*** Kindly secure these special prices from your Grocery Salesman.

Stuart & Foster, Limited

Manufacturers of Chemicals

Agents for The Michigan Ammonia Works
Owning and Operating John G. Harvey, Limited

Ammonia Works: Front and Parliament Streets
Offices and Warehouse: 474-476 Gerrard Street East

TORONTO ***Established 1882*** ***CANADA***

The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

CODOU

CODOU

Packed by Felix Codou, Marseilles, France, in one of the most rigidly clean and modern Factories in the world, these goods are unsurpassed for quality.

MACARONI

VERMICELLI

SPAGHETTI

Only Taganrog (Russia) wheat is used, because it is the wheat best adapted for the purpose. None but skilled workmen are employed.

Sole Canadian Agents:

ARTHUR P. TIPPET & CO.

MONTREAL TORONTO

THE LARGEST

5-cent Package of Soda Biscuits put up

IN CANADA

Especially known for their appearance and positive quality—only the finest blend flour and purest shortenings are used in their manufacture in a model factory, the most up-to-date in the Dominion.

WESTON'S
SODA BISCUITS

Are packed in 24's and 48's with 24 biscuits to the package. The size of this package should be a good strong talking point to your customers.

If you are not handling this splendid line, write for sample—gladly sent on request if you mention The Grocer.

GEORGE WESTON, LIMITED
TORONTO

Any Time Is a Good Time--Now Is The Accepted Time

for merchants to place their orders for Spring delivery. Get started in time, as every good step brings you nearer your goal. Bear in mind the unsalable stock you bought last year and buy only reliable, high-standing, quick-selling brands.

OX TONGUE

in attractive glass containers and tins. A delicacy for all occasions the year round, being always ready and appetizing.

BRAND'S INVALID SPECIALTIES are made of the best beef obtainable—a timely reminder to the convalescent.

BRAND'S SAUCES, SOUPS, POTTED MEATS, Etc.

are all rapid-selling, reliable lines. Every article produced by this firm is manufactured on the premises with only the best materials.

BRAND&CO.,LIMITED

Purveyors to H.M. the Late King Edward VII.

MAYFAIR - - - LONDON, ENG.

NEWTON A HILL, 25 Front St. East, TORONTO.
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

KEEP THE TEA TRADE COMING YOUR WAY

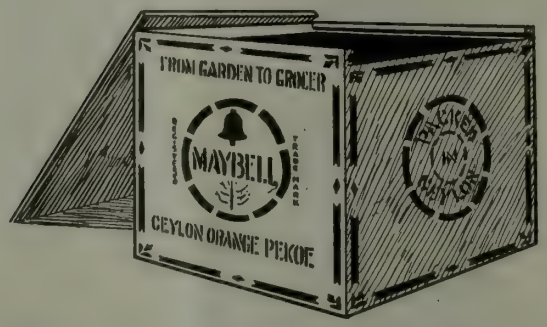
This is not a hard proposition surely if you give the public what it demands —100 cents for a dollar.

"MAYBELL" CEYLON TEA

(ORANGE PEKOE)

reaches the goodwill of the tea drinkers as surely as it brings you a good profit on your investment. It is attractively packaged in most convenient quantities, 5 and 10 lb. lead-lined decorated chests, also 50 lb. half chests.

"Maybell," the tea from garden to grocer—your customers can get any quantity they want, and will like its delicious flavor and low price. You give your customers better quality than any pedlar, and increase your tea profits.



Canada Brokerage Company, Limited

9 Front St. East **TORONTO, ONT.**

HAVE YOU CONSIDERED the possibility of largely increasing your sales of Baked Beans?

ARE YOU AWARE that there is as much nutriment in a tin of Baked Beans as in a pound of Beefsteak?

DO YOU KNOW that potatoes have become a luxury and that Baked Beans are still the poor man's friend?

HAS IT OCCURRED TO YOU THAT Baked Beans are one of the few lines of goods that has not advanced in price, notwithstanding that the Beans themselves are very much higher in price?

DO YOU FEEL CONFIDENT, we do, that any Grocer who will take the trouble to make a "special" with Baked Beans will increase his sales very largely, almost immediately?

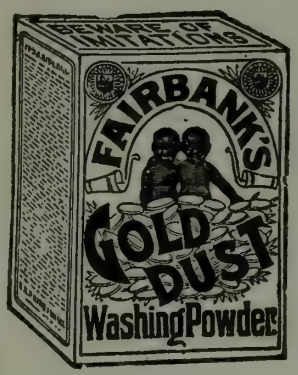
Place these facts before your customers and do your best to stir up enthusiasm for Baked Beans. Do not overlook calling attention to the fact that we are the originators of the 3's Family Size, Simcoe Brand THE CAN THAT CONTAINS MORE BEANS AT THE LOWER PRICE.

In starting a campaign on Baked Beans---specialize on SIMCOE BRAND. The Brand of Quality and Quantity.

Write for our new Simcoe "Hanger"

DOMINION CANNERS LIMITED
Hamilton, Canada

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

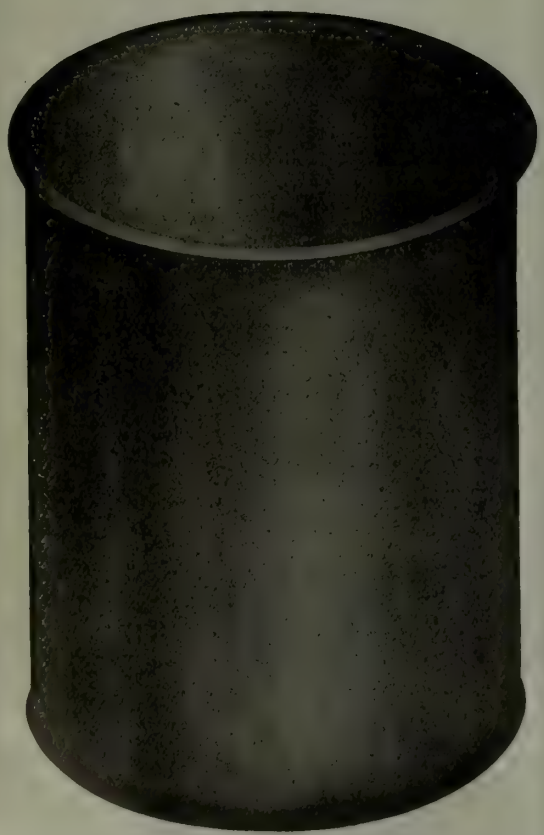
GOLD DUST advertising sells GOLD DUST.

GOLD DUST cleansing powder keeps GOLD DUST selling.

"Just try pushing GOLD DUST"

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL



SANITARY CANS

FOR

"Winter Pack"

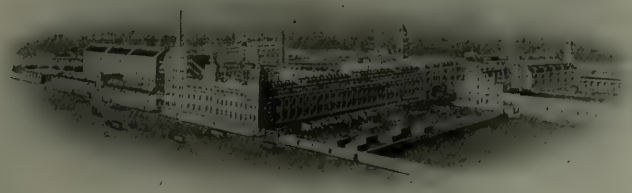
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

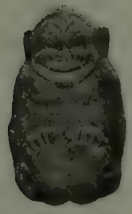
21 Royal Appointments



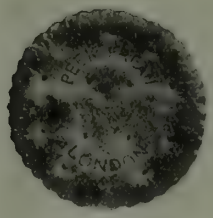
32 Prize Medals

PEEK, FREAN'S BISCUITS

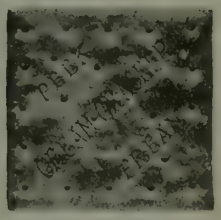
PAT-A-CAKE



BILLIKEN



GOLDEN PUFF



CREAM CRACKER

TEXAS CRACKER

MILK

DIGESTIVE

BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

Pink's Table Jellies

with the

Real Fruit Flavor

Made from pure sugar and the juice from fresh ripe fruit. No chemical preservatives are added; the jellies reach you absolutely pure and in perfect condition.

Made in all the usual flavors and packed in cartons containing sufficient to make 1 Quart, 1 Pint or ½ Pint of delicious jelly. Pink's Jellies retail at a popular price, and leave you a GOOD PROFIT.

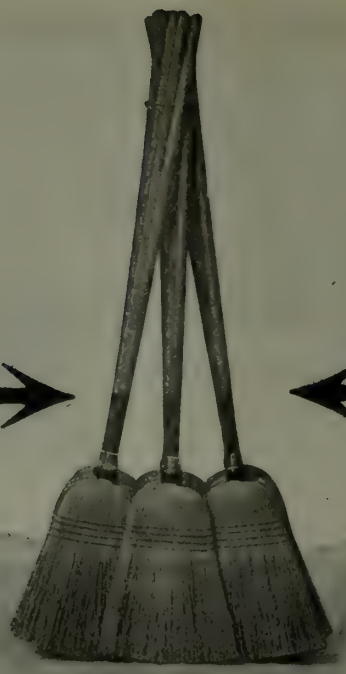
Write for samples and prices to our Sole Canadian Distributors

The Manufacturers' Agency Co.

Halifax, N.S. Boston, U.S.A. | C. E. Creighton Gen. Sales Office | Bedford Chambers 330 Board of Trade Building

E. & T. Pink

LONDON ENGLAND



The Parker Broom

¶ The highest quality, best made Broom on the market.

¶ Parker Brooms and Whisks are guaranteed as to price and quality.

The kind it pays the dealer to handle.

Try a small order.

The Parker Broom Company

692 Wellington Street OTTAWA

INTRODUCING

WHITE SWAN YEAST CAKES

After two years of careful preparation, involving large expenditure for new and improved specially designed machinery, we are now placed in a position to supply the trade with a decidedly superior product in "White Swan" Yeast Cakes. Every element of uncertainty has been entirely eliminated, and we are thoroughly confident of something genuinely good and reliable.

We are now ready for all the business there is.

PUT US TO THE TEST

YOUR WHOLESALE GROCER CAN SUPPLY THEM, OR WRITE

White Swan Spices & Cereals, Ltd., Toronto

SOLE DISTRIBUTORS

Easy to operate.

Better Be Safe Than Sorry

Quick reference.

Less than a year ago a young fellow walked into one of our offices and announced that he was about to engage in the grocery business and that he wanted to purchase some sales books. Our salesman requested permission to demonstrate the Keith Account System, the use of which would shorten his work of keeping customers' accounts, eliminating the possibility of mixing or losing charges and give him full protection against loss by fire. He replied that he could not afford to purchase such a system at the outset, as his capital was small and was needed to properly develop his business, although the benefit of the system was apparent. After explaining to him, however, how he could pay for the system with the money it would save him, he gave us his order and a Keith Account System was installed in his store.

One night several months later, his store was discovered on fire and before it could be extinguished his stock of goods was completely destroyed, and his customers' accounts in the Keith Account System were all that were saved. As his whole capital was invested in stock, it was only by saving his accounts that he was able to resume business. (Name and address on request.)

THE KEITH ACCOUNT SYSTEM

ONE WRITING : SELF INDEXING : FIRE PROOF

Do you, as this merchant did, feel that you can't afford to buy The Keith Account System? Would your accounts be saved if your store burned to-night? Ask yourself these questions, then obey that impulse to write us and tell you how the Keith Account System will pay for itself with the money it saves. You won't obligate yourself.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Patentees and Sole Manufacturers.

DEPARTMENT C, FREMONT, OHIO.

All Styles Duplicate Sales Books.

Victor Archambault, 28 Bridge St. Sherbrooke, Que., Representative for Quebec and Maritime Provinces. Sydney McKeever, Box 167, Brockville, Ont.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

1842 1912

70 Years in Business

This is a Good Record.

Our firm was established as follows:

1842 - L. CHAPUT.
1856 - L. CHAPUT & CIE.
1862 - L. CHAPUT, FILS & CIE.
1912 - L. CHAPUT, FILS, & CIE., Limitée.

Wholesale Grocers and Manufacturers.
Importers of Teas, Coffees, Wines, Liquors and Provisions.

We are representing in Canada several European and Canadian Firms.

Our "motto" has always been to give entire satisfaction to our clientèle.

Montreal, February 1st, 1912.

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our Agents

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.
Toronto: LIND BROKERAGE CO., 73 Front Street East.
Ottawa: E. M. LERNER & SONS, 11 York Street.
British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

—SAPHO—

This word will soon be a common one in every household in Canada as the goods bearing this name are becoming more than popular. They are just what the housewife wants, price reasonable and quality there all the time.

Sapho
ANTI-DUST—The most successful sweeping compound on the market to-day. Disinfects, deodorizes.

Sapho
INSECTICIDE—Sure death to cockroaches and vermin of every description. In use by largest railway companies and hotels, etc., in Canada.

THERE ARE MORE
WRITE ABOUT THEM

Sapho Mfg. Co., Limited
MONTREAL

To the Intending Purchaser of a Coffee Mill

There is no reason why you should spend more money for a Mill than do the thousands of users of COLES mills.
You are in a position to *choose* a Mill, not merely to *buy* one.
You should know the standard of service a Mill ought to give, and you know whether or not that standard is measured by excessive price.
It is this standard of service *without excessive price*, which is to-day satisfying thousands of users of our Mills.

COLES MFG. CO., Philadelphia, Pa.
AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

The Lines in Constant Demand

ROWAT'S PICKLES

and

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

Glasgow - - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

A cupful of boiling water and a VEROX Tablet

are all that is needed to make a cup of nourishing Beef Food, stimulating and healthful.

Verox Tablets are prepared from prime beef and fresh vegetables and are quite pure.

They carry a good profit for the retailer and give complete satisfaction to the consumer.

Send for prices and sample.

Wholesale Agents Wanted
FOR
TORONTO, MONTREAL, WINNIPEG

TOOTH'S EXTRACT OF MEAT CO.
Established 1865
12 Duke St., London, S. E., England

The All Attractive "Meadow-Sweet" Quite a Winner

MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass? Certainly not, you are too wise.

Write us Immediately

The Meadow-Sweet Cheese Co.
21 Bonsecours St., - . Montreal

KO-KO-BUT

TALK NO. 7

Mr. Grocer:

A little use of salesmanship, a little educational work, will make your customers give KO-KO-BUT, the perfect cooking butter, a trial and you will never regret the day you do it. KO-KO-BUT is bound to please. It makes cooking more satisfactory in every respect. Your customers will thank you for introducing it.

KO-KO-BUT

is 100% pure. Can you want anything with a better guarantee of quality?

We advertise FREE for retailers. Do you want your name advertised in your locality?

Dominion Cocoanut Butters Limited
Montreal

Money to be made with 'Camp'

'Camp' pays in well satisfied customers, who are delighted, and come for more. It is a most profitable line to stock.

We tell the public how good it is; how easily made; how economical. You, too, may safely recommend 'Camp'—and so increase your profits.

'Camp' Coffee

R. Paterson & Sons, Ltd.
Coffee Specialists
Glasgow

Macaroni
Vermicelli
Spaghetti

Why Pay Customs Duty?

Our Goods, Made in Canada, Are Better Than The Imported, Because:

1. Experiments made in France have proven that the Canadian Flour is superior to the best Russian quality.
2. We only use Canadian Semolma made from the rich hard wheat of Manitoba.
3. Our employees have all been brought from France and are thoroughly skilled.
4. Our machinery is of the very latest type and is worked on automatic principles.

WE WANT TO HEAR FROM YOU

L'ETOILE

"Cie Francaise des Pates Alimentaires"

6-9 Harmony Street, MONTREAL

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Wagstaffe's
Fine Old English

Pure Seville Orange Marmalade, Jelly Shred Marmalade, Fig and Lemon Marmalade, Ginger Marmalade, Pineapple Marmalade — the best sellers—Now ready for delivery.

Our products of pure fruit are processed in the most modern and cleanly preserving plant in Canada. "Cleanliness" is our motto throughout the making.

Wagstaffe's Jams, Jellies, Marmalades, etc., are prepared in COPPER kettles, boiled in SILVER pans, and packed in GOLD lined pails. Are guaranteed absolutely free from preservatives, glucose or coloring matter. Display these reliable products, they sell with little effort. The public know the quality.

BOOK YOUR ORDERS QUICKLY

Wagstaffe Limited

PURE FRUIT PRESERVERS

Hamilton - - - Canada

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

A Grocery Clerk

should know the quality of every article he sells; thus satisfying the buyer and increasing his own selling ability.

RIDEAU HALL COFFEE

has the distinction of being perfectly blended and roasted, which has given it an enviable reputation among coffee experts. It is a fast-selling stock, and each sale means a satisfied customer and a step forward for both clerk and employer.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

YOUR BUSINESS

should be profiting by the general prosperity of the country. The demand is now more and more for the higher qualities of goods, and the higher the quality of YOUR stock the more permanent your business will be.

WE SPECIALIZE on quality! Quality is our motto, and we are *direct* representatives for Quality Lines from all parts of the world. We back this up with a thoroughly efficient organization and a careful personal supervision of our business, which ensures our customers prompt and satisfactory deliveries of all their requirements at the *Right* prices. We would like to place our business experience and our special facilities at YOUR service. All that you want we have.

RICHARDS & BROWN, - WINNIPEG

WHOLESALE COMMISSION MERCHANTS

Tartan BRAND
THE SIGN OF PURITY

OUR ANNUAL TEA SALE

Special values and big bargains for our trade this year. Our Teas were bought before advance in price. Do not buy until you see our travellers' samples, or if they do not call upon you we would be glad to send you samples and quotations on application.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

CLARK'S

Pure Foods Sell

because of their—

Unequalled Purity

All Meats, Beans, Fruits, Spices are bought in the opening markets, **Enabling Us to Carefully Select.**

Clark's

Boston Baked Pork and Beans
Cooked Corned Beef
Potted and Devilled Meats
Sliced Smoked Beef
Ox Tongues and Lunch Tongues—

All universally in Demand.

W. CLARK, - MONTREAL

Manufacturer of the celebrated

MINCEMEAT in the NEW STYLE CAN

JAPAN TEAS

We have a few lines just going into store. Also some leafy Fannings.
Ask our Agents for Samples.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

SNAP
Does the Trick

when the mechanic, the chauffeur, the painter or any person requires something more than soap to remove dirt from the hands.

SNAP
TRADE MARK
ANTISEPTIC
HAND CLEANER
PREPARED BY
SNAP COMPANY
LIMITED
MONTREAL

The action of Snap loosens the particles of dirt and clears them away, leaving the hands clean and white.

Introduce Snap wherever you can and you will please and satisfy your patrons.

Keep Snap Displayed

Snap Company
limited
MONTREAL

Quality is the Main Consideration
in the Manufacture of Foodstuffs

"GLOBE"
Macaroni and Vermicelli

are made from hard wheat, no maize or rice flour mixed with them, and are absolutely pure.

Manufactured in a modern scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

Stock now and be ready for the fall trade

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

SATISFACTION COMES TO THE USERS OF "KIT" COFFEE

While users of other bottled coffees complain because the flavor of the original coffee is lost.

There are any number of bottled coffees on the market, but "KIT" is the only one which retains the flavor of the finest coffee and chicory, and at the same time it is so easy to use as to be a real boon to the busy housewife.

Stock it and do a bigger trade.

Canadian Agents:

KIRKLAND & ROSE, 312 Water Street, VANCOUVER, B.C.
A. TYTLER, Temple Building, LONDON, Ont.
J. A. CROOKS, Bedford, HALIFAX, N.S.
G. C. WARREN, REGINA, Sask.

KIT COFFEE CO. - - GOVAN, GLASGOW, SCOTLAND

YOUR PROTECTION means much for the general advancement of your business

St. Lawrence Sugar

protects your customers and your interests with the knowledge of having supplied a product that for quality in Refined Sugars is unsurpassed elsewhere throughout the world.
Ask for "St. Lawrence," the pure Cane Granulated.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

TO YOUR ADVANTAGE

5% Discount 5%

On all orders booked before March 15. These may be booked for delivery up to June 1st.

Take Advantage and Profit thereby.

Write for Particulars an Quotations.

Prepare now for the fly-killing campaign

Wonder Fly Killer

will do the work quickly and effectively, and last the entire season. It is a sure exterminator of the household pest. The kind your customers will want.

STOCK EARLY AND BE PREPARED

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

STILL ALONE NO EQUAL

"PRIDE OF CANADA" MAPLE SYRUP

No wholesaler can promise you any purer syrup than "Pride of Canada," because it is itself 100% pure, and has maintained this standard for years. Its name is a happy one, because, when selling "Pride of Canada," you can tell your customer that he or she has something which Canada has reason to be proud of.

When you want Pure come to us.
We can only give you the Pure.

The Maple Tree Producers' Assoc. LIMITED
MONTREAL

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY
PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, ORONTO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON. ALBERTA
Manufacturers' Agents. Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when
wanting a car of
Evaporated Apples.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1884

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO. Ont. DETROIT. Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS
AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

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MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty :—Fruit Pulps of all Kinds.
Correspondence Invited.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ***ESTABLISHED 1871***

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON
"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to

W. P. Downey
MONTREAL

The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

CLAY PIPES

Those made by ***McDOUGALL*** are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

CLUB
Jelly Powder
Is The Leader

in popularity, because the housewife not only gets a good jelly powder for her money, but also is treated to a ***FREE*** Custard Powder.

The Deliciousness

of both makes them ask for more, and you know how pleasant it is to have repeats.

WRITE FOR PRICES

S. H. Ewing & Sons

Montreal - Toronto

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

DON'T CRY OUT

OVER LOST OPPORTUNITIES

There are unique profit possibilities **AHEAD** for every grocer who is featuring

BJELLAND'S

SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.

Ask Your Wholesaler

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON :: :: ONTARIO

THE old reliable is the prime favorite on wash day for clothes cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.
GUELPH, ONTARIO

Isn't it a rather significant fact that over 95% of the salt sold in Canada for table and butter and cheese making is

WINDSOR SALT

Are the other low-selling brands worth the room they take up in your store?

THE CANADIAN SALT CO.,
LIMITED
WINDSOR, ONTARIO.

A DOLLAR SAVED
IS A DOLLAR EARNED

BIG AFTER-STOCKTAKING SALE
OF
BULK TEAS

In our immense stock, which we purchased when prices were very much lower than they are now, we have a number of short lines ranging from five to twenty-five packages, and in order to clear them out we are offering them at prices that will save you dollars.

Be alive, see our travellers or send for samples and quotations.

MINTO BROS., TORONTO
THE ACKNOWLEDGED LEADERS IN BULK TEAS

Kitchener Brand Pork and Beans

Everything that careful selection, sanitary handling and expert packing can do to make a canned article as perfect as possible has been embodied in the well-known

Kitchener Brand Pork and Beans

By our process of cooking, combined with just the right amount of flavoring ingredients, KITCHENER BRAND compares favorably with home baked.

5c. and 10c. sizes.

The delicious flavor and the convenience of size, 5c. and 10c., make it a line that can be handled profitably by the grocer who serves a family trade.

Ask for Quotations.

OSHAWA CANNING CO., LIMITED
OSHAWA - - - ONTARIO

Trade Mark of Quality

SWEETHEART BRAND

Baking Powder and D. S. F. Mustard

6, 12, 16 oz. 4 oz. Tin

Two Staple Lines Good Sellers QUALITY Guaranteed Satisfaction Assured

Are you handling our Jelly Powder?

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

HERE IT IS!

The salt the cooks are looking for.
No other is good enough.

For prices, etc., address

The Ontario People's Salt & Soda Co., Limited

KINCARDINE, ONTARIO

McLEAN

EVERYWHERE

McLEAN McLEAN
McLEAN McLEAN
McLEAN McLEAN

"THE GOOD COCOANUT MAN"

You'll get him NOW AT
107 Lagauchetiere St., - - - MONTREAL

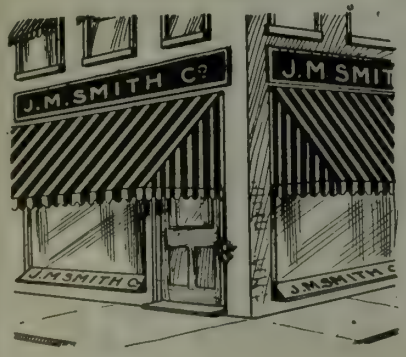
BLACK JACK

The Best Family Polish Made

TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz.
in case.



Big Savings

will be yours, Mr. Grocer, if your fruits and other perishables are properly protected. An awning adds to the appearance of your store, and keeps your stock always fresh and saleable. Write us.

Raymond Bros., - London, Ont.

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

"Yes, Sir,"

CABINET

Maple Syrup

IS THE BIGGEST SELLER ON THE MARKET TO-DAY

BECAUSE:

It has that true, lingering Maple Flavor that pleases.
Its quality is uniformly high.
Each tin is a "Cabinet" of deliciousness.
The price was always reasonable, but you will now have

EVEN MORE PROFIT

We want to show you that your continued adherence to "Cabinet," the quality Syrup, has been appreciated. We are reducing prices so that competition may be met and that your customers may still have their usual treat at same prices as the so-called "just as good" lines advertised by your competitor, who does not set as high a value on quality and reputation as you do.

Ramsays Limited, - Montreal

A MODERN METHOD

NO WASTE SPACE—every inch of shelf room available where our system of PATENT ADJUSTABLE BRACKETS is installed.

Adjustable Shelving is adaptable to any line of goods, from the most delicate to heavy merchandise. It is the modern method of store shelving. Each shelf may be of a width and distance to accommodate the goods it carries.

NO OBSTRUCTIONS—EASILY ADJUSTED

THE PIQUA BRACKET CO.
SOLE MANUFACTURERS
PIQUA OHIO

A CERTIFICATE OF GOOD VALUE

is behind all E.D.S. Brand goods that you pass out---the government inspector's approval. See Government Bulletin 194 and find out for yourself just how pure E.D.S. Brand preserved fruits are.

No argument is needed in recommending a line of foodstuff that bears the government stamp.

A particular buyer looks for certain "guide posts" in the selection of his eatables, and will be favorably influenced towards the grocer who sells trade-marked goods of the highest standing.

Our advertising in newspapers, magazines and street cars continues to create a brisk demand.

E D S

Made only by
E. D. SMITH
WINONA, ONT.

Agents—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

FIVE SALES OF CROWN BRAND TO EVERY SALE OF OTHER SYRUPS

That is the ratio on which the average grocer sells Crown Brand Corn Syrup. Remember this fact, for it shows you how

CROWN BRAND CORN SYRUP

ranks as a profit maker in your business. With the facts as they are and with this information before you, you will realize why it is to your advantage to push Crown Brand.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, - ONTARIO.

Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind. It has been discovered by hundreds who are susceptive to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly. It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning $10.00, $12.00 and $15.00 per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to

THE MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE : : : : TORONTO, ONT.

You Want to Earn More, Don't You?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for $7.00 or $8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from $25.00 to $50.00 per week.

Write for full particulars to

THE MACLEAN PUBLISHING CO.

143-149 University Ave. Toronto, Ont.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company

(Technical Book Department)

43-149 University Ave., TORONTO

HOW IS YOUR STOCK OF

MAPLE SYRUP?

We have an especially attractive proposition on our

"ANCHOR" Brand

All sizes---Quart Bottles---Pint, Quart, Half Gallon and Five Gallon Tins.

Write us or see our travellers

EBY-BLAIN, LIMITED

Wholesale Grocers **Toronto**

Ready Sellers in Winter!

The best line of stove polish for you to sell---the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - BUFFALO, N.Y.

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

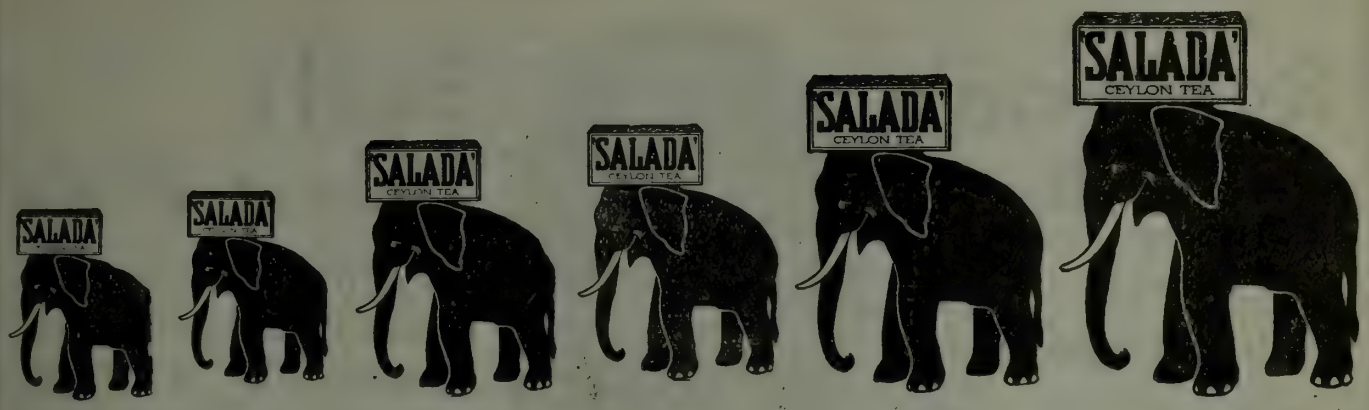
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL —The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.



A Common Sense Appeal

A great many houses are offering large discounts on tea. Others say they have special values in teas bought before the advance in price. What does this mean? As the advances in price have been going on for over six months, it means that they have old tea to offer you.

Do you not know that Ceylon teas will deteriorate fully a cent, and sometimes more, in six months? It is as essential to the welfare of a retailer's trade that he give his customers ***fresh tea*** as that he supply them with ***fresh butter,*** and yet so many of the half-pounds of tea we have bought from time to time from different grocers show great age---some of them being at least two years old. Any one can tell this at once from the flavor.

Buy ***"SALADA"*** and you get ***fresh tea,*** and if it does not sell we ***take it back,*** pay the freight ***both ways*** and give you your ***money back.***

Does this not appeal to your common sense?

THE "SALADA" TEA COMPANY

TORONTO **NEW YORK** **MONTREAL**

A FRIENDLY TIP

When selling Jam in a pail, you not only sell a larger quantity but the buyer gets much better value for the money than when buying the small jar.

Packed in 2, 5, and 7 lb. pails and 30 lb. wooden pails— a size for all requirements.

LINDNER & BENNER, Toronto

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.

Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

How is your Stock?

For Sale by all Wholesalers

Foods in Packages and Extravagance

Financial Post Raises Debatable Question—Can Consumer Who Purchases Package Goods be Considered Extravagant?—Manufacturers Point to Quality, Uniformity, Reputation and Sanitary Condition of Goods Under Separate Cover.

Under date of January 27, The Financial Post of Canada, in an article on the business outlook, makes some references on the cost of living, of interest to the grocery trade. Here is a paragraph:—

Another feature that does not look right is the excessive height to which food products are continuing to go. There are several causes. One of them is short production, while there is at the same time a better demand owing to increasing population, and also to increasing wealth. The latter is, however, the interesting fact. Grocery houses, for example, notice that even the less well-to-do classes of the community are now demanding, for example, package food, where formerly they bought the bulk product. **This tendency toward extravagance** is perhaps to be expected when the country is so prosperous, but it is at the same time one of the danger marks. Clothing, furs, and the like, have also made very rapid price advances in the last while. The demand is insistent. The knitted goods factories, for example, are running night and day, while in various lines they are unable to cope with the demand. Within the last week or so, for instance, no less than three additional firms have gone into the manufacture of sweater coats.

Does the use of package goods indicate extravagance on the part of the consuming public?

It is a debatable question The Financial Post has raised, according to manufacturers. It will not be admitted by manufacturers who put their goods up in package form that a consumer can be considered extravagant who purchases such goods.

The fact stands that there has been a wonderful change from bulk to package goods within the past decade or two. Goods are now sold in package form, which a few years ago were never dreamed of. To-day we have such goods as package raisins, dates, mincemeat, plum pudding, spices, tea, bottled pickles, vinegar, etc., and new lines are being added every year.

And why the change?

The opinions of manufacturers who are putting up these goods are interesting.

Human Nature Demands Good Goods.

"It is nothing but human nature," said one, "that the people want to eat good, clean, sanitary, high grade foods. The only question is whether they can afford such goods. If they can, or think they can, they will buy them.

"Now, I am not saying that all goods sold in bulk are not clean, not sanitary and not of high quality. Some of them unquestionably are, but I maintain they cannot be depended upon to the same degree as goods in package.

"A manufacturer puts up his product in package. Say it is a tea. He stipulates on the package what kind of tea it is, places his name on it and realizes that in order to build up his business he must maintain the quality and flavor he began with.

"The retail dealer knows this. He has confidence in the future of such an article, because of its uniformity, and sells it. On the other hand, his own blend may vary. If he is not an expert blender and not able to purchase the same teas always, he cannot produce a uniform blend.

"The consumer knows of this uniformity and purchases package teas. Not that he is extravagant, but because he wants a particular blend."

Reputation of the Packer.

A broker who sells considerable quantities of package raisins, dates, etc., maintains that the dealer can sell these goods more readily for the reason that they are practically sure of being clean and sanitary.

"If they are not," he added, "the packers of those dried fruits whose names and trade marks are on the package, are going to suffer. The consumer, even if he has to pay more, has learned there will be no loss through spoiled or hardened fruit. They come in a neat pasteboard packet, which the housewife can handle more easily and without any loss, and I cannot see the purchase of them can be called extravagant."

The question of cost of doing business on the part of the retailer was brought up by another manufacturer.

"Every dealer knows the length of time spent in parcelling up sugar and such goods as are sold in bulk in small quantities. In the case of package raisins, mincemeat, bottled pickles, etc., a great deal of time is spared him. He can, too, make a better display on his counters and shelves and in the windows."

More Chances to be Careless.

That the housewife frequently loses considerable foodstuffs through bursting of paper bags, placing pickles, vinegar, etc., in bottles and sealers tainted with something not palatable, and which spoils the flavor, was the contention of still another.

"I would call that extravagant," he said, "and should think the careless housewife at least would save money by buying her goods in packet form. She would in such a case lose little if anything, and save money over cost of the other."

"It is all a question of quality, uniformity of flavor and cleanliness," was the ultimatum of still another.

"Would I be extravagant if I bought pure goods, goods I knew I could depend on and goods that were clean and free from dirt and vermin?" he queried.

Wants Sanitary Foods.

"Supposing I went into a store for some raisins and saw an open box covered with dust and dirt with possibly a cat or two hovering nearby, I certainly would feel loath to buy them, even if my purse were low and I could get them half as cheaply as others on the shelf done up in a package.

"The country is prosperous, as The Post says. There is a strong movement towards unadulterated pure foods. People believe them to be more healthy, and they are. While they may in some cases cost a little more, good health gives a man more power to earn more money, makes him live longer and happier and you know impure foods tend to poison the body and curtail strength and length of life.

"While there are pure goods sold in bulk, yet they cannot be depended upon like those in packet form where the word "PURE" is inscribed in large letters over a manufacturer's name.

"I maintain it is an economic waste to have unhealthy men in the country. Unadulterated, sanitary foods tend to make healthy men and cannot be considered extravagant. If package goods are more sanitary—and I believe they are on the whole—then the country is the better off.

"As stated by The Financial Post, production in Canada has not been going

ahead in proportion to the growth in population. The result is there are more demands for particular goods and prices have been forced up. Take eggs, for instance. During the past few years we have scarcely exported any eggs, whereas a decade ago we had any amount to send away.

"In fact, I see in recent issues of The Grocer we have had to import ourselves from the United States. Same applies to butter and in part to cheese. We are growing fast, and unless production increases rapidly we may continue to expect high prices, package or no package."

Selling Seeds When the Market is High

Some Farm and Garden Seeds Reach Record Prices—Clover, Timothy, Alsike, Beet, Pea, Carrot and Mangel all Show Advances on Account of Drought—Alfalfa an Exception—Time to Stock on Part of Merchants—Good Seed Should Be Displayed and Sold.

The world-wide drought of last year has had the effect of enhancing values of many lines handled by the grocer and general merchant.

Seeds is among the commodities that have been adversely affected in this particular. Prices on both garden and field seeds are generally higher this year and some lines "sky high," showing extraordinary advances over last and previous years.

Clover and Timothy High.

Clovers and timothy, of which grocers and general merchants sell a goodly quantity, show substantially increased values. Garden seeds are invariably higher. On some lines of beets and carrots, for instance, advances of close on 150 per cent. are recorded, while mangels and field beets have gone up as much as 100 per cent.

The extremely hot and dry weather of last summer is still fresh in the minds of readers. Bodily discomfort was not the only side to it. Growth was retarded and plants and grains checked from developing into the seed stage and for that reason the production of seeds was small.

Not alone was this true throughout Canada, but there was universally unfavorable weather throughout the world with accordingly reduced crops of seeds. Very few sections escaped a reduction in yield.

Situation in Red Clover.

For his red clover the retail dealer will have to pay from 40 to 50 per cent. more than last year. For instance, on the Toronto market a year ago No. 1 Government standard cost around $17.50 per cwt. The present price is from $24 to $25 per cwt. Timothy was high last year. But last year's price looks low compared with values this year. An increase of from $4 to $5 per cwt. over last year is quite general. The comparison with the price of a few years ago would make things look even worse.

A few years ago around $7 per cwt. was considered quite a high price for timothy on the Toronto market. Today's price is from $18 to $19. That is for the best. Alsike has also joined in the general advance, in some cases being 4 to 5 cents per pound higher. White clover is 12 to 13 cents per pound higher than a year ago.

Exception in Alfalfa.

Higher prices are the general rule. There are, however often exceptions to rules. This year it is Alfalfa or Lucerne, which although the Canadian yield was perhaps no better than the year before, showed a good increase in many European countries. This clover is not affected by drought like other kinds, because its roots grow very deep, and it can gather moisture from farther down.

The important fact is that in contrast to the general upward trend, this line is $2 to $2.50 per cwt. lower in price this year, goodly quantities being imported from Europe.

The sale of Alfalfa has been showing large increases in past few years in Canada. Indeed it has only been lately that the farmer has become acquainted with it. It is bound to be a big seller this year.

In field corn, some varieties will be about the same as last year while others will show some increases.

Garden, vegetable and root crop seeds are invariably higher. Garden beets, peas and carrots are especially so. Other lines mentioned as showing increases are sugar beets, mangels and field carrots. Scarcity is the cause. Some lines have remained pretty well at normal. Turnips are about the same as last year.

See to Stock of Seeds.

It is time that the grocer and general merchant commenced to interest himself in seeds and anticipate his wants for the coming season. Some dealers have already seen to their supply, and there seems nothing to be gained by holding off. In several instances indeed, wholesale dealers look for a continued strengthening tendency. Red clover on several markets of late has been making considerable headway in this direction.

There is another side to the question also. The wise dealer gets his goods in early and thus has plenty of time to arouse the interest of his customers. While the snow is yet thick upon the ground he has his goods on display, and has done a great deal in creating business and arousing interest in his seeds before the unprogressive dealer has perhaps ordered his supply.

Dealer Must Use His Selling Power.

Naturally with prices so high, the question of whether the amount sold will be as large as in other years, arises. The question was put to a wholesale seed man.

"It lies with the retail merchant," he replied, "whether or not the farmer will purchase as heavily as usual. Of course, there will naturally be a tendency to cut down purchases, but that is where the country merchant will be able to display his salesmanship.

"It is up to him to educate the farmer that it is to his own interests to buy and sow just as much seed as usual."

This, will the merchants this year be afforded an opportunity of using their salesmanship. They are in close touch with the people who use seeds, and their advice will go a long way in influencing them to buy.

Talking Points for the Merchant.

It is against his own interests that the farmer reduce his acreage because of high price of seed. It only takes 7 to 8 pounds to sow an acre, one wholesaler points out. Another dealer has figured it may possibly cost around 80 cents more to sow an acre this year. "What does that amount mean," he commented, "with farmers getting 20 to 25 dollars per ton for their hay."

Farm journals advise farmers to purchase only the best grade of seeds. The merchant should do the same. The reason for sowing only the best seed is quite apparent. Good seeds mean fewer complaints. They mean a greater degree of satisfaction to both dealer and customer. It makes the future selling of seeds a much easier proposition.

Sell Quality Seed.

The dealer who sells low grade seed to his customers cannot expect to retain their seed trade. In fact, it impairs his general reputation and lessens the confidence which customers put in him.

Let the merchant sell only the best seeds. Let him show his salesmanship by selling a greater quantity this year than ever before.

The Management of a Retail Business

No. 5—Cash Discounts. (Continued.)

By H. C. Carson, F.S.S.

The foregoing balance sheets (see last week) of course constitute mere memoranda, being based on estimated stock on hand, but they are nevertheless useful as forming a fairly accurate indication of the state of each business at the close of the first quarter of the year.

Although the period has been short, scarcely long enough for any business to find its bearings, as it were, yet both merchants have gained some useful experience in judging human nature. They have both learned the tendency of customers to enlarge rather than diminish the amounts they owe, and that a large proportion of their present accounts receivable was incurred during the first month. No. 1 merchant is especially dissatisfied because he had planned, at the outset, to adhere almost entirely to a cash business. It is very hard, however, to live almost entirely up to any rule, and in this case it is like a horse that is almost always ready to run away. There is no comfort and some danger in driving a horse of that kind.

$10 Coupon Books.

He realizes, too, that a rigid enforcement of the cash rule would most probably reduce the volume of his trade, to the advantage of No. 2, his competitor. After due consideration, a new plan suggested itself, which, in effect, would encourage cash trading and at the same time widen the distribution of his credits and limit the amount to each customer.

Being an industrial district, his patrons mostly received their wages weekly, and he wisely concluded that accounts could be paid weekly and determined upon $10 as the limit of an individual credit. To avoid the inconveniences of book-keeping, he arranged to have coupons printed, in book form, in varying denominations from five cents to $1.00. Each book contained a promissory note for $10 in his favor, which the customer was required to sign on receiving the coupons.

Allowed Cash Discount.

The inducement for cash was 2½ per cent. discount, or $9.75 per book. Coupons representing the amount of each purchase were to be collected on delivery of the goods, and when exhausted a further issue would not be made while payment of the previous book was outstanding. Furthermore, the notes provided for interest from date of maturity, getting over a difficulty which is not met by merely printing on a statement that interest will be charged on overdue accounts. This is a common practice, but has no force in law, because it is not a contract. These coupons bore the book number, for identification, and by cancelling coupons in what was called the outstanding coupon book, prepared for the purpose, the liability on this account could be ascertained with very little trouble at any time.

Such was the plan inaugurated by No. 1 on the first day of the second quarter's business, April 1st.

Merchant, No. 2, in the meantime, had been in a deep study over the condition of his accounts. He had ample receivables to offset his payables, but collections were becoming increasingly difficult and no remedial plan had occurred to him beyond a little extra effort in collecting.

Opportunity to Replenish Stock.

Another thought occurred to No. 1 He had an established line of credit at his bank for $1,000 and it was folly to let this remain idle. He discounted $750 for 30 days, and proceeded to replenish his stock, which had been depleted to some extent. But he did not buy in the same small quantities. Special prices were securable for 5 or more case orders in some lines and these advantages he seized as far as possible, realizing the force of the trite old saying "well bought is half sold." Let us see how they stood at the end of the fourth month.

End of Fourth Month.

Merchant No. 2 sold during the month $2,500, an increase of $500 over the previous month, due to some of No. 1's customers going over to him because of his new plan, which they did not like. Only one-third of the total was sold for cash, however, but he had collected $1,000 last month's accounts, leaving $967 still to be gathered in. Of course his accounts payable, $918 had been paid in the meantime, and also some of the current month, but he was compelled to purchase rather heavily, in order to keep his stock up to standard, these amounting to $2,200,. and representing an increased number of creditors. Here is the record (expenses being the same as before), which compare with last month, in previous article.

Cash in hand	$ 183 00
Accounts receivable	2,633 64
Owing to creditors	1,617 67

Merchant No. 1 had also worked on his outstanding accounts of last month, reducing the amounts from $766 to $135. Out of eighty customers he had lost ten on account of the coupon system he had inaugurated. Several new ones had also come to him, attracted by the system, so that, all in all, he had lost but little ground. He had discouraged his good customers from paying cash across the counter, realizing that the coupons were an effective means of holding trade, and consequently his cash sales, exclusive of coupons, were only $150. He had sold 240 books of coupons to eighty customers, or an average of three to each, 60 of them at $9.75 for cash, his loss on this score being $15. All but 60 had been paid for as they fell due, so that his bills receivable stood at $600. He had redeemed $1,850 coupons in sales and therefore his liability to customers was $550, or just $50 less than his bills receivable. His stock had been increased in the meantime, his purchases amounting to $3,500, on half of which he had secured a five per cent. advantage in quantity price, besides two per cent. cash discount. He stood thus:

Cash in hand	$154 83
Accounts receivable	135 00
Bills receivable	600 00
Owing to Bank	750 00
Unredeemed coupons	550 00

His bank discount cost $4.37 and loss on coupons $15, but his gain on quantity price was $87.50 and cash discounts $68.25, a total of $155.75, or $136.38 net.

What Balance Sheets Show.

Space will not permit our going into the next two months at this writing, so we will do as before, construct new balance sheets, basing the profits at 25 per cent. of the sales as before.

Merchandise Account—

	No. 1.	No. 2.
Stock on hand April 1st	$2,125 00	$2,125 00
Stock purchased during month	3,500 00	2,200 00
	$5,625 00	$4,325 00
Sales for month at 75% cost	1,500 00	1,875 00
Stock on hand	$4,125 00	$2,450 00

No. 1 has now a much larger stock, it will be seen owing to quantity buying, but in consequence it will not be necessary for him to go to market quite so often. His balance sheet now stands

(Continued on page 38.)

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SITUATION IN SUGAR.

Contrary to general expectations and natural causes, sugar declined 10 cents again, making the fifth during the past two months. On a Montreal basis it is now $5.35 in comparison to $4.50 a year ago.

The cause of the last decline is attributed to some price cutting going on among United States firms, the contagion spreading to Canada.

Just at present, the sugar situation is quite interesting in view of the Brussels Convention which opened on Monday and which is to decide whether Russia shall be allowed to increase her exports. While there are conflicting reports regarding this matter it is generally conceded that the demands of English refiners will be met in part and that we may see an increase in Russia's sugar beet exports.

If this materializes, it will tend to an easier feeling. English and French refiners, however, have been engaged in buying up unsold Javas and beets indicating that when present holdings are disposed of there will be some scarcity.

Europe is counting on Cuban supplies, but there is a possibility that United States Congress may lower the duties on Cuban sugar, which, if consummated, might eliminate the chances of Europe being a purchasing factor in Cuba. These conditions make the market quite interesting.

A decrease of 1,005,796 tons is shown in comparing present European and American stocks with those of a year ago

COUPON BOOKS TO LIMIT CREDIT.

In his article on Business Management in this week's issue, H. C. Carson, F.S.S., makes a suggestion that deserves careful study.

It is in respect to a method for reducing book debts, and will tend, if properly operated, to the prevention of losses through bad debts.

He suggests that the merchant have printed coupon books to the amount of, say $10, and that when these have been exhausted by any customer, no further issue would be made until the amount was paid. Each coupon book would also contain a printed promissory note in the merchant's favor, signed by the customer, and providing for the addition of interest if not paid at date of maturity.

The plan is fully described in Mr. Carson's article. As intimated above, it is worth most careful attention, and particularly so since so many dealers are having difficulty over slow pays and bad debts.

ROLLED OATS ADVANCE.

An advance of 10 cents per bag in rolled oats is announced this week. This upward turn probably denotes the end of the price-cutting campaign that has been waged at many centres.

It will be remembered that rolled oat prices during December were reduced 30 cents per bag in the face of a fairly steady market for the raw material. Keen competition was apparently responsible.

It was felt that the condition of the oat market did not warrant the prices which ruled throughout January, and that price-cutting would shortly disappear and a reaction set in. This has been the case.

The oat market rules steady and higher. Goodly quantities are being worked off for export. The market across the border is very high. There is a brisk demand for rolled oats and the market is regarded as steady and firm.

WESTERN WHEAT SITUATION.

There is little new in the wheat situation of the West this week. The severe cold spell which had been holding steady for over four weeks was broken during the week and a few mild days enjoyed.

Towards the latter part of the week, however, the thermometer again fell and once more icey winds swept the country. So far, the season has been mild as far as storms are concerned, but the severe cold has necessitated the complete stopping of all threshing operations, and seriously hindering loading operations.

The decision of the Inter-State Commission to allow reduced freight rates for grain to be stored in bond to United States grain centres is regarded as a help, but really does not relieve the situation. At the present there are hundreds of thousands, if not millions of bushels of grain waiting to be marketed but shortage of cars and space in interior and terminal elevators make it impossible to sell the same.

The result is that creditors are pressing farmers for payment of notes and farmers in their turn are unable to secure any ready money. In fact, a case is quoted where a farmer with 10,000 bushels of wheat ready for sale on his farm was unable to buy a meal in town. With such conditions existing, the reduction of freight for grain to be stored "in bond" is of little relief.

The final outcome so far has been the resolution of the Manitoba Grain Growers' Association at thier annual convention last week asking the railroads to apply to the Interstate Commission to grant reduced rates on grain for sale in United States markets, and not only for grain "to be stored in bond." If this is done the situation will be relieved; but if not, then there will likely be some hardships experienced.

FOOD VALUE OF CEREAL FOODS.

The benefits of cereal foods was the subject of an address by J. Austin before the Coventry Grocers' Association, England, recently. A wide range of samples of cereals was shown to illustrate the points brought forward in the lecture. The speaker emphasized the im-

portarcc of protein as the essential constitutent of food and went into the details of the percentages in which it was found in the various cereals. In this regard he referred particularly to oatmeal and rice.

He stated that the Japanese in their recent war had been able to sustain themselves with vigor upon a mere handful of rise, and he strongly urged grocers to become specialists in some of these cereals, notably with regard to rice. The speaker considered that the grocers had been too long indifferent to pushing these commodities. He suggested that the food value of rice might be made a strong point of by grocers, and the benefit of technical instruction lay in becoming acquainted with these values.

They should impress upon the people the benefits of purchasing the things that sustained life.

In connection with this subject there is the reminder of the particular value of peas, beans, oatmeal and kindred foods at this season of the year. During the winter special efforts should be made to sell them to customers. The grocer knows these things, but too often he fails to put his knowledge to use in his selling work.

THE TIPPING EVIL AGAIN.

The tipping evil and the great need there is of suppressing it is again brought to the fore by some rather startling figures presented by an American contemporary. Last year the Pullman company carried 623,182,757 passengers. There are no statistics to show how many of them paid their tips like little men and how many had the courage to resolutely walk off the car without contributing to the quarter hoard of the obsequious but lynx-eyed porter. The stony stare of a supercilious official "makes cowards of us all." Most men would rather pay a quarter than suffer the occularly expressed contempt of the dusky czar of a pullman. It is, perhaps, safe to assume that not more than one in four, who ride in pullmans, escape paying tribute. That would make the amount paid out in tips last year $116,844,266.

The figure is astounding but probably not very far from the real facts. There is a ludicrous side to it after all. The men of America pay over one hundred million dollars annually rather than break what has become more or less of a custom! Where does all that money go to? We doubt if the recipients of it could tell. If Pullman porters were a thrifty tribe each individual one of them would be riding in a motor car of his own.

This is one source of "economic waste" which could be effectually remedied. When will traveling men find and enforce that remedy?

AVOIDING MISTAKES IN ORDERS.

Retailers are often annoyed by mistakes in goods received for which they have sent a written order to the wholesale house. Frequently they receive brands of goods different from what they have been selling and recommending to their customers. At other times they receive different sized packages or tins from those named, and sometimes the quality is not the same as they have been selling.

In some instances the wholesale houses are to blame for these mistakes, but if the retailer would give more care to the sending in of orders, a large majority of these mistakes would be avoided. It is always best to give full directions. The wholesale man is not always a mindreader. If you neglect to specify the brand or the size of the package, or any other of the important directions, you may not get just the articles that you wish. Sending goods to a customer who orders from you by mail is quite different. If you know your customer it is not as necessary that she specify the brand. You can select those goods you are in a position to recommend, and nine times out of ten you give satisfaction.

But in sending to the wholesale house it is different. Take an extra minute and look over the order a second time, to see if you have made plain just what you want. Give a little attention also to your writing. In this way you will prevent many mistakes.

LOOK TO ASSORTMENT.

A certain merchant in an Ontario village found that many orders were finding their way to catalogue houses. He believed his prices were just as low as those of the mail order house. In fact he never heard a complaint that the latter were selling cheaper than he.

He decided to enquire just why this trade was going away. He approached a woman whom he know to be purchasing elsewhere and asked her to tell him frankly why she sent out for goods, stating that if it were in any way his fault, he would attempt to remedy it.

"It is because you don't have all the goods I want, and I think that is the reason the others do, too," she unhesitatingly stated.

"But you send away for goods which I keep," he returned. "Why do you do that?"

"Well, we have to send for some lines, so we order enough to get the freight paid."

The problem had been solved for that merchant. He began to look to his assortment of goods and to the handling of several of the new specialties in order to stop the flood of mail order trade. And he has succeeded to a marked extent in curbing this habit.

While the merchant should attempt to keep his stock as small as possible, he should not do so to the detriment of their just dues.

EDITORIAL NOTES.

Lent is not far distant. Is your fish department in good shape?

* * *

February 14 is Valentine Day. What about something special for the occasion?

* * *

If you find a man half asleep in his store, you will find him complaining about lack of business.

* * *

There is good money in selling confectionery. That is, if the dealer takes an interest in it and handles it properly.

* * *

Encourage the eating of fruit in your sales talks, displays and advertisements. It's good for the system.

* * *

Seeds, both farm and garden, are generally high, and merchants will have to use their persuasive powers to best advantage to sell the usual quantities.

* * *

Vancouver merchants are suffering from an epidemic of robberies. So insistent have they become that a magistrate sentenced two of the burglars captured to penitentiary for 15 years, as well as imposing on them thirty lashes.

Canadian Grocery News Done Up in Brief

Brantford Grocers Defeat Hamilton in Euchre Contest—New Match Company Formed—Winnipeg Merchants Object to Phone Rates—Members of Montreal Chamber of Commerce—Candy Manufactory for Calgary.

Ontario.

J. A. Brown has purchased the grocery business of Chas. Towns, at Dundas, Ont.

* * *

Thomas McCormick and T. W. McFarland have been appointed to the manufacturers' committee of the London Board of Trade.

* * *

T. W. McFarland, vice-president of D. S. Perrin & Co., London, Ont., denies report that the firm has options on east end sites ; on the contrary, he announces that Perrins will rebuild their partially burned premises on the Dundas Street site. The damaged stock has been put up at auction, including fruit, sugar, flour and candy.

* * *

The Hamilton grocers recently challenged their Brantford brothers in the trade to a progressive euchre contest, the game taking place in the latter city. The Brantford men routed their competitors by a score of 396 to 276. After the game addresses were delivered by W. J. Mellen, president of the Brantford Association, Ed. Hazel, president Hamilton Association, Jno. Forth and "Bay" Hill, of Hamilton. A real good time resulted and a return game will be held.

Quebec and Maritime Provinces.

The capital of the Canadian Sardine Co. will be increased from $500,000 to $1,000,000.

* * *

Puddington, Wetmore, Morrison, Ltd., wholesale grocers, St. John, N.B., will shortly move into the premises occupied by Messrs. G. E. Barbour Co., when that firm moves into the Alexandra Building.

* * *

The factory of the Dominion Cocoanut Butters, Limited, 206 Papineau Avenue, Montreal, narrowly escaped being destroyed owing to a serious conflagration in the adjoining premises on Monday last.

* * *

The "Salvation Match Co.," has been incorporated with a capital stock of $450,000, with head office at Cookshire, Que. The incorporators are Ayton Cromwell, James Frasier, Edward Planche, and Cyrus McRae, Cookshire, and Milton Tracey, Glastonbury, Conn.

* * *

On February 1 the firm of L. Chaput Fils & Cie., began under the new style of L. Chaput, Fils & Cie., Limitee. The new directors of the company are as follows :—President, Charles Chaput ; vice-president and general manager, Armand Chaput ; secretary-treasurer, F. Prud'homme ; directors, Emile Chaput, Bruno Trudel, J. W. Deziel, O. Loiseau. The firm has now been in business for seventy years.

* * *

Armand Chaput, of Chaput Fils & Cie, Montreal, was elected by acclamation as president of the Chambre de Commerce, district of Montreal. Lieut.-Col. Labelle, general manager of the St. Lawrence Flour Mills, Montreal, was called upon to fill the vice-president's chair. A. Fortier, of the Montreal Dairy Co., was elected 2nd vice-president, while the finance matters were entrusted to Geo. Gonthier, accountant, Montreal. There are twenty councillors to be elected and the general annual meeting will be held at headquarters on the 14th inst. The annual report will be delivered and the various councillors' seats mentioned contested.

Western Canada.

Younge Bros., general merchants, Camrose, Alta., have established the cash system of doing business.

* * *

Property has been purchased in Victoria, B.C., by the company headed by Fred Popham, for the erection of a biscuit factory.

* * *

The J. L. Heilbrun Candy Manufacturing Co., Calgary, Alta., with an authorized capital of $50,000 are placing their stock on the market for Calgary investors.

* * *

Scott & Winn, general merchants, Baring, Sask., are trying out the cash business until March 31. They allow 10 per cent. discount on dry goods, boots and shoes, and 5 per cent. on groceries.

* * *

Winnipeg wholesale fruit merchants, and the caterers' association are protesting strongly against the new phone rates in that city. It will cost a wholesale fruit merchant about $700 a year at the rate proposed. "Four calls per day per phone for a business house is almost worse than none at all," they claim.

LIKE OUR SIZE.

At their annual convention in New York last week, the Grocery and Allied Press Association voted in favor of standardizing their papers and adopting a type page 7 inches wide by 10 inches deep. This is practically the size adopted by The Canadian Grocer over 25 years ago, and used by all the MacLean trade newspapers

THE MANAGEMENT OF A RETAIL BUSINESS.

(Concluded from page 35.)

as follows, a very creditable record for four months' trading:

Assets—		
Cash in hand		$ 154 83
Accounts receivable	$135 00	
Bills receivable	600 00	
	$735 00	
Less unredeemed coupons	550 00	
		185 00
Merchandise		4,125 00
Fixtures, etc.		1,000 00
		$5,464 83
Liabilities—		
To Bank		750 00
Net worth		$4,714 83
Original capital		3,500 00
Gain (4 months)		$1,214 83

No. 2 merchant shows the following balance sheet, undoubtedly solvent, but with an enlarged list of creditors and more than ever dependent upon his customers to protect his credit.

Assets—	
Cash in hand	$ 183 00
Accounts receivable	2,633 64
Merchandise	2,450 00
Fixtures	1,000 00
	$6,266 64
Liabilities—	
To sundry creditors	1,617 67
Net worth	$4,648 97
Original capital	3,500 00
Net gain (4 months)	$1,148 97

The net gain of No. 1 is only $65.86 greater than his competitor, but No. 2 has done more business, his sales from the beginning amounting to $7,000, against $6,500 by No. 1. The net gain of No. 1 in ratio to sales is therefore 18.6 per cent., compared to 16.4 per cent. by No. 2. Both rates are high, however, and it has just occurred to the writer that the withdrawals of the merchants for living expenses, etc., have not been taken into consideration. This must be adjusted in the next instalment.

Instead of designating the merchants as No. 1 and No. 2 in future it would be appropriate and justifiable to refer to No. 1 as the merchant and to the other as the shopkeeper, for they are growing further apart each month in all the essential features of progressive commerce.

Sugar Down Under Price War in U.S.

Canadian Refined Goes Down 10 Cents Per Cwt. on Thursday of Last Week in Sympathy With the Lower Prices in U. S. Caused by Price Cutting—General Conditions of Market Indicated No Change—Marmalades Higher Because of Dear Sugar—Walnuts Slightly Higher in Montreal—Molasses Easier in Nova Scotia—Syrup Strong in Manitoba.

QUEBEC MARKETS.

POINTERS.—

Walnuts.—½c increase.

Sugar.—Steady at decline.

Coffee.—New crops coming.

MONTREAL, Feb. 1.—Trade has been more brisk than it was this time last year and wholesalers have found that the retailer in spite of stock-taking activities has been on the look out for inventory bargains besides buying pretty freely.

A good trade is passing in syrups, wholesalers finding that dealers who only handled a small quantity this time last year are now asking for a number of cases regularly. This may probably be accounted for by the soaring tendencies of butter and the Lenten season's approach.

February should prove a good month in every respect and some developments in the different markets will take place.

SUGAR.—Sugar, contrary to expectations, decreased ten cents last week. The decline came somewhat as a surprise as everything pointed to a rise if anything. The demand is pretty good and market should receive all possible attention. The New York market is quiet and steady. This situation is considered natural after the excitement earlier last week though some thought the lull was only temporary.

Granulated, bags	$5 35
Granulated, 20-lb. bags	5 45
Granulated, Imperial	5 20
Granulated, Beaver	5 25
Paris lump, boxes, 100 lbs.	6 15
Paris lump, boxes, 50 lbs.	6 25
Paris lump, boxes, 25 lbs.	6 45
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 05
Crystal diamonds, 100 lb. boxes	6 15
Crystal diamonds, 50 lb. boxes	6 25
Crystal diamonds, 25 lb. boxes	6 45
Crystal diamonds, 5 lb. cartons, each	0 27½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls	5 80
Extra ground, 50-lb. boxes	6 00
Extra ground, 25-lb. boxes	6 20
Powdered, bbls.	5 60
Powdered, 50-lb. boxes	5 80
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—With Lenten trade not far off the demand for syrup has increased and retailers will find that sales will be pretty strong. No changes in price are imminent.

The demand for molasses is also satisfactory and prices remain the same.

Fancy Barbardoe molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03⅜
Corn syrups, half-barrels	....	0 03½
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
Cases, 5-lb. tins, 1 doz. per case	....	2 75
Cases, 10-lb. tins, ½ doz. per case	....	2 65
Cases, 20-lb. tins, ¼ doz. per case	....	2 60

DRIED FRUITS.—No change, within the last week, has taken place. The demand for dried fruit is fairly good, but on a much modified scale, owing to the late increase in prices. Stock on hand is small and judging from scarcity, it is quite evident, the prices will go up.

Evaporated apples are still high, and are likely to advance, as the result of small stocks.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12½	0 13
70-80	0 11½	0 12
80-90	0 11	0 11½
90-100	0 09½	0 10½
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

NUTS.—Retail demand for nuts slackens, as usual, after the holiday rush, but a fair business in the trade is reported. There is a steady demand for all varieties. The tone of the peanut market on supplies is strong.

Mayettes Grenoble walnuts, which have advanced considerably of late again show an increase of half a cent.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenobles, per lb.	0 15½	0 16½
Walnuts, Marbots, per lb.	0 12½	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 34	0 36
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09½
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11½	0 12½
Sun, roasted	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 19	0 21
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 30	0 32
Brokens	0 28	0 30

SPICES.—This market is quiet at present and it will be the middle of February before any change is likely to take place. Business, for this time of year, is fair, but a large demand towards spring is expected.

	Per lb.	
Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

COFFEE.—"What will be the price of coffee within the next few weeks?" This is a question, which can only be answered, by awaiting full reports of crops. If the crops have been good, then, an easing off in price will be quite evident. But on other hand, if the deliveries are going to be small, an increase will be certain. The situation of this market at present is interesting and needs attention.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

TEAS.—The tea market is strong at present. Prices have not changed and it is a question if any decline or advancement will be heard of for some time.

Japan is entirely cleaned out of teas of every description. Everything has been delivered and the agents sent out to take orders for next year's crop claim the prices will be the same next season.

China has showed a shortage this season, but the warfare is in no way responsible. It is possible, however, that exportation might be held up later on but this cannot be certified. Cheap China Congos have been scarce this year and no more can be had.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

ONTARIO MARKETS.

POINTERS.—

Sugar.—In the balance.

Evaps.—Firmer.

Beans.—Holding firmly.

Marmalade.—New make higher.

TORONTO, Feb. 1.—The first month in the year has been left behind and in point of sales is regarded by most jobbers as being a satisfactory starter on what is confidently looked for to as prosperous year. Weather conditions during month have not been the most favorable; but in spite of this, wholesalers view it as being fully up to the January standard. Collections are also reported as fairly good.

Sugar declined 10 cents towards end of last week, probably due to lower prices in the U.S. induced by price-cutting war on part of refiners. Market is now regarded as in the balance, awaiting the outcome of the Brussels Convention now in conference.

SUGAR.—Immediately after we went to press last week, sugar prices declined 10 cents per cwt., bringing local prices down to $5.45. This decline was not generally looked for, and came somewhat as a surprise. In the United States during last week refiners went on what appears to be price-cutting war. One company to induce business dropped prices 5 cents per cwt. early in week. Another went 5 cents better, only to be followed by an additional reduction by the first. In sympathy with the lower prices across the line, Canadian prices declined 10 cents, although general market in raws considered ruled steady.

Extra granulated, bags	$5 45
Extra granulated, 20 lb. bags	5 55
Imperial granulated	5 25
Beaver granulated	5 25
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 15
Powdered, brls.	5 65
Powdered, 50-lb. boxes	5 65
Powdered, 25-lb. boxes	6 05
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 35
Paris lumps, in 50-lb. boxes	6 45
Paris lumps, in 25-lb. boxes	6 65

SYRUP AND MOLASSES.—A good volume of trade under seasonable weather is being done in syrup and molasses. From now on to the end of Lent will be a good selling season and dealers should look to their stocks. Molasses is easier in Nova Scotia but there has been no weakening here.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03⅝
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—There are no particular features to report in dried fruits. A routine trade is being done. The general tone of market is one of steadiness. Currants in Greece are strong. Evaporated apples are again firmer with largest percentage of stocks in a few hands. There has been considerable export enquiry during the month.

Prunes—	
30 to 40, in 25-lb. boxes	0 15 0 16
40 to 50, in 25-lb. boxes	0 14 0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes, ¼ cent less.	
Bosnia prunes	0 08 0 08½
Apricots—	
Choice, 25-lb. boxes	0 21 0 23
Fancy, 25-lb. boxes	0 25
Candied Peels—	
Lemon	0 10 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs, 2 to 2½ inches, per lb.	0 09 0 13
Tapnets	0 04 0 04½
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 08½ 0 09
Evaporated apples	0 99½ 0 10
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Vostizzas	0 10 0 12
Uncleaned, ¼c less.	
Raisins—	
Sultana	011 0 12
Sultana, fancy	0 14 0 14½
Sultana, extra fancy	0 16 0 17
Valencias, selected	0 08½
Seeded, 1 lb. packets, fancy	0 09
Seeded, 16-oz. packets, choice	0 08¼
New Dates—	
Hallowees—	
Full boxes	0 06
Half boxes	0 07
Package dates, per 1 lb.	0 07 0 07½
Fards, choicest	0 09½ 0 10½

TEA.—There are no special features to report in tea. Situation as reflected both here and in primary markets is one of steadiness, with nothing apparent in outlook to shape the market otherwise.

COFFEE.—Locally, coffee shows no particular change. On the whole buyers have been taking coffee with a marked degree of caution. This is not an unusual thing, however, since high prices set in. The amount of valorization coffee to be sold this year is soon to be announced and is being awaited by coffee world. News coming forward now would by no means indicate any weakening.

Rio, roasted	0 23 0 24
Green Rio	0 19 0 20
Santos, roasted	0 24 0 25
Maricaibo, roasted	0 24 0 25
Bogotas	0 26 0 27
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Gautemalo	0 25 0 26
Jamaica	0 25 0 26
Chicory	0 12 0 13

SPICES.—Cassia prices in China are on higher level than spot stocks, the result of the revolution. Peppers, cloves and allspice rule steady. Demand is on fair scale and is expected to continue fairly even during next month or so.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—7 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16¾ 0 17¾

NUTS.—For the season, the trade in nuts might be regarded as fair. Retailers bought heavily previous to Christmas and they prefer to clean up any leftovers before doing further purchasing. With the many indoor gatherings now being held, demand from retailers for nuts should be appreciable. General market in nuts is inclined to strength. In primary, almonds are scarce and firm. Shelled walnuts also show signs of strength.

Almonds, Formigetta	0 15 0 15½
Almonds, Tarragona	0 16½ 0 17
Almonds, shelled	0 34 0 38
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 12 0 13
Walnuts, Marbots	0 13 0 14
Walnuts, shelled, new	0 35 0 38
Filberts	0 11 0 12
Pecans	0 17 0 18
Brazils	0 20 0 21
Peanuts, roasted	0 10 0 13

RICE AND TAPIOCA.—Prices on these lines rule steady but unchanged. Trade is normal. Reports from abroad note firm markets in rice with upward tendencies in some lines. In producing sections of the United States, prices rule strong.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 65
Rice, standard B	3 75
	Per lb.
Rangoon	0 03¾ 0 04
Fancy rangoon	0 05
Patna	0 05½ 0 06
Japan	0 05 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 05½ 0 06
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 08
Seed	0 06½ 0 07

BEANS.—For good quality beans market is holding up firmly. No concessions whatever are being made by holders who believe strongly in future of market. Demand is on good scale and market firm.

Prime beans, per bushel	2 40
Hand picked beans, per bushel	2 50
California line beans, lb.	0 08

SEED.—The universal drought of last year has worked for general higher prices in seeds. Some lines are especially high. Red clover, alsike and timothy all show substantial gains over last year. Alfalfa is a little cheaper and promises to be big seller this year. Field corn is in several lines a little higher.

Timothy on account of the extremely high price has been quiet. Red clover has been strengthening and is firm with an upward tendency. More interest is shortly expected to be shown by the retail trade.

No. 1 Red clover, per cwt.	$24 90	$26 00
No. 1 alsike, per cwt.	21 00	24 00
No. 1 timothy, per cwt.	18 00	19 00
No. 1 Alfalfa, per cwt.	.....	20 00

CANNED GOODS.

MONTREAL.—There is a steady demand for canned goods in spite of remarks to the contrary made recently by certain jobbers. A few grocers who did not stock up heavily are now purchasing, but vegetables are moving out nicely. Red raspberries are practically exhausted, the few cases remaining fetching quite a high price.

TORONTO.—Higher prices will be required for marmalades this year. It was pointed out in December that this would probably be case and late prices received bears this out. Most of the makers in Great Britain are asking 10 cents per dozen more while a similar advance has been made by some Canadian manufacturers. Marmalade is now being made. High price of sugar is reason for the advanced prices.

Demand for canned goods is fair. Many retailers are pretty well stocked as yet, and find it necessary to fill up only on odd lines. Because of high price of vegetables, the retailer who pushes them should find good sale for the canned article.

Chicken soup, on which the delivery was so small, is pretty well cleaned up. Other lines of soups are reported as moving well.

With the approach of Lent, salmon will be coming in for greater attention.

MANITOBA MARKETS.

POINTERS—

Sugar.—Declined 10c.

Syrup.—Strong.

Dried Fruits.—Steady.

WINNIPEG, Feb. 1.—A few mild days during past week was regarded as a boon to enable the trade to right itself. The mild spell, however, was not long enough to enable the congestion of cars to be relieved to any extent and as a result there is little change from last week in this respect. It is to be hoped that the strenuous effort being put forth by the railroads will enable the congestion to be relieved before many weeks are out. It is essential that such should be the case before spring shipments start with a rush.

SUGAR.—A decline of ten cents per cwt. took place during week, and, in fact, many look for lower prices to come.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Icing sugar, in bbls.	6 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUP.—Situation remains unchanged from last week. Demand is strong and wholesalers are satisfied with the trade.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 63
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

DRIED FRUITS.—No further advances are yet noticed in these lines. Demand is strong especially for prunes, and market is tightening which can only result in an advance before long.

	Per lb.
New Prunes—	
90-100s, 25, s.p.	0 08¾
90-100s, 10s, s.p.	0 09¼
80-90s, 25s, s.p.	0 08⅞
80-90s, 10s, s.p.	0 09⅞
70-80s, 25s, s.p.	0 09½
70-80s, 10s, s.p.	0 10⅜
60-70s, 25s, s.p.	0 09⅞
60-60s, 25s, s.p.	0 10⅜
40-50s, 25s, s.p.	0 11½
New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11½
Camel 6-crown table figs, about 10 lbs.	0 12½
Camel 6-crown figs, about 50 lbs.	0 12½
Camel 7-crown table figs, about 100 lbs.	0 14½
Camel 9-crown table figs, about 10 lbs.	0 16
Emmanuel 3-crown	0 08½
Emmanuel 4-crown	0 08¾
Emmanuel 5-crown	0 09¼
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s, 28s, s.p., per box	2 20
Fine selected, 28s, s.p., per box	2 25
4-crown layers, 28s., s,p, per box	2 35
4-crown layers, 14s., s.p., per box	1 20
4-crown layers, 7s., s.p., per box	0 60
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

EVAPORATED APPLES.—Market is steady at last week's strengthening; 10½ cents flat, Winnipeg, is now regarded as standard price.

COFFEE.—"Nothing doing," was the answer to an enquiry re coffee. The market remains unchanged from last week but the situation is nevertheless being watched with interest.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16¾

BEANS.—The market remains firm, but is being watched, as a further advance is looked for within a month. Peas are also in good demand and moving rapidly.

Beans, 3-lb, picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NOVA SCOTIA MARKETS.

Halifax, Feb. 1.—Business was not quite so brisk in the wholesale grocery trade this week. The recent intensely cold weather had depressing effect on business. Shipments of goods were light and there was practically no large movement of perishable goods to outside points.

Potatoes continue in extra good demand. Dealers who have stocks on hand are not anxious to dispose of them, as they feel that if potatoes winter well prices will soar in spring. An addition to the good demand locally is an excellent inquiry from abroad. Nova Scotia stock is now quoted at $2.50 per bag and Island at $2.

Few first class apples are offering. Spies are scarce. Nearly all best stock is being exported, and local market is almost bare of good hard No. 1 winter fruits.

NEW BRUNSWICK MARKETS.

St. John, Feb. 1.—With markets and business rather quiet, past week has been dull for grocery trade in and about this city. Not for some time has there been such a spirit of deadness prevailing in local business, but it is expected to pick up before long.

Practically the only feature of interest is the steady upward trend of potatoes. At present the local price ranges from $2.25 to $2.40, and there is every reason to believe that it will go much higher before many weeks. There have been large shipments of potatoes to Upper Canada, and some to the West Indies and Cuba, and this is responsible to certain extent for fact that the stock on hand now is none too plentiful, as compared with demand in the outlook. Local dealers and shippers are interested greatly in the word which has been received from the States that the duty on potatoes may be removed, for should this be done, one prominent merchant said this week, he would not be surprised if potatoes advanced to $3 per barrel.

Bacon		0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 85
Butter, dairy, per lb.	0 22	0 25
Butter, creamery, per lb.	0 29	0 33
Buckwheat, W. grey, bag	3 00	3 10
Cheese, new, lb.	0 15½	0 16
Currants, 1's, lb.	0 08	0 08¾
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 00
Cornmeal, bags	....	1 60
Cornmeal, barrels	....	3 35
Eggs, hennery	0 30	0 35
Eggs, case	0 28	0 36
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 45	6 50
Flour, Ontario	5 45	5 50
Ham	....	0 15
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	....	3 50
Molasses, Barbadoes, fancy	0 37	0 38
Oatmeal, rolled	....	5 35
Oatmeal, std.	....	5 90
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	1 75	2 00
Raisins, California, seeded	0 10½	0 11
Rice, per lb.	0 03¾	0 04
Salmon, case—		
Red Spring	7 75	8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 60	5 70
Austrian granulated	5 40	5 50
Bright yellow	5 40	5 50
No. 1 yellow	5 10	5 20
Paris lumps	6 50	6 75

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—Are Turkish dyes manufactured in Montreal? If so, could you furnish me with firm name and address? It was formerly Brayley Sons & Co., but mail does not seem to reach this firm any more. We think possibly firm name has changed.

T. M. STEEL.

Clarksburg, Ont.

Editorial Note—Brayley Sons & Co. have removed from here to St. John, N. B. They are still in business.

Orange Trade Rather Disappointing

This is Due to Poor Eating Fruit That Has Been Coming Forward—Improvement is Looked Forward to — California Oranges Not Showing up so Well in Size—Celery Scarce and High—Shipments Expected to Increase During the Month—Potato Stiuation Still Strong.

The orange trade at some centres at least has been rather disappointing of late. Oranges have not been selling as readily as has been the case in other years at this time. The reason assigned by many dealers is the large ratio of sour and poor eating oranges that have come to market, the result of being shipped before fully matured. While late arrivals in some cases may show slight improvement, the poor fruit sold earlier has without doubt turned the public against oranges to some extent.. Navels, it is said, will shortly show improvement, while sweet Floridas are now arriving on some markets.

A report from California notes that size of the oranges will be smaller than at first expected. Under normal conditions size would have been all to be desired, but conditions have not been normal. Cold dry weather has kept the fruit from developing and the oranges will not be up to the average in size, it is said.

The strong potato situation in Canada still continues. Imports of English and Irish potatoes are being made. Values in New Brunswick have shown some further tightening and holders there are confident in their views. As pointed out last week, in case the United States lift the duty on potatoes temporarily, it will lend even greater strength to market.

MONTREAL.

GREEN FRUITS.—"Well, it's a regular battle at present with the frost," said one of Montreal's biggest wholesalers, "and prices will depend to a very great extent on the weather clerk."

Lemons.—Receipts are large with good demand.

Oranges.—Receipts also big but market quiet.

Apples.—Have been dragging considerably. Sales small and stocks light, but dealers are inclined to be quite optimistic about the situation.

Tomatoes are coming up from Cuba and selling well, but future quotations will best be judged by the dealer if he can forecast the trend of the barometer down South.

Apples—		
Spies	4 00	5 50
Fameuse	4 50	5 50
Baldwins	3 50	4 25
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	10 00	11 00
Cranberries, N.S., bbls.	14 00	15 00
Grape fruit, Florida, case	....	4 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 50	7 00
Lemons	2 50	3 00
Limes, a box	1 25	1 50
Oranges—		
Navels	2 75	3 00
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Cuban, case	4 00	4 50

VEGETABLES.—Prices are pretty high just now owing to climatic conditions in different centres. Californian produce is weak owing to dry and cold weather prevailing there. Yet no complaints can be made about the demand which is brisk in spite of quotations. If the cold weather down South continues prices will surely go up.

The potato situation is interesting at present and commands a good deal of attention. The prices are extremely high and an advancement is pretty certain.

Importation of Irish potatoes is helping, in a small degree, to relieve the situation. This assistance, however, is hardly noticeable owing to fact that the States are endeavoring to secure all the potatoes coming this way. The season has been extremely bad and farmers have suffered great losses. This market is increasing rapidly and should be followed with utmost care.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 25
Carrots, bag	....	1 25
Cabbage, dozen	....	1 00
Cauliflower, dozen	3 00	3 50
Celery, Cal., 6 doz. to crate, crate	8 50	9 00
Garlic, 2 bunches	....	0 25
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	....	2 50
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	3 75
Half crate	....	2 25
Canadian reds, 100 lbs.	....	4 00
Radishes, dozen	....	1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, new, bag	1 50	1 75
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	....	5 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

GREEN FRUITS. — A drop of 10 cents per box in strawberries at some times would be an appreciable reduction indeed. It is not so much so at this season but is nevertheless welcome to those who indulge in this luxury. Florida stock is selling at 65 cents.

A shipment of Florida oranges which arrived early in the week has been well taken up. Some California stock has been quite sour and has not been pleasing the consumers. Some dealers report that the orange trade is suffering considerably in consequence. Navel oranges are shortly expected to show up better. There has been a fair movement in marmalade oranges.

Grapefruit and Almeria grapes are finding a fair demand. Apples are little on the quiet side.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 50	3 00
Oranges—		
Marmalade	2 50	2 75
Florida	....	3 50
California navels	2 75	3 00
Mexicans	2 00	2 25
Valencias, 714's	....	5 50
Valencias, 420's	....	4 75
Tangerines, strap	....	6 00
Grapefruit—		
Florida, case	4 50	5 50
Jamaica, case	3 25	3 50
Grapes, Almeria, per keg,	5 00	6 00
English hot house grapes, lb.	0 65	0 75
Cranberries—		
Cape Cod, bbl.	14 00	15 00
Nova Scotia	....	8 00
Jersey long keepers	14 00	15 00
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida Strawberries, box	....	0 65

VEGETABLES—California celery continues to hold its high level, $7 per case being asked locally. In spite of high figure, volume going out to the retail trade is fairly large. Florida stock has not as yet started coming to this market. Stocks of Canadian celery are quite limited.

Potatoes have lost none of their strength, some dealers' ideas being slightly above present quotations. There are those who predict that the $2 mark will be reached before many weeks have passed. Holders in New Brunswick are holding firmly.

In other root crops, a similar steady tendency rules.

Boston cucumbers, dozen	....	2 25
Boston head lettuce, dozen	....	1 50

Canadian beet, per bag	0 80	0 90
Cabbage, Canadian, dozen	0 50	0 65
Cabbage, barrel	....	1 75
Carrots, bag	0 80	0 90
Turnips, bag	....	0 50
Celery, per dozen	....	0 90
Celery, Cal., per case, 6½ to 8 doz.	....	7 00
Parsnips, bag	....	0 90
Potatoes, N. B.	....	1 75
Potatoes, Ontario, bag	....	1 65
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags	....	2 25
Sweet potatoes, hamper	1 65	1 75
Mushrooms, 1-lb. boxes	0 50	0 60
Can. hothouse tomatoes, lb.	....	0 30
New lettuce, per dozen	0 30	0 35
Green onions	....	0 25
New radish, per dozen	....	0 50

Should Study the Food Quality of Fruits

Knowledge of Them Will Assist the Dealer in Making Sales —Some Hints on Display—Suggestions on Selling Oranges, Strawberries, Grapefruit, Apples, Lemons, etc.

The grocer knows, or should know that fruits possess valuable food qualities.

"Do you know what you're eating?" asked the doctor of the girl.

"An apple, of course," replied the girl..

"You are eating," said the doctor, "albumen, sugar, gum, malic acid, gallic acid, fiber, water and phosporus."

"I hope those things are good. They sound alarming."

"Nothing could be better. You ate, I observed, rather too much meat at dinner. The malic acid in the apple neutralizes the excess of chalky matter caused by too much meat, and thereby helps you to keep young. They are good for your complexion. Their acids drive out the noxious matter which causes skin eruptions. They are good for your brain. which those same noxious matters, if retained, render sluggish. Moreover, the acids of the apple diminish the acidity of the stomach that comes with some forms of indigestion. The phosphorus, of which it contains a large percentage, renews the essential nervous matter of the brain aid spinal column."

Strong Talking Points.

Thus are apples described in scientific fashion as a healthful food. The same good qualities are possessed by all fruits to a greater or less extent. Thus is the grocer given a strong talking point in the sale of fruits. It should be fully taken advantage of in creating demand.

Push Fruit for Marmalade.

Marmalade oranges are now on the market. The season is not a long one, and drops off sharply, so that it behooves this dealer to get his customers interested in this line at once. The line should be talked up by merchant and clerks while a good sized display will aid materially.

It is suggested that the advertising of these oranges contain a recipe for orange marmalade, or it may be advertised in newspaper space and window display that recipes may be had at the store.

Advances in Grapefruit.

The grapefruit portion of the business should not be neglected. The sale of this line in Canada is steadily increasing. Those dealers who do not find a natural demand for this line, should attempt to create it. Grapefruit is not well known to consumers in some sections and some time must be given to introduce it. Once it is on the consumers' table, however, it recommends itself.

Imported Strawberries Arriving.

The luscious and appetising strawberry is now adorning our Canadian markets. It comes from Florida, and although at quite a fancy price as yet, will moderate in value as the season advances. Simply displayed strawberries cause the customer's mouth to water and there is a certain class to whom they will strongly appeal. Handling this line early stamps a grocer as one of the aggressive dealers who get the "first of the season."

This. the season of colds, make it plain why lemons should receive due prominence. Apples for the reasons outlined in our opening paragraphs should be kept before customers. Bananas are of a fair quality now. Care should be taken in the handling of them. Be sure they are not touched by frost, which is harmful both to flavor and appearance.

The Use of Fancy Baskets.

Display as emphasized before is of great value in making sales. In this regard fancy baskets will assist materially to make them attractive. For showing apples, oranges, grapefruit, etc., display stands can now be secured at a nominal figure that allow cases to be placed one upon another. Besides showing the goods properly. these stands take up a minumum amount of floor space, an important feature with the majority of dealers.

Well Arranged Fruit and Vegetable Window Which Presents Many Good Suggestions.

Rolled Oats Advance 10 cents per Bag

In Sympathy With the Stronger Oat Market—Canadian Oats go to United States—This is Unusual Occurrence—Cornmeal Higher at Several Points—Winter Wheat Flour Firmer—Advance Announced in Maritime Provinces—Manitoba Flour Rules Steady.

An advance of 10 cents per bag or 20 cents per barrel is announced in rolled oats this week. This is in keeping with our statements that price cutting being indulged in for a time at many centres was not warranted by state of the raw market and that rolled oats were likely to rule firm. Price cutting on this line seems to have disappeared and the above advance is now fairly general.

A firmer feeling has developed all round in oats. The visible supply of oats last week decreased 115,000 bushels in Canada and this has lent strength. There has been a big enquiry for Canadian oats for export. United States has recently imported some Canadian oats, showing that price of Canadian oats, including the import duty is on a parity with the United States product. The oat crop across the line has been short, and thus the difference in values.

Manitoba flours are ruling steady but millers do not regard them as showing any particular firm features. The wheat market in Winnipeg rules at about the same level as three months ago. On Oct. 26 last, May wheat on the Winnipeg market was at $1.00⅜. To-day it is $1.01⅛ for May wheat. Winter wheat has, however, been on the ascent due to small offerings of this variety. Winter wheat flours are firm and an advance of 20 cents per barrel is announced by some millers in Maritime Provinces.

The corn market during January stiffened considerably, so that corn meal has been advanced at several points in Canada.

Cereals are moving briskly. Rolled oats have been in good demand. Enquiry for flour, both domestic and export, is regarded by millers as quite satisfactory for the season.

MONTREAL.

FLOUR.—The flour market continues to be active with a steady demand. The prices remain the same for the present. That an increase is likely owing to large calls which will soon be made on the market, is the opinion of some.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	....	4 30
Manitoba 1st Spring wheat patents, bags	....	5 60
Manitoba straight patents, in bags	....	5 10
Manitoba strong bakers, in bags	....	4 90
Manitoba second, in bags	....	4 40

CEREALS.—In sympathy with the raw market and following the firmer feeling reported, rolled oats advanced 10 cents per bag this week. The demand has been good.

The price of oats is high and to all appearances will remain at this figure for some time.

Fine oatmeal, bags	....	2 64
Standard oatmeal, bags	....	2 64
Granulated oatmeal, bags	....	2 64
Bolted cornmeal, 100 bags	....	1 80
Rolled oats, jute bags, 90-lb.	....	2 40
Rolled oats, cotton bags, 90-lb.	....	2 45
Rolled oats, barrels	....	5 05

TORONTO.

FLOUR.—Considering the season, millers state movement of flour is quite satisfactory. Domestic demand has been of fair volume, while export enquiry has also been quite good of late.

The situation in Ontario flour is one of firmness. This is the result of the higher values for Ontario wheat, which in the course of 10 days increased 6 cents per bushel. Scarcity of this commodity is the cause, offerings being practically nil. Some local dealers report that they have advanced Ontario flour 20 cents per barrel in the Maritime Provinces, but no change is as yet announced here.

Manitoba flours are steady. No. 1 Northern at bay ports is quoted at the season's record of $1.12, but some millers state it is cheaper to bring wheat direct from Winnipeg, all rail when time allows. However, the securing of supplies within a limited time is no easy matter on account of transportation congestion.

Manitoba Wheat.		
1st patent, in car lots	....	5 50
2nd patents, in car lots	....	5 10
Strong bakers, in car lots	....	4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00 4 20
Blended	....	4 50 5 00

CEREALS.—In our last issue, we noted the rolled oats market as firm under a strong tendency in the raw material. The hint was worth heeding. This week, the announcement of an advance of 10 cents per bag in this line is made. There is a good retail demand in evidence, the tone of the market is healthy and strength still apparent.

Some firms note a higher figure for corn meal as mentioned last week. The corn market across the line has stiffened materially during January.

Rolled oats, small lots, 90-lb. sacks	....	2 40
Rolled oats, 25 bags to car lots	....	2 30
Standard and granulated oatmeal, 98-lb sk	....	2 64
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

NEW YEAST CAKE ON MARKET.

White Swan Spices and Cereals, Limited, Toronto, are placing on the market a new yeast cake under the name of "White Swan." For the past two years or more the necessary organization and equipment for the production of this article have been in progress and have just recently been consummated. The plant is equipped with specially designed machinery of the latest type.

A NEW ONTARIO APPRECIATION.

To Canadian Grocer.—Enclosed please find the sum of $2, to cover our subscription to The Canadian Grocer up to December 1, 1912.

It has been through our carelessness that you have had to wait so long for our subscription. We would not care to do without The Grocer if it cost $5 per year, as it is the source from which we get many up-to date and wide awake ideas. We hope and trust that you will continue to grow and increase your circulation until it reaches every merchant in business.

Wishing you a happy and prosperous New Year, we remain.

GRILLS, ELLIOTT & GRILLS.

New Liskeard, Jan. 5, 1912.

Good Time to Push Fish and Oysters

Favorable Conditions Now Exist—Weather all to be Desired so far as Retailer is Concerned—Trade Has Been Rather Brisk — Storms on East Coast That Interfered With Catch Have Somewhat Abated, But Caused Much Damage—Stronger Tone to Oysters, But no Change in Price to Retail Trade.

This is a good time to push the sale of fish and oysters. Those retailers who are putting real effort behind this department are reaping splendid results. Everything is favorable to good sales being made. Fish are comparatively cheap and are a popular food. Added to this, fresh meats and eggs are high in price. These favorable conditions work for brisk sales and with Lent but three weeks distant, prospects are indeed bright.

The storms along the eastern coast have recently abated and there has been some improvement in catch. Nova Scotia reports better catches lately of cod and haddock. Lobsters have reached a record price, while halibut is very scarce.

Climatic conditions at the sources of production have interfered somewhat with oyster gathering operations and has had the tendency to lend strength to market. This has not been marked enough, however, to affect prices to retail trade. Retail demand for oysters has been fairly good, although the severe weather at times has not been altogether favorable. Dealers should not neglect to give to oysters the attention they deserve. Properly handled they are a profitable line.

QUEBEC.

MONTREAL.—Now that the cold season and frosts have let up, the prospects have begun to look brighter. Oysters are the only line holding back. Eight carloads of fish have just arrived after being delayed for some time by the great snow storms. There has been no downfall for some weeks so everything is open again.

Salt cod is not plentiful and will add greatly to sale of frozen fish. The Lenten season is close at hand and a great rush is expected; but the supply is hardly sufficient to fill the demand as it stands at present.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	0 04½
Less than case	0 05
Smelts, fancy	0 10
Haddock	0 04½ 0 05
Halibut, per lb.	0 08 0 08½
Herring, frozen, per 100 fish	1 65 1 75
Mullets	0 04½ 0 05
Pike, round, per lb.	0 05 0 05½
Pike, dressed and headless, lb.	0 06½
Steak cod	0 05½ 0 06
Mackerel	0 11
Dressed perch	0 10
Dore or Pickerel	0 07 0 08
B. C. red salmon	0 08½ 0 09
Gaspe salmon, per lb.	0 18
Qualla salmon	0 07½ 0 08
No. 1 smelts, per lb.	0 10
Extra smelts, per lb.	0 14
Lake trout, per lb.	0 09½ 0 10
Tomcods, bbl.	2 25 2 50
Whitefish, large, per lb.	0 08½ 0 09
Whitefish, small, lb.	0 05 0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb..7, 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	6 60
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New green cod, per lb.	0 04½ 0 05
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotia herring, No. 2, bbl.	....
Lake trout, kegs	6 50
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs. 7 50	8 00
No. 1 green pollock, per 200 lbs.	7 50
Salmon, B. C., red, bbl.	14 50
Salmon, B. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador, trcs., 300 lbs.	21 00
Salt eels, per lb.	0 06½ 0 07
Salt sardines, bbls.	5 50
Salt sardines, half bbls.	3 00
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75

SMOKED.

Bloaters, large, per box	1 25
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque oysters, per bbl.	8 00 12 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	

NEW BRUNSWICK.

ST. JOHN.—The unusually large catches of herring being made along coast and particularly near Grand Manan and around Deer Island are really remarkable, and J. F. Calder, Dominion inspector of fisheries for St. John and Charlotte counties, said this week the like of it has never been known before. Fishermen are reaping great harvest and they are also much encouraged by the catches of cod and sardine herring, which are very plentiful as well. Judging by large catches of sardines being made, it is expected that the factories will boom in the spring.

The outlook for the coming season is bright. Smelt on local market during past week have become scarce. The local chief source of supply, the Kennebecasis river, has not yielded a favorable comparison with other years, and consequently all that are being got are saved for local orders, so that no shipments are reported.

ONTARIO.

TORONTO.—A good large volume of fish is going out to the retail trade. Frozen lines are moving briskly, while smoked, pickled and prepared varieties are coming in for their full share of attention. "A heavier trade than we ever had before at this season," was the emphatic manner in which one wholesale dealer expressed himself.

Conditions are indeed favorable for sale of fish. With exception of a temporary mild spell at beginning of the week, the weather has been all that could be desired.

Pickled trout in half barrels range from $7.25 to $7.75. Shrimps in 1-gal. cans are $1.25, in 2 gal. cans $2.40 and $4.60 in 4-gal. cans.

FROZEN FISH.

Gold eyes	0 05
Pike	0 05
New pink sea salmon	0 09
Whitefish	0 09 0 11
Red salmon, headless and dressed	0 11
Halibut	0 09
Smelts, extra, per lb.	0 17
Smelts, No. 1, per lb.	0 10
Red salmon, round	0 10
Sea herring, 100	2 00
Mackerel, per lb.	0 12
Mullets	0 04
Bluefish	0 11 0 12
Lake herring	0 03 0 05
Steak, cod, per lb.	0 06
Flounders, per lb.	0 05
Tullibus, per lb.	0 05½

FRESH CAUGHT FISH.

Steak cod	0 08
Haddock	0 05 0 07
Trout	0 08½

SMOKED.

Kippers, per box	1 25
Bloaters, per box	1 20
Finnan Haddie, per lb.	0 08 0 09
Digby herring, per bundle	0 90
Cod, Imperial	0 06½
Quail-on-toast	0 07
Fillets of haddie	0 11 0 12
Ciscoes, basket	0 90 1 00
Ciscoes, per lb.	0 09 0 10
Scotch haddies, per box	1 50
Scotch kippers, per box	1 65

PICKLED.

Lake herring, per keg	4 00
Oysters, selects, per gallon	1 70 1 75
Oysters, standards, per gallon	1 55
Pickled trout, per half bbl.	7 25 7 75
Labrador herring, bbls.	6 00
Labrador herring, half bbls.	3 00 3 25
Shrimps, 1-gallon cans	1 25

PREPARED.

Shredded cod, 2 doz pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Skinless cod, 100-lb. boxes, whole fish, box	7 50
Cod in loose strips, 25-lb. to box, lb.	0 06½
Pure cod tablets, 20 1-lb. tablets	2 30

Present Standing of the Fish Market

Severe Storms and Cold Weather Responsible for Shortages in Fresh Fish—Large Firms Unable to Secure Usual Supplies—Many Fishermen Will Lose Their Traps.

By O. S. Johnson.

Advices from the Maritime Provinces clearly explain the shortage of fresh fish at the present time The storms and severe cold weather of the past few weeks have seriously interfered with the shore fisheries and no little damage has been done. The lobster, fresh and smoked fish trades are suffering in particular.

Lobsters Have a Rest.

As is well known the lobster traps are practically always set in shallow water and the fishermen who placed their gear as usual in the water, little thought that King Frost would ever deprive them, not only of the catch, no matter how small, but also of their traps.

Yet it is perfectly certain that the ice on breaking up will carry away quite an amount of the apparatus and while this can be easily replaced by some, there are others who can ill afford to lose anything of this nature as the least decrease in their cash returns must necessarily make things hard enough.

Not only has the fisherman suffered, but the shippers of live lobsters and lobster canners are also amongst those whose calculations have been upset by adverse climatic conditions and prices have advanced in consequence.

Prices of Fresh Fish.

Prices of fresh fish are beginning to firm up just now owing to the scarcity. In order to prove conclusively the shortage in this line, and to prepare retailers for higher prices which must inevitably come unless a debacle takes place, it might be mentioned that one Halifax firm handled 750,000 pounds of fresh fish about the middle of January last year, but this year they have only been able to get two or three thousand pounds.

Serious for Future Market.

This is all the more serious for future market conditions as this month things will be at a standstill because the shoal of fish which had been on the coast during November and December last has left and there are not many of the finny tribe available till March.

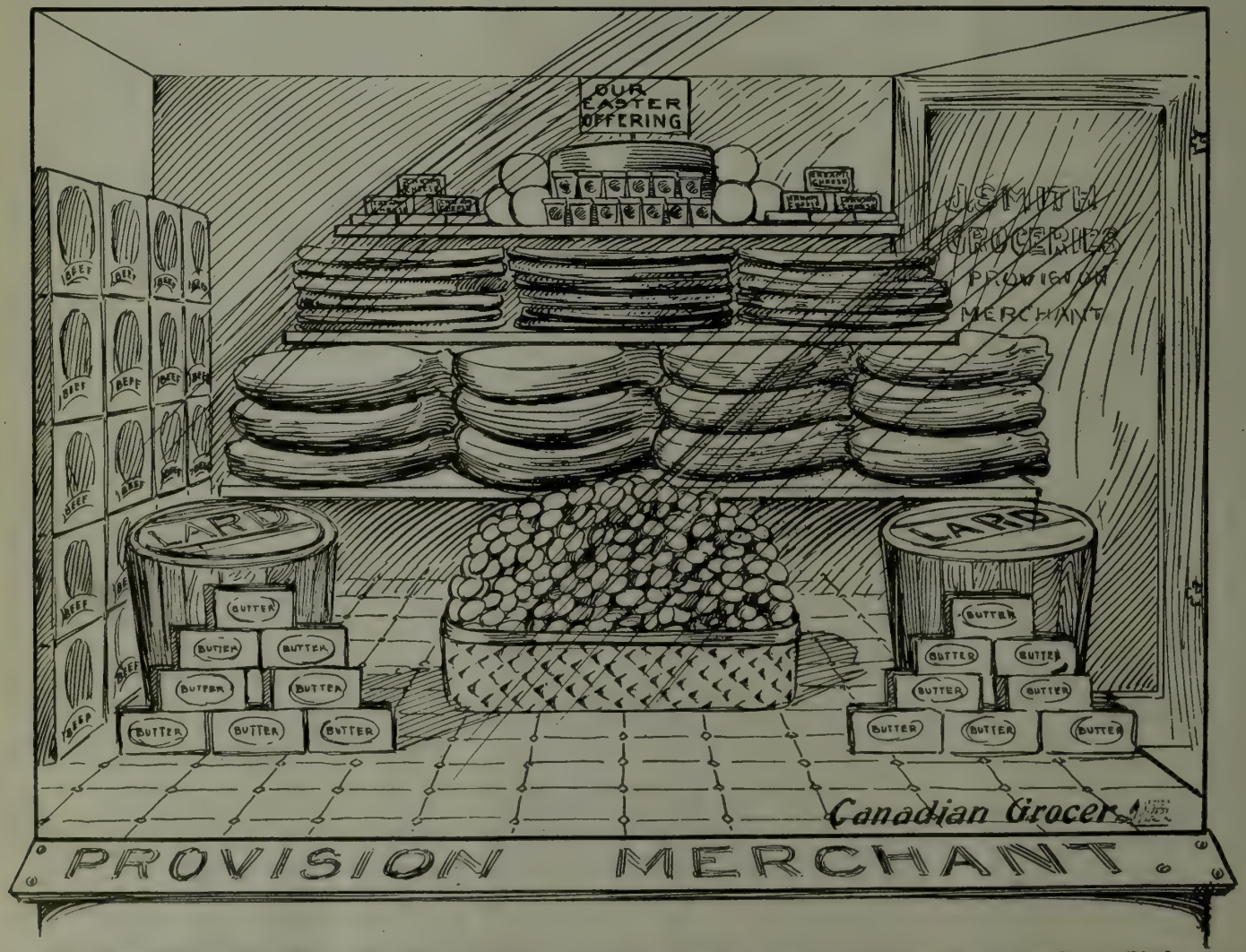
Prices of fresh cod and haddock have advanced from 25 to 30 per cent. and finnan haddies half cent per pound.

Oyster Beds Frozen Up.

Needless to say the oyster beds have also been affected and as these generally lie in sheltered bays the fishermen cannot reach them owing to the ice.

It certainly is unfortunate that such conditions should prevail just at a time when wholesalers and retailers are beginning to make plans for a big Lenten business.

However, retailers should bear all these facts in mind and not be disappointed or annoyed with their wholesaler if they find that supplies are slow in coming along.



A Provision Window That Should Bring New Business if Attractively Arranged. Should be Kept on File for an Easter Display.

Produce & Provisions

Storage Eggs Reach Record Level

Stocks Well to an End—Big Imports Have Been Made From United States—Values Across the Line Also at High Level—Increase in Yield of New Laids About Only Hope—Butter is Firmer and Higher—A Decided Contrast to Situation of a Year Ago—Cheese is Still Strong—The Effect of Drouth Shown in High Price of Butter and Cheese.

The present situation in eggs and butter is a decided contrast to year ago. While values around Feb. 1 last were on downward trend, and prices in butter and eggs at United States points were sharply tobogganing, to-day and for some time past, figures on these commodities have been moving decidedly in the opposite direction.

For some time butter has been gradually firming at all points in Canada. We have perhaps some consolation in the fact that same thing is true across the border and values in New York and Chicago have recently reached a top-notch record, but that probably only lends strength to the situation here. Last year's drouth greatly reduced the production of butter, and early in the fall, general light stocks held were referred to and fact pointed out that only continued strength could be expected. Present prices testify to accuracy of this prediction.

Storage eggs have also been establishing record for themselves of late. Attention to our remarks early in the season that but conservative supplies of eggs were held in Canada would have been worth while. It did look at one time as if new laids would come to the rescue by their increase in production but those hopes were shattered by weather man during first few weeks in January. However, considering extremely cold weather, receipts of new laids have been fair.

As it stands now, storage eggs are at record figure. Stocks are well to an end and indeed for a long time many firms have found it necessary to bring supplies from markets across border. Values there have also been ascending so that at some Canadian centres, wholesalers claim they are selling for less money than they could be replaced at. Thus situation is rapidly developing into an acute one. One redeeming feature is that from now on production of new laids which was curtailed by cold weather of January can be expected to show an increase.

MONTREAL.

PROVISIONS.—Provisions are apparently steady. Pressure on the market has been noted on various occasions in spite of high prices prevailing. It looks as if sales are being made to dealers who are anticipating an increase in near future. Attention should be given to all lines just now.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11⅞
Cases, tins, each 10 lbs., per lb.	0 12¾
Cases, tins, each 5 lbs., per lb.	0 12⅞
Cases, tins, each 3 lbs., per lb.	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12¾
Pails, tin, 20 lbs. gross, per lb.	0 11⅝
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11¾
One pound bricks	0 12¾
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08⅞
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08¾
Pails, tin, 20 lbs. gross, per lb.	0 08⅛
Tubs, 50 lbs. net, per lb.	0 08⅝
Tierces, 375 lbs., per lb.	0 08¼
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls	7 50
Plate beef, 200 lb. bbls.	14 50
Plate beef, 300 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 00 7 10
Hogs, dressed, per cwt.	9 75

BUTTER.—There was no change in butter situation in the last week. Sales have been curtailed owing to the high prices, which exceed those of last year by 10c. Market still holds firm although the stock is light—being ¼ of last year's. Nothing exciting is likely to take place in this market for some time.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 25	0 28
Fresh dairy rolls	0 29	0 30

EGGS.—The storages are soon to see the last of the egg supply which is almost exhausted. A week and a half should tell the tale with many firms. Then if the market depends on the new laids the price will surely go beyond the reach of the workingman. The demand is heavy in spite of the quotations, which exceed last year's by fifteen cents. The prices will not show any decreases until the cold weather ceases.

New laids	0 45
Selects	0 37
No. 1	0 33

CHEESE.—This market although interesting at present has offered no change of importance, within the last week. The demand holds up well and there is a strong tone.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—Although stocks are much smaller than they were this time last year, sales are much heavier. Calls from the West are soon to be expected, but any heavy demand cannot be supplied. Prices have not increased within last week, but an advancement is quite possible.

Fowl	0 13	0 14
Chickens	0 10	0 15
Geese	0 14	0 15
Turkeys	0 21	0 22
Ducks	0 18	0 20

HONEY.—There have been no developments of importance since last week. Demand is steady and can readily be met, without trouble. No indications are evident as to an increase or decrease in price.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08½
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—Trade cannot be described as brisk, still being inclined to quietness. "This isn't the time of the

year when we look for briskness in our line," stated one wholesale dealer.

There is really no change in live hogs, but if anything market is a little steadier than week ago. Lard continues to move quite freely. Quotations on provisions show practically no change.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10¾	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11½	0 12
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12¼
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	6 15
Live hogs, local	....	6 45
Dressed hogs	9 00	9 25

BUTTER.—Strength in butter market mentioned last week has developed into a quotable change, values on most lines being enhanced another cent per pound. This brings fresh creamery prints up to 34 to 36 cents, a high price indeed, but founded on small deliveries and light stocks generally held. It is only natural under high price that some attempt be made by the consumer to economize on this line. This seems to be the case, and total consumption is consequently showing a decrease.

	Per lb.	
Fresh creamery print	0 34	0 36
Creamery solids	0 32	0 34
Farmers' separator butter	0 31	0 33
Dairy prints, choice	0 28	0 29
No. 1 tubs or boxes	0 25	0 27
No. 2 tubs or boxes	0 22	0 24

EGGS.—Unusual conditions exist in the market for storage eggs. Prices are higher on this variety than has been known in recent years at least. Quotations rule at 34 to 35 cents per dozen and even at that price wholesale dealers say they are selling them lower than they can replace them. Another rise of 2 cents per dozen in United States eggs last week makes it impossible to lay ordinary uncandled storage eggs down in Toronto for less than 35½ cents. Of course, dealers are carrying some supplies secured at lower price but stocks are by no means large.

New laid eggs are stronger also, ruling from 37 to 42 cents. Receipts of this kind are not large, and while they can be expected to increase as the weeks move on, they will be badly needed.

New laid eggs	0 37	0 42
Storage eggs	0 34	0 35

CHEESE.—Cheese is high. There is no question about that. Large cheese now quoted around the 16½ cent mark could be purchased one year ago at 12¾ to 13 cents. Since early June this commodity has kept marching upward without a break or sign of one. Strength is still apparent under extremely small stocks and high prices ruling elsewhere.

Cheese—		
Large		$ 16½
Twin	0 16¾	0 17
Stiltons	0 18	0 18½

POULTRY.—Prices are unchanged. The situation is if anything a little easier. Receipts are on good scale while demand is just now rather quiet.

Poultry—alive—		
Fowl	0 10	0 11
Chicken	0 12	0 14
Ducks	0 14	0 15
Geese	....	0 13
Turkeys	0 16	0 18
Dressed, 2 cents per lb. more.		

HONEY.—There are no special features either to demand or general situation.

Honey—strained—		
White clover, 60-lb. tins, per lb.	....	0 12
White clover, 10-lb. tins, per lb.	....	0 12½
White clover, 5-lb. pails, per lb.	....	0 13
Dark clover, 5-lb. pails, per lb.	....	0 12
Amber honey, 60-lb. tins, per lb.	....	0 08
Buckwheat, 60-lb. tins, per lb.	....	0 07
Comb white clover, per doz.	2 25	3 00

More Money From the Provision Counter

What it Means to Eliminate Loss of Ends and How One Dealer Does This—After Starting Slicing Machine on One End the Other Should Also be Cut—Sells 150 Pounds Per Week — Wants of Customers Should be Studied.

By J. Risdon.

Many grocers do not pay the attention to their provision counter that they should. In many instances we see ends of bacon and ham which could have been sold at the same price as the middle if they had been properly cared for.

In every store, it seems to me, there should be one clerk responsible for this department. He should make it his business to see that all ends and pieces are used up, and that no clerk cuts more than he has sold. Bacon and ham which lies long after being cut dries up rapidly and makes it of inferior quality.

No Loss in Bacon Ends.

There is one store I know of where the dealer practically sells no bacon in the piece, and yet he never has any worthless ends. His system is worth while reviewing.

Whan a side of bacon is cut on it is not continued to the end. This would produce an end of little use. Instead it is turned around and the other end also cut on, so that the piece not cut by the slicing machine is a cut out of the middle—a very desirable cut for anybody looking for a piece for boiling. If it is not sold the same day it can be sliced the following morning and sold. The dealer in question arranges to have ten to fifteen pounds cut in advance, so that there will be no delay when the rush comes.

When cutting boneless cooked ham it is commenced at the shank end, and when about three-quarters sold, the cut end is placed on the machine, and a new cut commenced. In this way there are no bad pieces, but all is mixed and sold.

Sells 150 Lbs. Weekly.

This store averages 150 pounds of bacon weekly, and I am sure it doesn't lose more than a pound and a half of the lot.

Breakfast bacon, now costing 17c per lb. is sold for 25c a lb., Windsor costing 19c a lb. sells for 27c, an average of 45 per cent. on the investment. This represents a good profit on a quick selling line.

Anticipate Customers' Wants.

There is also another feature of the provision counter I might mention. That is every dealer should study the bacon wants of his customers. For instance, Mrs. Jones wants her bacon shaved and no rind on it. Mrs. Smith wants hers very fat, and very thin and no rind. Mrs. Johnston wants hers very lean, medium cut, etc. Very often these women will deal at certain stores just because they get their bacon cut as they want it without having to repeat their wants every time they come to or phone the store.

The provision counter therefore pays in more ways than one, and it should be diligently and carefully looked after.

ANNUAL STAFF GATHERING.

Toronto, Jan. 31.—The third annual dinner of the traveling and office staffs of T. H. Estabrooks Co., Limited, at McConkey's was, as usual, an enjoyable event. T. H. Estabrooks, the president of the company, was present from St. John, N.B. Following the banquet a number of toasts were proposed and responded to. Among the speakers were T. H. Estabrooks, S. Hustwitt, Geo. E. Taylor, N. W. Williams, B. E. Miller, R. W. Vout, A. L. Curry, J. F. Phelan, W. Linder, E. E. Boyd, C. T. Miller, E. McLurg, F. Leech, E. Rolfe, F. Moore. J. H. Boyd, C. Furness, P. Searles and P. R. Smith. The speeches were interspersed with songs, instrumentals, readings and recitations.

CALENDARS FOR 1912.

Libby, McNeill & Libby, Chicago, Ill., have sent out an attractive 1912 calendar. The illustration is that of a pretty little summer girl with rosy cheeks, auburn hair, and tattered straw hat, holding an ox-eye daisy in her hand. The background of meadow and stream adds to the attractiveness of the scene. The same firm have also issued a small pansy calendar.

The calendar issued this year by the Alexander Engraving Co. is that of a "miniature artist" beside his easel painting the landscape in the distance. It has been gotten up with a good deal of taste and attractiveness.

GUNNS QUALITY

Hams
Breakfast Bacon
Boneless Backs
Kettle Rendered Leaf Lard

Appetizing and Satisfying

STANDARDS OF EXCELLENCE
PRODUCED UNDER OUR OWN
EXCLUSIVE PROCESSES

ALWAYS IN DEMAND WITH HIGH-CLASS TRADE

GUNNS LIMITED

PORK AND BEEF PACKERS, COOKING AND SALAD OIL MANUFACTURERS

WEST TORONTO

"QUALITY Makes FRIENDS"

and lasting friends. Nothing truer. Haven't you noticed how the housewife, after you have sold her BOVRIL, comes back for *more* and *never* asks for a substitute? Sure, BOVRIL IS STRENGTH, and strength is what the housewife wants herself and for her family, so she uses BOVRIL *always.*

BOVRIL

is a steady, all-year-round seller, and it will pay you to co-operate with us. We are helping you along by advertising in practically every town in Canada.

We'll Help You Further.

Send for Free Set of Showcards.

They are out of the Ordinary and Convincing.

BOVRIL, LIMITED, Montreal, Que.

Lucky Pod Dried Peas

For years we have been sole agents for this excellent brand of dried peas. There is no brand on the market equal to them for flavor and quality—and we have tested numerous samples in coming to this conclusion. They afford a very pleasant change in the winter vegetable list, especially when potatoes are scarce and high in price.

Sold in cases of 3 dozen and 6 dozen each.

F. W. FEARMAN CO., Limited

HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

E. W. GILLETT CO., LTD.

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Ontario and Quebec Prices.

Cases	Sizes	Per doz.
6-dozen	5c	0 50
4-dozen	4-oz.	0 75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lbs.	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per
1-dozen	12-oz.	case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

Ontario and Quebec Prices.

Per Case.

Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases $2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases $2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 case 2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 case 2 80

CREAM TARTAR

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

Per doz.

¼-lb. paper pkgs., 4 doz. in case $1 00
½-lb. paper pkgs., 4 doz. in case 2 00

Per case

4 doz. ¼-lb. paper pkgs.
2 doz. ½-lb. paper pkgs. assorted $8 00

Per doz.

½-lb. cans with screw covers, 4 doz. in case $2 20
1-lb. cans with screw covers, 3 doz. in case 4 10

Per lb.

5-lb. sq. canisters, ½ doz. in case 0 33
10-lb. wooden boxes 0 30½
25-lb. wooden pails 0 30½
100-lb. kegs 0 28½
360-lb. barrels 0 28

LYE (CONCENTRATED)

GILLETT'S PERFUMED LYE.

Ontario and Quebec Prices

Per case

1 case of 4 dozen 3 50
3 cases of 4 dozen 3 40
5 cases or more 3 35

YEAST.

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5c packages $1 15
Gillett Cream Yeast, 2 doz. in box 1 15

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, ¼-gross box 2 00

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books each 0 04
100 books and over...each 0 03½
500 books to 1,000 books.. 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

Cocoa—

Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT 7/8 CO.'S

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 10c size, per dozen	0 90
" breakfast cocoa, ½'s.	0 38
" No. 1 chocolate, ½'s.	0 32
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ & ½-lb. cakes, 35c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 41c lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 3 and 6-lb. boxes, 32c lb.; Vanilla sweet chocolate, 1-6-lb. cakes, 6-lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 100 bdls., tied, 5s, per box, $3. The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26
½-lb pkgs, White Moss	0 27
¼-lb pkgs, White Moss	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd...	0 27½
½-lb. pkgs, astd., in 5-lb. boxes	0 28

Grocers: Before placing your order for a line of goods it is well to find out if they are well advertised. An article that is well advertised sells quickly, and the manufacturer that advertises his goods extensively assumes the responsibility for their quality. The manufacturer of private brands can vary the quality to conform to the market prices of the raw materials he uses.

MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg

YOUR AIM SHOULD BE

to have efficient representation to introduce your products in the rapidly growing extensive Western market. The people in this centre of activity are liberal buyers and prompt payers, and our connection with this trade enables the Manufacturer to open up new and larger accounts. Our large Warehouses in the five great distributing centres and our daily calls on all Jobbing Houses in Manitoba, Saskatchewan and Alberta insure you best results.

WILL BE PLEASED TO HANDLE YOUR ACCOUNT.

NICHOLSON & BAIN,

Wholesale Commission Merchants and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and Toronto

	Cases	Doz.
Eagle Brand Condensed Milk	5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk, 5c size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk, family size	3 50	0 90
Peerless Brand Evaporated Milk, pint size, (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk, hotel size	3 70	1 85

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.) 3 50
"Reindeer" brand, case (4 doz.) 5 50
"Reindeer" Condensed Coffee, case 5 00
"Reindeer" Condensed Cocoa, case 4 80

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Milk, family size, per case 3 65
Baby size, per case 2 00
Ditto, hotel 3 90
Silver Cow Milk 5 05
Purity Milk 4 90
Good Luck 4 15

COFFEES.

EBY-BLAIN LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House 0 32
Nectar 0 30
Empress 0 28
Duchess 0 27
Ambrosia 0 26
Plantation 0 23
Fancy Bourbon 0 22
Bourbon 0 20
Crushed Java and Mocha 0 18
Crushed Java and Mocha, (ground) 0 08½

Package Coffees.

Gold Medal, 2-lb. tins, whole or ground 0 30
Gold Medal, 1-lb. tins, do 0 31
Gold Medal, ½-lb. tins, do 0 32
Anchor Brand, 2-lb tins, do 0 31
Anchor Brand, 1-lb. tins, do 0 32
German Dandelion, 1-lb tins ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English breakfast, 1-lb tins ground 0 18
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins ground 0 30
Flower Pot, 1-lb. pots, gd. 0 22

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices per doz.

Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL,

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
Case 25 lbs., 11-lb bars, lb 0 07½
Cace,12 lbs, 2½-lb. bars, lb. 0 08½
Case 50 lbs, ¾-lb bars case 3 50
Case 200 lbs. 3½-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs, 11-lb bars, lb.. 0 07
Case 12 lbs. 2½ lb. bars, lb. 0 08
Case 50 lbs, ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 80
Case 200 lbs., 3½-oz. bars, case 3 40
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

PASTES.

THE C. H. CATELLI CO., LTD. MONTREAL, CANADA.

Alimentary Pastes.

"Swallow Brand" (Hirondelle) Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 pkgs, 1 lb.	0 06
Cases of 25 lbs. loose	0 05½
Egg noodles, cases, 50 pkgs., ½-lb.	0 06½
Egg noodles, cases, 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs. loose	0 06
Marguerite, all var., pkgs. only	0 05

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz.	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40
100 boxes	44 00
24 No. 3 jars	33 60
12 No. 5 jars	27 60

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal.

Tierces, lb.	0 10
20-lb. pails	2 10
20-lb. tins	2 00
60-lb tubs, per lb.	0 10¼
3-lb. tins, 20 to case, lb.	0 11
5-lb. tins, 12 to case, lb.	0 10⅞
10-lb. tins, 6 to case, lb.	0 10¾

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 09½
Tubs	0 09¾
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. tins	0 10¼
5-lb. tins	0 10½
3-lb. tins	0 10½
1-lb. cartons	0 10¾

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

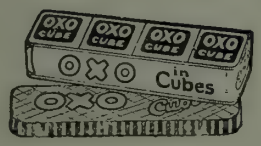
OXO CUBES HAVE MADE GOOD
They Have Hosts of Friends

Hardly a pantry but has a place on its shelves for the neat little tins of the carefully packed **OXO Cubes**—the concentrated goodness of prime beef.

By many, **OXO Cubes** are used to make a "Beef Drink," and they do make the most health-giving, nourishing drink in the world, but with many of our friends **OXO Cubes** earn their pantry reputation in numerous other ways.

The good housewife has learned that **OXO Cubes** give taste to the hash—strength to the gravy—flavor to the stew—and extra goodness to almost every meat dish.

The **OXO** trade is here to stay—and to grow bigger every week. Are you going after your share of it?



CORNEILLE DAVID & COMPANY

TORONTO MONTREAL WINNIPEG
OTTAWA LONDON, ONT. ST. JOHN, N.B.

Protect Your Customers

The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box . 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard," box 0 30
10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.
Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP.

3 dozen to box $3 60
6 dozen to box 7 20

30 days.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

GENUINE. Packed 100 bars to case.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-RUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 60

Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05

(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS,

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05
Finest Quality White Laundry-	
3-lb. canisters, cases of 48 lbs.	0 06¼
Barrels, 200 lbs.	0 05¾
Kegs, 100 lb.	0 05¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks 8 in case	0 08
6-lb. toy drums, with drumsticks, 8 in case	0 07½
Kegs, ex crystals, 100 lb	0 06¼
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs, per case	3 00

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CHATEAU BRAND

CONCENTRATED SOUPS

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.

No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz, in case, per case	2 60
Barrels, 700 lbs.	$0 03⅜
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO CUBES:

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MILK.

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.,

	Per case.
Canada First Evap. Cream, family size	$3 50
Canada First Evap. Cream, medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk ...	4 00
Rosebud Condensed Milk .	4 25

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case 2 85
3's—2 doz. to case 2 85

Winnipeg.

No. 2—Tins, 2 doz. cases, per doz. $1 08
No. 3—Tins, 2 doz. cases, per doz. 1 67
No. 5—Tins, 1 doz. cases, per doz. 2 98
No. 10, tins, ½ doz. cases, per doz. 4 83
No. 20—Tins, ¼ doz. cases, per doz. 10 90
Pails—1's each 0 62
Pails—2's, each 0 96
Pails—5's, each 2 10

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's 2 doz. case, per doz. ... $1 25
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90

H. P. Pickles—
Cases of 2 doz. pints ... $3 35
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.

Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.

Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½ pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..
6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.

Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan... .... 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

What's the Matter

with your sales of Macaroni? Are they low? If so, we can put them up. You cannot be stocking goods which give complete satisfaction.

"Swallow Brand"

(Hirondelle)

is just what you want, and the price is right. Gives you a good profit and does not weigh heavily on the housewife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The G. H. Catelli Company, Ltd.

MONTREAL CANADA

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Your Displays

Remind the buyer, offer suggestions and induce sales. They reflect the spirit of the store's determination to give its patrons the best procurable.

Mooney's Perfection Cream Sodas

make excellent selling displays and inevitably create a steady, continuous demand due to the high quality and rich flaky crispness, so distinct in this brand.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

SALESMEN WANTED

Trained Salesmen earn from $1,200 to $5,000 a year and expenses. There are hundreds of such positions now open. No former experience needed to get one of them. We will teach you to be a Salesman in eight weeks by mail and assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions. Address Nearest Office Dept. 243

National Salesmen's Training Association

Chicago New York Kansas City Seattle New Orleans Toronto

Sales Manager or Salesman

Experienced and successful salesman, speaking French and English, resident of Montreal, with thorough knowledge of Grocers' and Confectioners' specialties and having good connection in principal cities throughout Canada, desires position as sales manager or Montreal representative. Best of references. Apply Box 411, Canadian Grocer, Toronto.

WE WANT

Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

"We will never be buried with the unknown dead--- we ADVERTISE. There's the whole thing in a nutshell --- we ADVERTISE; and therefore, we CAN'T be unknown."

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

When writing to advertisers, kindly mention this paper.

Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Blue Label, ½'s	.21	.26
Blue Label, 1's	.20	.25
Orange Label, 1's and ½'s	.23	.30
Brown Label, 1's and ½'s	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, 1's and ½'s	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

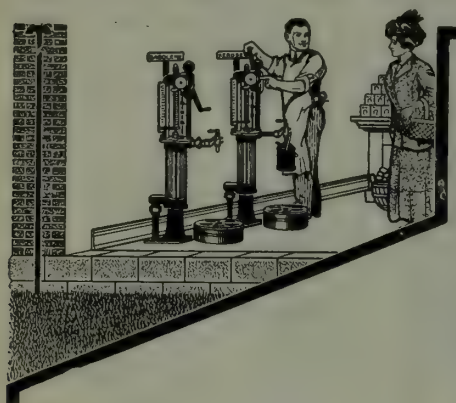
JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90
Discounts on application.	

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15



Larger Profit---A Cleaner Store

Every merchant loses part of his profit if he sells kerosene and gasolene by the faucet tank and tin measure method. No matter how careful you are, some oil will be spilled. That's loss. The floor becomes saturated and invites fire. The foul odors arising from this condition fill the store and contaminate foodstuffs, resulting in wasted goods and dissatisfied customers.

BOWSER

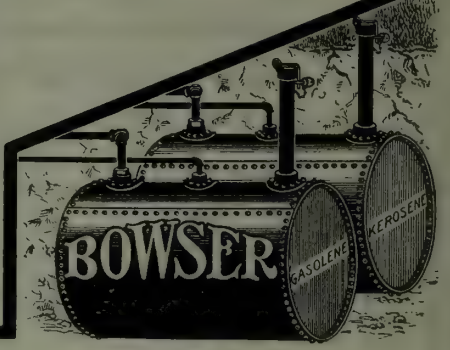
SELF-MEASURING SYSTEMS

remove these objections. The heavy steel tank is evaporation and leak-proof. The self-measuring pump discharges any amount into the customer's can, counts the gallons and computes the charge. The salesman don't touch it and the measurement is guaranteed.

Ask for free book No. 5 illustrating the complete line. It will bring increased profits. Get in line for more money. We'll help you.

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., TORONTO, ONT.

If you have an old Bowser, and want a new one, write for our Liberal Exchange Offer.



Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Marmalade Oranges

First arrivals are fine, fully matured and high color.

CALIFORNIA NAVELS are now arriving in better shape.

VOLUNTEER BRAND LEMONS are reasonable.

CRANBERRIES—Late Howes are extra fancy.

GRAPE FRUIT—Florida and Jamaica.

Sweet Potatoes, Fresh Tomatoes, California Cauliflower, Head Lettuce. Endine Hot House Grapes.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

California Cauliflower

The first carload ever imported into TORONTO will be here Monday.

A Fine Vegetable at a Moderate Price

Just the thing now that local vegetables are done. Packed in ponies and standard crates.

Ponies, $2.00; Standards, $3.50 per crate.

WHITE & COMPANY, LIMITED

Fancy Fruits and Vegetables — HAMILTON
Fish and Produce — TORONTO

Marmalade Oranges

Fresh shipment unloaded this week

SIZES:—160s, 200s, 240s. Extra Fancy.

NOW IS THE TIME

Grape Fruit Lemons Bananas
Smoked Fish and Oysters
Hothouse Greens fresh every day.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 — GUELPH, ONT.

Buy St. Nicholas

The Lemon you can sell to a profit, and have satisfied customers.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist
86-88 Fulton St., - New York

FRESH TOMATOES

OUTDOOR GROWN

Now Arriving in Splendid Condition.
PACKED IN FLORIDA STYLE
6 Baskets to Crate
Under the "CROWN BRAND" every Tomato IS CAREFFLLY EXAMINED AND ALL GREEN OR POOR TOMATOES ARE REMOVED.

Good Shapes Good Color Clean and Firm

Every Crate Guaranteed

We can quote for Weekly Deliveries.
If you try a sample crate we guarantee you will want more.

WEST INDIES FRUIT CO.

30 William Street, Montreal

If Mince Meat ever sold at any time then it should now.

Pies made from

Wethey's Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Ltd., St. Catharines

"THE MINCE MEAT PEOPLE"

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

THERE IS A DEMAND FOR

MAPLEINE

(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co., 26 Front St. E., Toronto.

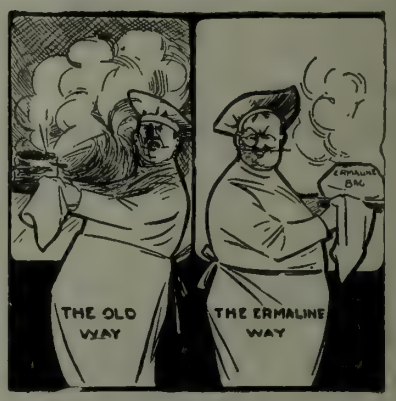
The Crescent Mfg. Co.
SEATTLE, - WN.

Don't Say

NO

when your wholesaler asks you to put in a stock of paper cooking bags; in fact, don't wait to be asked, but drop him a card and have him show you samples. Cooking the Ermaline way makes former troubles pleasures, and big gas bills trifles.

LOOK!



Doesn't it stand to sense that there must be something to it? Even the proverbially cranky chef begins to wear a smile when he has a chance to use the

Ermaline Bag

Let us have your wholesaler's name and we will send you a sample set through him.

Edward Lloyd Co.,
LIMITED
MONTREAL

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

QUALITY EXTRA FANCY QUALITY

"Buster Brown"

Lemons are the best ever. To secure this Brand you only need to mention it in your order to the wholesaler. Every box sells another.

FLORIDA CITRUS EXCHANGE

Oranges with this mark are full of juice, sweet, sound, in fact everything that makes it the only and finest ***eating*** orange to-day. Ask for Florida Oranges.

W. B. STRINGER, TORONTO Sales Agent

MAPLE

Small Standard Maple Leaf Brand price delivered east of Soo, are:—

	To case	Mixture	Pure
Quart bottles.....	12	$2.40	$3 40
Pint tins .. . Wine	24	2.6	3.9
Quarter gallon.. "	24	4 70	7 20
Half gallon... . "	12	4.70	6.95
1 gallon ..... . "	6	4 60	6.55
2—2½ gallon.....Imp.	2	4.1	6 45

"HABITANT" Brand

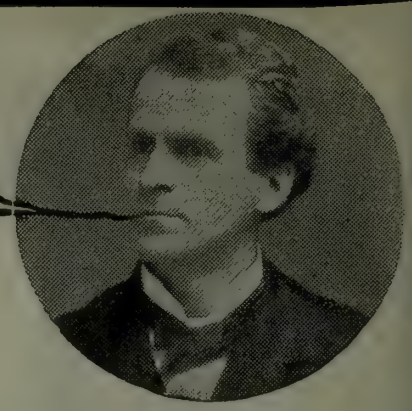
High grade maple flavor. Tastily designed labels. Guaranteed in every respect. Delivered:—

Pints.....	$2.20	½ Gallons .	$4 40
Quarts.....	4.40	1 Gallons.....	4.20
2—2½ Gallons, Imperial, 2 in case			3 80

We do do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers only, from stocks carried at Montreal or Brokers:—MacLaren Imperial Cheese Co., Ltd., Toronto; Nicholson & Hain, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.

RETAIL GROCERS:—

There are trade marks whose worth runs into millions, as they become valuable, for the reasons that fire cannot blot them out and they live successfully through long years of cheap imitations and mushroom competition. The quality of the goods they cover is maintained and value given. From the morass of maple syrup brands that have so deluged the market recently, resulting in a decreased consumption of the product, the MAPLE LEAF BRAND now stands out as the one standard for quality and value the world over. For instance, in February of 1911, Small's Standard Mixture dropped from $4.70 to $4.50; but now brings $4.70, and with reason. Dealers can, without mistake, fight shy of goods offered to the trade at less than jobbers paid, and give a wide berth to brands that were selling last year with low sugar for $4.85, but are now pushed on to the market at $4.50 per case for quarts. Something is wrong. That's all.



MR. SMALL speaks briefly on the Maple Syrup situation. Having been a close student of the business for the past 32 years, his remarks, particularly at this juncture, may be appreciated.

CANADIAN MAPLE EXCHANGE LIMITED - MONTREAL

FOR—

"Green Mountains," "Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Do You Sell on Credit?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings—and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

When writing advertisers kindly mention this paper.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

A Toronto Grocer
said to One of Our Travellers

"That Ad. of yours in the last 'Grocer' (January 19th), was the best I ever read. It was so practical and sensible. I am going to try the plan and I am sure I can sell a lot of 40c. Tea where I have been selling cheaper tea in the past."

In case some merchants did not see this Ad. we thought they might like to have their attention called to it and have the opportunity of reading it, so it is here reproduced.

The Way to More Profit on TEA

THE easiest possible way for you to make more profit out of your tea business this year than you did last, is for you to ask your customers to try a package of 40c. Red Rose Tea. We think we can guarantee that at least two out of three of those who try it will order again. They will order it because they will like it better than cheaper teas and because if they use it carefully they will find it will spend farther. They will find it really worth the small difference in price.

If you will use a package first and convince yourself that what we state is a fact you will succeed better with your customers. Worth a good deal to be able to say—"I know it is worth the difference in price because I have tried it."

ISN'T IT WORTH DOING?

T. H. Estabrooks Co., Limited

7 Front Street East, TORONTO

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

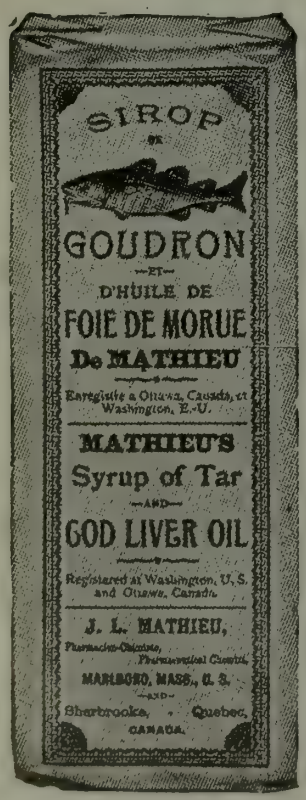
AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

Money In Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont. Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

QUAKER BRAND

Baking Powder

Contains

No Alum

If you want an absolutely pure, genuine, and "result getting" Baking Powder, then it's

QUAKER BRAND

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

Don't Raise a Holler

if you find that your fish supplies are short at a time when you have a steady demand. Just anticipate your wants, Mr. Grocer, and let us keep your stocks in first-class shape. You want to have a supply at all times, more especially as the rush season is pretty close. Haven't you room for some

SALT HERRING?

They are easy to handle and are highly profitable. Display them either inside or out and you'll find that your customers will be pleased to note their addition.

OCEAN BRAND — The Leader

HADDIES
KIPPERS
BLOATERS

OCEAN BRAND — Quality

WHAT ABOUT BOUTILIER'S FILLETS? HOW MANY MORE?

The Halifax Cold Storage Co., Limited

47 William St. Selling Branch MONTREAL

When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There in an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

REINDEER BRAND

MILK

is the very nearest thing to Mother's Milk, so, of course, it is the best milk for babies. Compared with ordinary milk it corresponds very closely to Mother's Milk in butter fat and other solids, especially in the form in which the fat occurs. Easy to digest, yet most nourishing. Free from all germs.

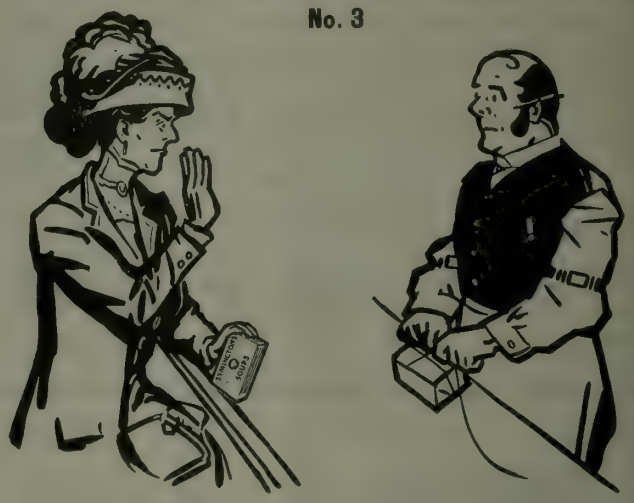
Your customers will get REINDEER MILK elsewhere if you cannot supply it. Keep REINDEER BRAND in sight. It's the standard for quality everywhere.

REINDEER LIMITED

Truro, N. S. and Huntingdon, P. Q.

IS SHE A CUSTOMER OF YOURS?

No. 3



Mrs. Kant-afford-it—"No I can't afford beef at that price—send me instead two packets of SYMINGTON'S SOUP."

Mr. Businessgetter—"Thank you, madam—they'll never miss meat when SYMINGTON'S SOUPS are served—they are so very nutritious and appetizing and they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto

COVER ON CAN TO RETAIN MOIST
TIGER
THE GREAT HAND CLEANER
A WONDERFUL DISCOVERY
PRICE 10 CENTS
HARMLESS & ANTISEPTIC
MADE & SOLD BY THE TIGER MANUFACTURING CO WALKERVILLE CANADA

Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience —the result is a hand cleaner that will remove any and all stains with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

OLD CHUM

Everybody Smokes "OLD CHUM"
Because Everybody Likes "OLD CHUM"

"OLD CHUM" leads them all in popularity.

Every Shop in Canada carrying Tobacco has "OLD CHUM."

It is the big seller of the trade—the smoking tobacco that makes money for dealers.

Have you plenty in stock?

IMPERIAL TOBACCO CO. OF CANADA
Limited
MONTREAL, - CANADA

Are You A Salesman?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.

Quebec Winnipeg

BANNER COLD BLAST LANTERN

Notice to Dealers

Every purchaser of a

Banner Lantern

can get a

CALENDAR for 1912

by filling in and mailing the coupon found in the

LANTERN

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT

BRANCHES: MONTREAL AND WINNIPEG

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

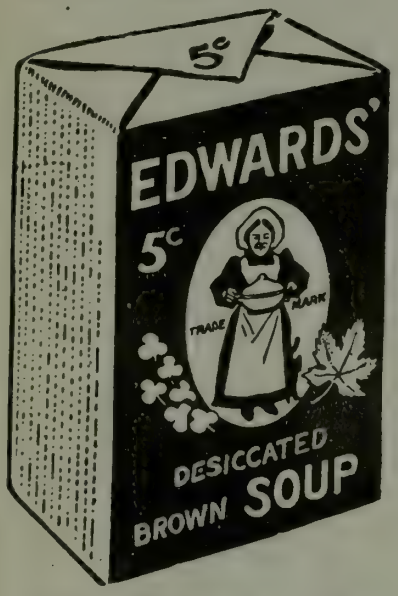
TUCKETT LIMITED

Hamilton, - - - - Ont.

Campbell's Soups

Change in Price

Owing to the very short crop of tomatoes and the consequent high cost of same, we have been compelled to advance the price on Tomato Soup 5c per dozen, effective January 1, 1912. The price remains unchanged on the other 20 kinds and it is not intended that the advance on Tomato Soup shall continue beyond this year's pack unless recurring conditions make same necessary.



EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St., - - Montreal
W. G. PATRICK & CO., - - - Toronto
W. H. ESCOTT & CO., - - - Winnipeg

"GOLDEN RAY" CLEANER

A NEW DISCOVERY

of great value to the housewife. CLEANING is its function. Cleans all kinds of stains from the finest fabrics to carpets, clothes, felt goods, canvas shoes.

AN UNEQUALLED HAND CLEANER

Removes the most ingrained stain, leaving the hands soft and clean.

You Want This Wonderful Cleaner.
Try It Yourself At Our Expense.

- Mail This Coupon -

Send me sample tin of your Cleaner at your expense.

Name.....

Address.....

WAITE & FULLER, 143 McGill St., Montreal

Fresh Cow's Milk - Evaporated

In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

ADVERTISING 100% Cheaper

Here is a machine, Mr. Grocer, which will stamp your name and address on every piece of wrapping paper or bag that leaves your store. It needs little or no attention.
Just pull paper off roller in ordinary way,

THE MACHINE WORKS ITSELF

Just the thing for announcing cheap sales, etc.

Price Wonderfully Low

Write

UTILITIES LIMITED
MONTREAL

We have territory for a few more Agents.

Take Note and Profit

We will soon have on hand 500 cases of the famous and popular

Bertolotto and Ercole
Tomato Extract

Quality superlative. Price right.

CHEESE

Also coming
100 Boxes Gorgonzola & Parmesan.

OLIVE OIL

How are your supplies? Have you tried the

Bertolli and Inviches Brands?

If not, write immediately for quotations.

H. E. VIPOND & CO.
MONTREAL

Butter, Eggs AND Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD
Georgian Bay District
WINTER APPLES

WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

EVERY ONE A GOOD ONE

Increase your business by carrying and pushing the sale of

Dominion Silent Matches

Every stem made of straight grained wood. A seller all the time.

THE
DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

King (Brand) Jam

Big Profits

are sure to come your way if you get in touch with us and decide to stock our high-class jam. We are not afraid to send you along a sample jar and let you compare it with other makes. We know we have the right goods.

King Jam is Quality

We guarantee it. Get it and employ a little selling talk. You will find it a steady seller after first trial.

Prices on Application

Labrecque & Pellerin
111 St. Timothee St., MONTREAL, QUE.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

GOOD GOING GROCERY BUSINESS; TURNover average $400 weekly; excellent locality, West Toronto. Apply Box 410, Canadian Grocer, Toronto.

FOR SALE—GOOD GROCERY, MUSKOKA district; stock and fixtures about $3,000; turnover $18,000; safe trade. Box 408 Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

FACTORY FOREMAN WANTED

WANTED—FOR A WESTERN FRUIT CANnery, a factory foreman with experience covering mechanical operations, preparation of products, processing, etc. Able to take charge of a running concern. Apply stating age, experience, salary, with references, to C. C. P., care Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—A THOROUGH EXPERIENCED grocery salesman. Must be able to accept position between Feb. 15 and March 1, 1912. Apply, stating experience and salary expected, to The Good Company, Lethbridge, Alta.

SITUATION WANTED

WANTED—BY A PERSON WITH TWENTY years' experience in the general merchandise business, a position as traveler for Maritime Provinces; dry goods, hats and caps, gents' furnishings or boots and shoes preferred, but would be open to accept any line; can furnish best of references. Address Box 409 Canadian Grocer, Toronto.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

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125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

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183 pages, 5¾ x 8¾ inches.

PRICE $2.00

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143-149 University Ave.
TORONTO

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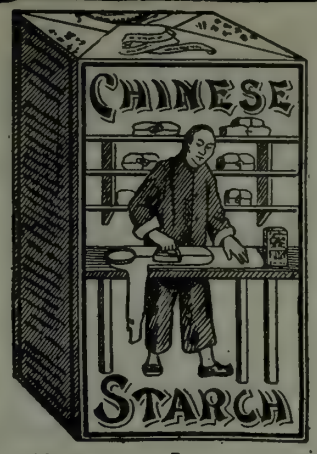

"Another Package of

"Chinese Starch"

is the verdict of every customer who has tried a first packet, and the best proof that it is the starch which meets the needs of the most particular buyers. Stock it and build up your starch trade.

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O. Lefebvre, Prop. OCEAN MILLS MONTREAL

ROYAL SALAD DRESSING

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON-CATO MFG. CO.

WINDSOR, - CANADA

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MINCEMEAT
FLAVORING EXTRACTS
MARMALADE
JAMS
JELLIES
LIME JUICE
MIXED PICKLES
SAUCES
CATSUP
RELISHES
ETC.

A few of the big long reliable line that should predominate on your early Spring orders.

THE T. A. LYTLE CO.
Limited
Sterling Road, - Toronto

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
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Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

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ST. GEORGE - - - - - - ONT.

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These lines have gained highest favor wherever introduced.

Abbott, Grant products have held pride of place for years and are unequalled in all grades for quality and flavor.

The family grocery trade will surely be influenced to the store which handles these splendid lines.

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LIMITED
BROCKVILLE .:. .:. ONTARIO

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Crescent BM&Co TRADE MARK Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

Pre-Inventory Sale

Opportunity's Last Knock

Last week we placed before your notice a long list of goods amounting to 100,000 dollars in value. While we were quite sanguine that they would receive ready attention from dealers at points near and far, yet we never expected that such a hole would be made in the stock in such a short time. There are about 50% of the undermentioned lines still to be sold at remarkably LOW FIGURES, and as orders will be filled in rotation as received you had better let us hear from you right away.

ALL UNIVERSALLY IN DEMAND

2,500 cases RED, PINK and WHITE Salmon.

1,200 " SARDINES—Golden Rule, Queen Alexandra, Light House, White Bear, Victoria, Le Pilote.

1,500 cases CALIFORNIA PRUNES and OREGON PRUNES (25 lbs.)

800 cases IMPORTED MACARONI and VERMICELLI, Blanc et Fils, Valence sur Rhone, France.

PRICES LOW QUALITY HIGH

Don't waste any time, but let us know how much we can send you. There is only one time in the year that you are able to get goods of such a high standard at such prices. You know what "Extra Profit" means.

PRICES ON APPLICATION

Laporte, Martin & Cie., Limitée
568 ST. PAUL STREET, MONTREAL
WHOLESALE WINE AND LIQUOR MERCHANTS

INDEX TO ADVERTISERS

A

Abbott, Grant & Co 72
Adamson & Co., J. T..... 70
Allison Coupon Co..... 60
American Comp Co 73
Aylmer Condensed Milk Co..... 8

B

Baker, Walter, & Co 60
Balfour-Smye & Co..... 16
Benedict, F. L..... 21
Bickle, J. W., & Greening..... 22
Borden Condensed Milk Co..... 3
Borwick Baking Powder 72
Bovril, Ltd..... 49
Bowser, S. F..... 56
Brandt & Co 3
Brown Mfg. Co 21

C

Campbell Bros. & Wilson..... 53
Campbell Co., Jos 68
Canada Br kerage Co..... 4
Canada Maple Exchange..... 60
Canadian Cocoanut Co..... 24
Canadian Produce Co 55
Canadian Salt Co 22
Catelli, C. H..... 55
Chaput Fils & Co..... 11
Cie Francaise de Pates Alimentaires.. 14
Clark, W..... 17
Clawson & Co..... 20
Clements Co., Ltd..... 60
Coles Mfg. Co..... 12
Connors Bros..... 63
Cowan Co..... 23
Crescent Mfg. Co 58

D

Dalley, F. F. Co..... 31
Distributors, Ltd..... 24
Dominion Canners, Ltd..... 5
Dominion Cocoanut Butters..... 13
Dominion Match Co..... 70
Downey, W. P..... 25

E

Eby-Blain, Limited..... 28
Eckardt, H. P 29
Edwardsburg Starch..... 27
Empress, W H Co., The 30
Estabrooks, T. H 61
Eureka Refrigerator Co..... 14
Ewing & Sons, S. H 21

F

Fairbank Co, N. K..... 6
Farrow & Co., Jos..... 12
Fearman, F. W., Co..... 49
Furuya & Nishimura..... 18

G

Gillard, W. H., & Co..... 64
Gillett, E. W., Co., Ltd..... 51
Gorham, J. W., & Co..... 20
Gorman, Eckert & Co..... 16
Gray, John..... 12
Gray, Young & Sparling..... 21
Guelph Soap Co..... 22
Gunns, Ltd..... 49

H

Halifax Cold Storage Co..... 63
Henderson, Thos..... 57
Horton Cato Mfg. Co..... 71

I

Imperial Tobacco Co..... 65-66
Irish Grocer..... 21
Isaac, Robert..... 21
Island Lead Mills Co 24
IXL Spice and Cereal Co..... 24

J

James Dome Black Lead..... 19

K

Kessel Co., F..... 21
King, Frederick..... 68
Kit Coffee Co..... 18

L

Labrecque & Pellerin..... 69
Lake of the Woods Milling Co..... outside back cover
Lambe, W. G. A..... 20
Laporte, Martin & Cie..... 72
Lascelles de Mercado & Co..... 59
Leitch Bros..... 58
Lemon Bros..... 69
Lind Brokerage Co..... 20
Lindner & Benner 31
Lloyd, Ltd., Edward..... 58
Lytle Co., T. A..... 71

M

MacLaren Imperial Cheese Co..... 20
MacNab, T. A., & Co..... 20
McCabe, J. J..... 57
McDougall, D., & Co..... 21
McLeod & Clarkson..... 21
McVitie & Price..... 62
McWilliam & Everist..... 57
Magor, Son & Co..... 30
Malcolm, Jno, & Son..... 71
Maple Tree Producers..... 19
Marshall Brokerage..... 20
Mathewson's Sons..... 67
Mathieu, J. L., Co..... 62
Meadow-sweet Cheese Co..... 13
Menard Motor Car Co 10
Millman, W. H., & Son..... 20
Minto Bros..... 23
Mooney Biscuit and Candy Co..... 55
Mott, John P. & Co..... 62

N

National Cash Register Co..... 2
National Salesmen's Training Assn.... 55
Nelson, Dale & Co..... 14
Nicholson & Bain..... 51
Nickel Plate Stove Polish Co..... 24
Nugget Polish C 28

O

Ocean Mills..... 71
Ontario Lantern and Lamp Co..... 67
Ontario Peoples Salt & Soda Co. 24
Oshawa Canning Co..... 23
Oxo Company..... 53

P

Parker Broom Co 8
Paterson, R..... 14
Patrick, W. G. & Co..... 20
Peek, Freen Co..... 7
Peerless Husker..... 28
Perrin, D. S ..... inside back cover
Pickford & Black..... 55
Pink, E & T 8
Piqua Bracket Go..... 26

Q

Queen City Oil Co..... 58

R

Ramsay's Ltd..... 25
Raymond Bros..... 24
Reindeer, Ltd..... 64
Richards & Brown..... 16
Robinson & Co., O. E..... 11
Rock City Tobacco Co..... 67
Rowat & Co..... 13
Royal Baking Powder Co..... 39

S

St. Lawrence Sugar Refining Co. 19
Salada Tea..... 31
Sanitary Can Co..... 6
Sapho Mfg. Co..... 12
Silver, H. R..... 20
Simple Account Salesbook Co..... 10
Smith, E. D..... 26
Smith & Proctor..... 60
Smith & Schipper..... 50
Snap Co., Ltd..... 18
Spinelli, & Co, D..... 18
Spurgeon, H. G..... 20
Stewart, I. C..... 21
Stringer W B..... 59
Stuart, Foster Co..... outside front cover
Stuhr, C. F..... 55
Symington Soup Co..... 64

T

Thum Co., O. & W..... 55
Tiger Mfg. Co..... 64
Tilton, J. A..... 20
Tippet, Arthur P., & Co..... 1
Tomlinson Co, The J. J 20
Tooths Extract of Beef Co..... 13
Toronto Salt Works..... 21
Tuckett, Geo. E., & Son Co..... 67

U

Upton Co., Ltd. T ..... inside front cover
Utilities Limited..... 69

V

Vipond, H. P..... 58

W

Wagstaffe Ltd..... 15
Waite & Fuller..... 68
Walker Bin and Store Fixture Co..... 16
Walker, Hugh, & Son..... 57
Warren, G. C..... 20
Watson & Truesdale..... 20
Wellington Mills..... 55
West India Fruit Co..... 57
West India Co 26
Western Distributors, Ltd..... 20
Weston Ltd., George..... 2
Wethey, J. H..... 68
White & Co..... 57
White Swan Spice & Cereals, Ltd..... 9
Wiley, F H..... 20
Wilson, Jos. R..... 19
Winn & Holland..... 72
Woods & Co., Walter..... 56
Woodruff & Edwards..... 30

Why Not Make Your Full Profit in Cheese?

You frequently give overweight.
You have many scraps and crumbs to dry out.
You lose time.
It takes strength to use a butcher knife.
It is impossible to weigh out your full value.

A Perfection Cheese Cutter cuts out the full value.
Every clerk can use it without a mistake.
The leverage on it makes the cutting easy.
Overweight and wastes are prevented.
It takes one-third the time.
It is popular-priced and lasts a lifetime.
A Perfection Computing Cheese Cutter, bought now, will save its cost before the summer is over. Buy it now.

Manufactured by the

American Computing Co. of Canada, Hamilton, Ont.

You're Mistaken —That Was A Two-Dollar Bill I Gave You!

When these angry words from a customer ring in your ears, how do you feel? What do you do?

You search your cash drawer for the bill he gave you. An argument follows. There is an angry discussion. But no matter how much you apologize, or what you do to show your regret, you have offended—maybe lost—a customer.

A National Cash Register Positively Prevents All Errors in Making Change.

It protects both you and the customer against such disputes. Provides you with a system that makes it a pleasure for your customers to deal with you. Insures absolute accuracy in every transaction. Cares for your money in a way that no other system does.

You can cut out forever the worrying hours you spend at your store after closing time, looking for the elusive "cash balance." With a National Cash Register, there is always a cash balance—you can tell at a glance the exact amount in your cash drawer. The machine balances your cash for you as each sale is made.

The day you install a National Cash Register you'll notice an increase in your cash receipts. Some retailers tell us that it brings them as much as four dollars a day more. Here is the reason: In every store not protected by a National Cash Register, there are money losses that you can't see. A dime here, and a quarter there—mistakes that can easily occur in the rush of waiting on customers.

A National Cash Register Will Keep Your Books, Check Your Stock, Stop All Disputes, Mistakes, Losses, Protect Your Money, Etc.

as thoroughly as if it were in a safe-deposit vault, and enable you to do without a cashier and serve customers quicker.

More than 1,000,000 merchants the world over use National Cash Registers. They tell us they would not—could not—do without them. For they protect the thing they are in business for—money.

You Can Pay for a National Cash Register Out of the Money It Saves You—In Less Than a Year.

Write for Booklet and Full Information to

THE NATIONAL CASH REGISTER CO.

Canadian Factory:
TORONTO

F. E. MUTTON, Manager for Canada
285 Yonge Street, Toronto

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

An Ideal and Healthy Food

Quality unsurpassed. Test the flavor and crispness

. S. Perrin & Co., Limited

ONDON CANADA

Sales MUST Repeat

Over nine hundred thousand housewives now use FIVE ROSES—
Because it has the *Selling Ability.*
The same difference that exists between a counter attendant and a *good* salesman.

Do YOU know what that means?
Just this—
That the first bag must sell the *second.*

Advertising has a tremendous driving force—yet it can sell only *one* bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of *price* and *favor.*

Twenty-three years ago there were —all told—only 800 barrels of FIVE ROSES flour sold in the world.

To-day there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 *barrels a day.* Can any sane person deny in the face of such brutal facts that FIVE ROSES *must* possess a compelling sales force?

FIVE ROSES will *not* sell itself—no flour will.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

But once introduced, Brother Grocer, your trade is *riveted* for all time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-cents side—just think how safe your trade might be—

If *YOU* could sell FIVE ROSES flour.

Maybe you can—maybe you *can't,* for we don't sell everybody, remember that.

Write our nearest office—perhaps we can come together.

Write NOW.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached LAKE OF THE WOODS MILLING COMPANY KEEWATIN **Not Blended**

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, FEBRUARY 9, 1912 No. 6

CLARK'S

MINCEMEAT

GUARANTEED ABSOLUTELY PURE

FINEST SELECTED FRUITS, PEELS, AND SPICES

EVERY GROCER WHO HAS A **MINCEMEAT** TRADE CAN INCREASE IT BY **SELLING CLARK'S.**

* * * *

EVERY GROCER WHO DESIRES TO BUILD UP A **MINCEMEAT** TRADE AND KEEP IT, CAN DO SO BY **SELLING CLARK'S.**

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CLEANLINESS IN HANDLING.

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WASTE AND LOSS PREVENTED.

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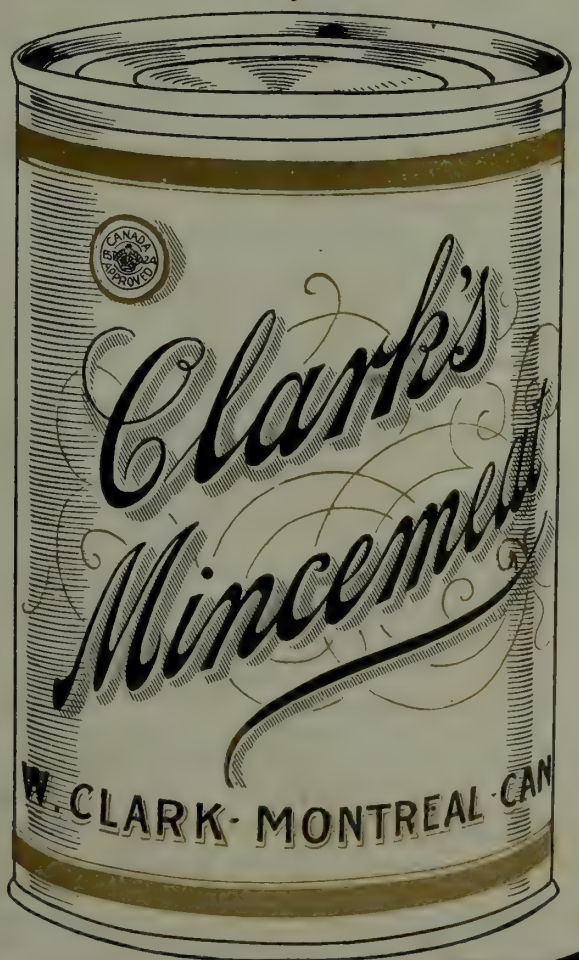


ADVERTISED EVERYWHERE—There's good profit for YOU and value for your customers.

MACONOCHIE'S PICKLES

IN PERFECTION

COMPARE THEIR VALUE WITH ANY PRODUCTION

MACONOCHIE'S---Pickles, Peels, Fish, Marmalade, Jams, Worcester Sauce, Etc.
Pan Yan Pickles and Pan Yan Sauce

FOR SALE BY ALL FIRST CLASS JOBBERS

Canadian and United States Representatives:

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

Office---NEW YORK CHICAGO DETROIT MONTREAL TORONTO

Factories---WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

A Quick "Turn-Over"

will soon take place in your fish department, now that the rush season is about to commence. Fish foods are eaten the year round, so you should sell only the best in order to keep the fish trade coming your way throughout the remainder of the year when the demand is not so keen.

"Thistle" Brand Haddies and Herring

The name and the fame of the "Thistle" Brand of fish have brought credit and honor to the producers, and will bring money to the retailer.

The "Thistle" label on Haddies, Kippered Herring, Herring in Tomato Sauce, and Tunny Fish, is known throughout the Dominion to guarantee the virtues of cleanliness, genuineness and natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home.

The cleanliness of "Thistle" Brand is always proverbial —their flavor is fine—they are genuine always.

A big tribute to this brand is that there are times when the demand exceeds the supply. So get your supply in time.

Arthur P. Tippet & Co., Agents

Montreal Toronto

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

PACKETING MACHINERY

Of Every Description

PACKETING
LABELLING
WRAPPING
BAG-MAKING
Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.
59/60 Gracechurch St., LONDON, ENG.

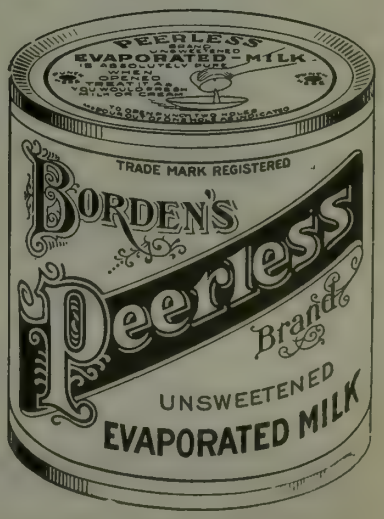
[M.E.]

BORDEN'S
EAGLE BRAND CONDENSED MILK
EVAPORATED MILK PEERLESS BRAND

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.

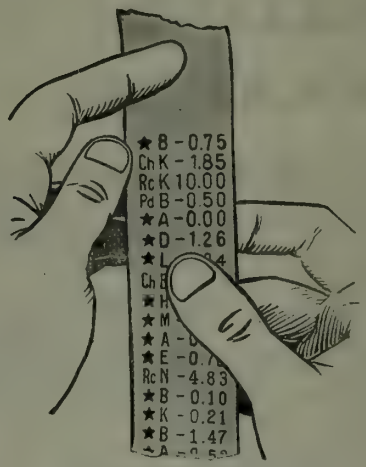


BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" **Established 1857**

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

HOW DO YOU KEEP TRACK OF THE DETAILS OF YOUR BUSINESS



THIS WAY or THIS WAY

There are innumerable questions for which you cannot find an answer.

Maybe there is a shortage—and you cannot account for it. Someone paid a bill—and you have no record of it.

You paid someone else's bill—you cannot remember which it was.

You never know how much money *ought* to be in your cash drawer.

You are not sure that all goods sold on account were properly charged for.

You do not know which clerk made the mistakes—or which clerk sold the most goods.

You are trusting too much to luck—depending too much on your memory.

The National Cash Register keeps track of all the details for you.

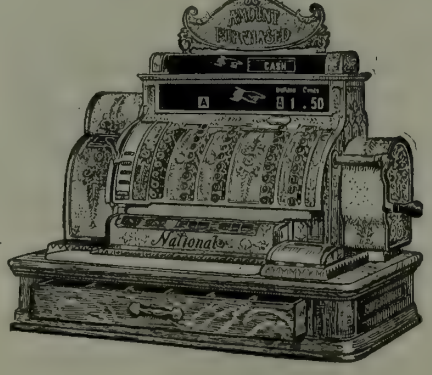
You can see at a glance—any time during the day—a printed record of every transaction that has taken place in your store.

How many cash sales have been made.
How many charge sales have been made.
How much money has been received on account.
How much cash ought to be in the cash drawer.
How much goods each clerk has sold.
How many times your cash drawer was opened—by whom—and why.

Keeps you in absolute touch with every detail of your business, to a penny, every day.

Balances your day's business in five minutes. Stops all guess work. Takes care of all the details, giving you time for the important things.

The National Cash Register compels everyone in your store to make an accurate record of each transaction.



You can pay for a National Cash Register out of the money it saves you. Investigate. Write for booklet.

THE NATIONAL CASH REGISTER COMPANY

285 YONGE STREET, TORONTO
Offices in all Principal Cities

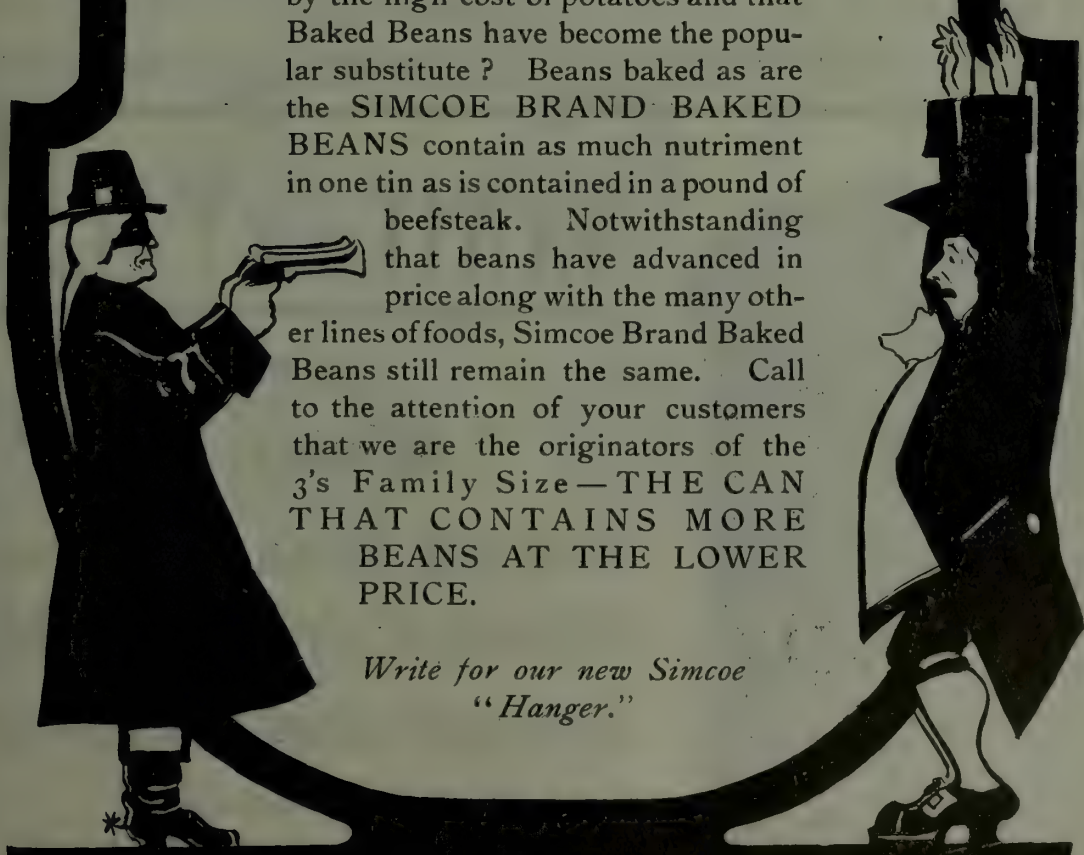
Canadian Factory, Toronto
F. E. MUTTON, Manager in Canada

Do you know that many of your customers are being

HELD UP

by the high cost of potatoes and that Baked Beans have become the popular substitute? Beans baked as are the SIMCOE BRAND BAKED BEANS contain as much nutriment in one tin as is contained in a pound of beefsteak. Notwithstanding that beans have advanced in price along with the many other lines of foods, Simcoe Brand Baked Beans still remain the same. Call to the attention of your customers that we are the originators of the 3's Family Size—THE CAN THAT CONTAINS MORE BEANS AT THE LOWER PRICE.

Write for our new Simcoe "Hanger."



Dominion Canners, Limited
Hamilton, Canada

Kitchener Brand Jams

The peculiarly desirable qualities of **Kitchener Brand Jam** impart to the taste that delicacy and flavor unlike any other—the quality is superb.

Added to this is the dependency of expert workmanship furthered by the aid of modern cooking apparatus in a most rigidly clean cannery.

The natural, delectable, toothsome quality of Kitchener Brand products is due to the carefulness in selection when buying fruits, sugar, etc. The grocer who is trying to hold up high standard should get this line for his particular trade.

Write for prices, etc.

OSHAWA CANNING CO., LIMITED

OSHAWA - - - ONTARIO

SANITARY CANS

FOR

"Winter Pack"

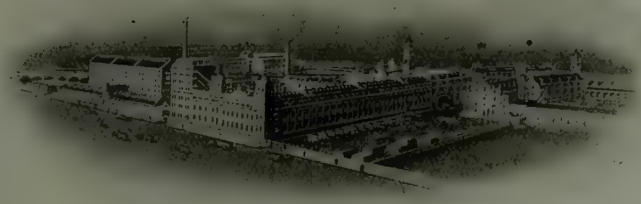
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

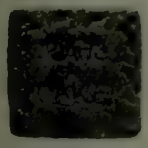
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal Appointments

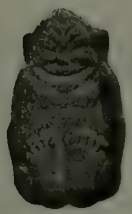


32 Prize Medals

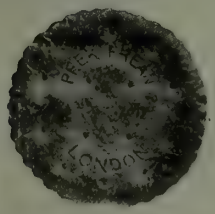
PEEK, FREAN'S BISCUITS



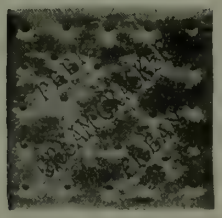
PAT-A-CAKE



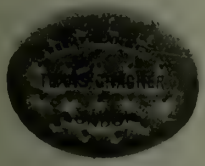
BILLIKEN



GOLDEN PUFF



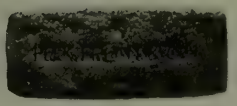
CREAM CRACKER



TEXAS CRACKER

MILK

DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

HIGH GRADE

CONFECTIONERY

We manufacture all classes; the undermentioned lines show special value.

FONDANTS

Daintily tinted and delicately flavoured.

MIXTURES

Various qualities, all very good value.

PRALINES

Exquisite flavour. These are extremely popular.

LOZENGES

Peppermint, Musk, Rose, etc.

The Manufacturers' Agency Co.

HALIFAX, N.S. C. E. Creighton, Bedford Chambers
BOSTON, U.S.A. Gen. Sales Office, 330 Board of Trade Bldg.

E.&T. PINK

London, Eng.

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

enables you to keep your finger on the pulse of your business all the time.

You always know what every customer owes, what all of them owe.

EVERY CUSTOMER ALWAYS KNOWS WHAT HE OWES YOU. You always have every account posted and totalled to the minute, with one writing, cutting out useless bookkeeping, copying and posting from one book to another.

With the McCaskey System you are flagged at every danger point. You cannot forget to charge for goods. You eliminate misunderstandings with customers over their accounts—because you give every customer an exact copy of his account in full after each purchase.

With the McCaskey System you have an automatic collector, an automatic credit limit and can prove your loss to the penny if your store burns.

Don't you think it time to ask for further information? There's a booklet "Bookkeeping Without Books" we'd like to send you. A signed postal card will bring it. Write for it to-day.

Dominion Register Co.

LIMITED

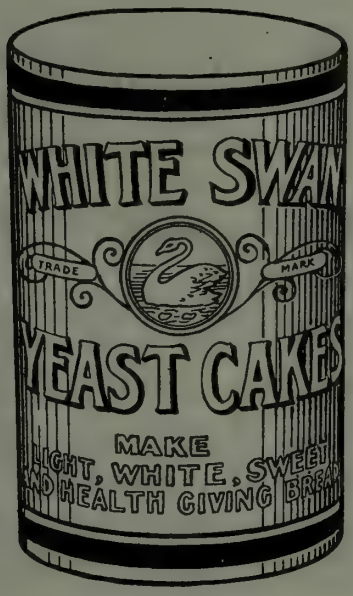
90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

WHITE SWAN YEAST CAKES

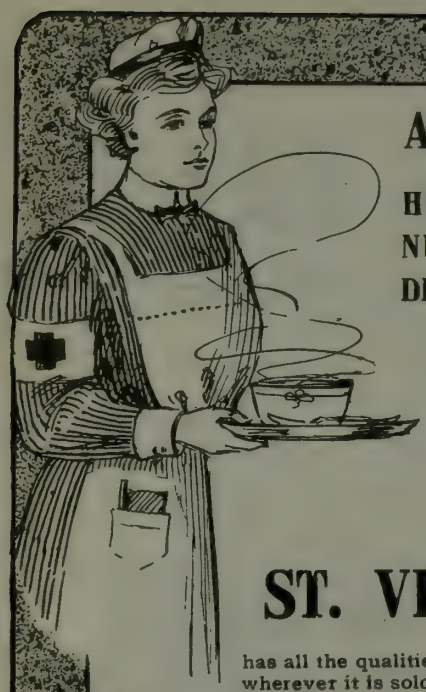


The assurance of reliable quality and thorough satisfaction makes this new line well worth the attention of wide-awake grocers. Orders have been avalanching in at a rate that means success—a big bounding success—and those who have shown so much good-will to us may rest assured that they shall have the very best it is possible to provide in value, quality and service.

YOUR WHOLESALE GROCER CAN SUPPLY YOU,
OR WRITE

White Swan Spices & Cereals, Ltd., Toronto

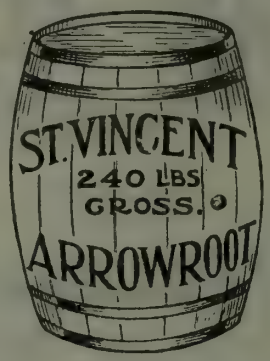
SOLE DISTRIBUTORS



APPROVED BY ALL AUTHORITIES

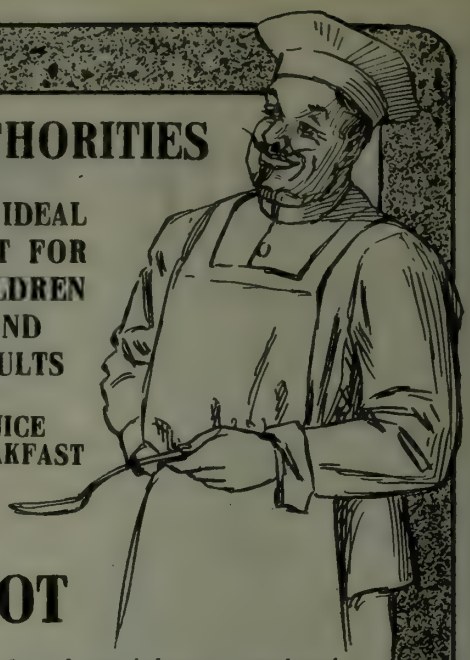
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

KEEP YOUR STORE AHEAD

Made in one and two dozen sizes.

Do not be satisfied to be "just as good": make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

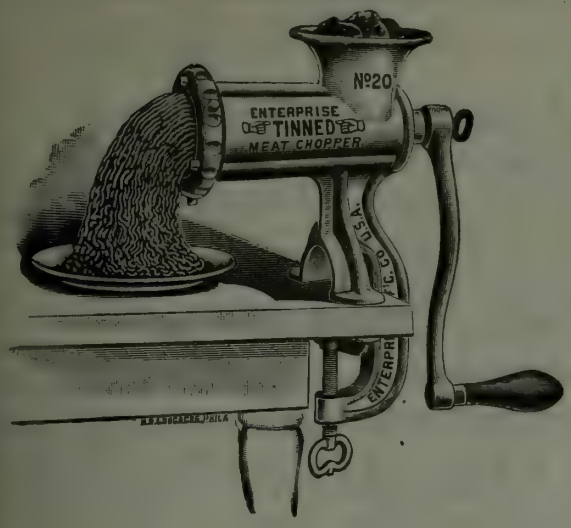
This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



Until the advent of the Enterprise, the perfect cutting principle was unknown in a meat chopper.

That principle means that the Enterprise is far better ***value*** to you than an ordinary chopper can possibly be. This is the ***difference*** of the Enterprise:---Four-bladed steel knife revolves against the inner surface of a perforated steel plate.

ENTERPRISE

Meat and Food Choppers

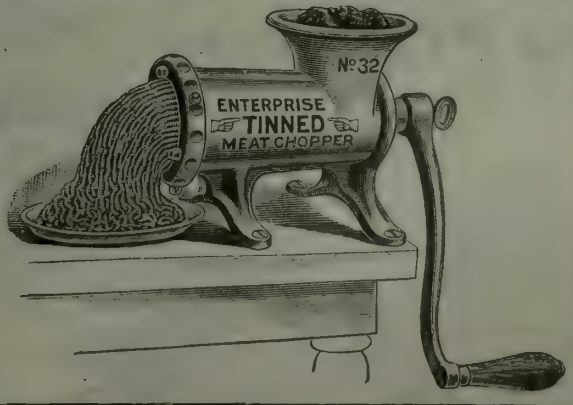
do not mangle nor mash, but cut--cut like shears. When you add to this principle the widely-known Enterprise Quality, you know why the Enterprise gives such service as it does give. Why it is a time, money and labor saver in the long run.

Enterprise parts are interchangeable. And under Enterprise methods of manufacture, this means something. It means that the part made ten years from now will absolutely, exactly, take its place in the machine made to-day.

It is ***worth while*** to insist on the Enterprise. It means better results all along the line.

Whatever the article that bears this name--Fruit Presses, Cherry Stoners, Coffee Mills--it is an article made on honor, to last.

Let us send you the Enterprise catalogue.



THE ENTERPRISE MFG. CO. OF PA.

Patented Hardware Specialties

PHILADELPHIA, - - - U.S.A.

21 Murray St., NEW YORK | 24 W. Lake St., CHICAGO | 44 Van Ness St., SAN FRANCISCO

JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives---that's the kind made by

John Gray & Co., Ltd., Glasgow, Scotland.

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit.

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal: Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

ANTI-DUST

is the bane of all other sweeping compounds. None are "just as good," nor can it be imitated, because the formula is a puzzle. You should get a trial tin and try it in your own store. The results produced will prove conclusively that you can handle it successfully.

DEODORIZES AND DISINFECTS

at the same time. A clean sweet smell around the store pleases customers. To produce it use Anti-Dust.

We Have Other Genuine Specialties

THE SAPHO MFG. CO., Limited, MONTREAL

The MILL Which Pleases Particular People

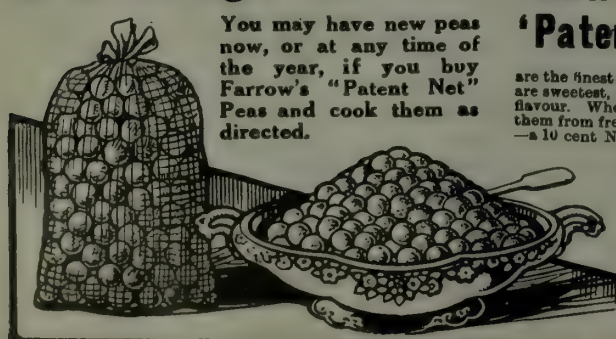
Should be the one which is at all times ready to do its work silently and perfectly, and one in which the highly perfected mechanism is free to render its service year in and year out with the minimum of attention and expense.

Such a mill is entirely the result of an extended experience in the building of high-grade mills.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN

COFFEES

MONTREAL

SOLD DIRECT OR THROUGH THE WHOLESALE TRADE

more women are using it every year

5c

worthy of a place in every Canadian home

FACTORY:
Woodstock, Ont.

MONTREAL OFFICE:
514 Coristine Bldg.

TORONTO OFFICE:
76 Colborne St.

CAMP COFFEE

Warms—
Refreshes—
Invigorates

Easiest to make of all Coffees — most delightful of all when made. That's why so many specify—

'CAMP' COFFEE

Replenish your stock, or get it into stock to-day.

R. Paterson & Sons, Coffee Specialists, Glasgow.

MACARONI VERMICELLI SPAGHETTI

ARE YOU ENCOURAGING HOME INDUSTRY?

Surely you realize that you are losing money by paying Customs Duty on imported goods, when ours made in Canada are just as good, if not superior.

THREE POINTERS

(*a*) Experiments made by manufacturers in France have found the rich hard wheat of Manitoba superior to the best Russian quality.

(*b*) Our workmen are all skilled and have come to us from France highly recommended.

(*c*) We guarantee the quality of our goods, which are manufactured under the most hygienic conditions by machinery working on automatic principles.

We Want You. You Want Us. Write

L'ETOILE

("Cie Francaise de Pates Alimentaires.")

6-9 Harmony St.

MONTREAL

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

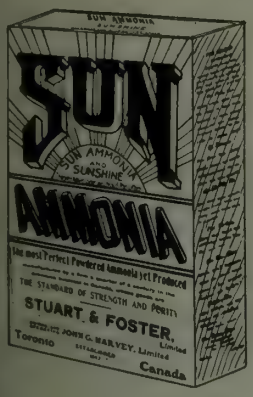
We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

SUN AMMONIA

(Harvey's)



The STANDARD of STRENGTH and PURITY

ESTABLISHED 1882.

A LARGER RETAIL PROFIT.

ASK YOUR WHOLESALE GROCER'S SALESMAN

Stuart & Foster, Limited

owning and operating
John G. Harvey, Limited
TORONTO 474-476 Gerrard St. E., CANADA

ROYAL SALAD DRESSING

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON - CATO MFG. CO.
WINDSOR, - CANADA

CENTURY SALT

NEVER FOUND WANTING

CENTURY SALT never varies, always the same, sure to please, highly satisfactory. It needs little pushing — people will go a long way to get the best.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence

ST. CHARLES BRAND EVAPORATED MILK

has a reputation that it fully deserves for purity and general goodness.

St. Charles Condensing Co.

INGERSOLL, ONTARIO, CANADA

Tartan BRAND
THE SIGN OF PURITY

Stocktaking Bargains

Our travellers have special list of bargains for you.

It will pay you handsomely to have a look.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

A Dialogue With a Moral

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

Write your jobber for prices

Gorman, Eckert & Co.,
LIMITED
LONDON, Ont. WINNIPEG, Man.

WE SELECT THE BEST

for the retailer.* Being manufacturers' direct representatives, we are enabled to supply the retailer with the cream of the many lines of products for his trade. Many new and direct lines are offered us daily and by our unique connection, combined with our unequalled facilities for handling, we can supply you with anything and everything you want of the highest standard.

WRITE US FOR INFORMATION.

RICHARDS & BROWN, - WINNIPEG
Wholesale Grocers and Commission Merchants

YOUR PROTECTION means much for the general advancement of your business

St. Lawrence Sugar

protects your customers and your interests with the knowledge of having supplied a product that for quality in Refined Sugars is unsurpassed elsewhere throughout the world.
Ask for "St. Lawrence," the pure Cane Granulated.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

Biscuits & Confections

The reliability of an old well-established firm who have the reputation of producing the best, together with modern methods of manufacture, absolute cleanliness and the use of the best ingredients, should always be the grocer's first consideration when ordering biscuits or confectionery.

A trial will convince.

ABBOTT, GRANT & CO., LIMITED

Brockville, - Ontario

If Mince Meat ever sold at any time then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavor and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler.

JOHN W. BICKLE & GREENING (J. A. Henderson) - Hamilton, Ont. Canadian Agents

By Special royal permission

JAPAN TEAS

We have a few lines just going into store. Also some leafy Fannings.
Ask our Agents for Samples.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

STILL ALONE

NO EQUAL

"PRIDE OF CANADA"
MAPLE SYRUP

No wholesaler can promise you any purer syrup than "Pride of Canada," because it is itself 100% pure, and has maintained this standard for years. Its name is a happy one, because, when selling "Pride of Canada," you can tell your customer that he or she has something which Canada has reason to be proud of.

When you want Pure come to us.
We can only give you the Pure.

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL

Very Little Persuasion

is needed to make your particular customer try

"GLOBE"
Macaroni and Vermicelli

because they are made from hard wheat with no maize or rice flour mixed with it and they are absolutely pure.

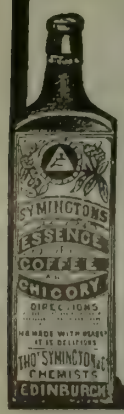
They possess a quality which gives distinctive flavor.

You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while.
Order from your jobber, or

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,

ETC.

The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

WAGSTAFFE'S

Pure Seville Orange Marmalade, Jelly Shred Marmalade, Fig and Lemon Marmalade, Ginger Marmalade, Pineapple Marmalade—the best sellers—Now ready for delivery.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE W.H. ESCOTT CO.
Wholesale Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
270 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when wanting a car of Evaporated Apples.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents
Established 1885

MACLURE & LANGLEY, Limited
IMPORTERS AND MANUFACTURERS' REPRESENTATIVES
Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty :—Fruit Pulps of all Kinds.

Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

OTTAWA

L. H. MAJOR and
J. SOUBLIERE, Limited

Wholesale Brokers and Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited

Sussex Street, Ottawa, Canada

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

Not like Noah's Dove, which could not find a rest for the sole of its foot,

WHITE DOVE COCOANUT

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

W. P. Downey

MONTREAL

The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.

CRESTON - IOWA, U.S.A.

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co., Ltd., GLASGOW, SCOTLAND

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

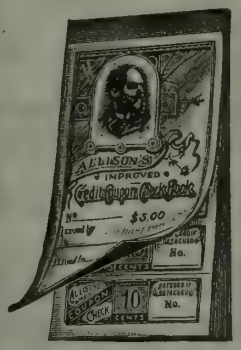
Do You Sell on Credit ?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings—and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK :—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

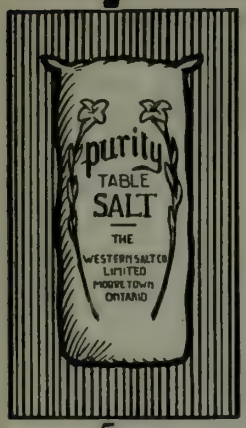
O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

When writing to advertisers, kindly mention this paper.



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario

Satisfied Customers

are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.
The polish comes quickly and goes slowly. It will not stain the hands.
Put up in attractive boxes. Feature this attractive line---your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Tea Lead

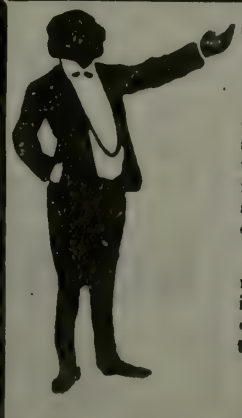
(***Best Incorrodible***)

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."

FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."

CHIVERS' GOLD MEDAL JELLIES

The "**Court Circular**" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES

"**Great Thoughts**":—"Flavor and purity cannot be excelled."

"**Grocers' Review**":—"The highest possible state of perfection."

GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

SEE

that L. & B. is the brand of Jam and Jelly that predominates in your displays. L. & B. fresh fruit products bring you new trade with every sale. It will be pleasure for you to sell the **right** goods.

Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails---a size for every need.

LINDER & BENNER, :-: TORONTO

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg.

STOCK TAKING SPECIALS--

We have picked out of our Tea stock a number of lines that we are offering at prices far below the present import cost. These are not old stock, but Teas that have but recently been passed into stock. We have

CONGOUS from 12c. per lb. ***YOUNG HYSONS from 13c. per lb.***
CEYLONS " 18c. " ***GUNPOWDERS " 18c. "***

An extra special value in a GREEN CEYLON at 19c. per lb.

This Tea is equal to any 30c. retailer on the market.

Samples and Quotations gladly sent upon request.

EBY-BLAIN, LIMITED

Wholesale Grocers **Toronto**

McLEAN

is the name on top of the White Moss Package, so you may

Be Sure It's Pure.

THE ORIGINAL. THE BEST.

THE CANADIAN COCOANUT CO., MONTREAL.

THE SALT EVERYBODY WANTS
IT'S THE BEST,

"Ontario People's Salt"

For prices, etc., address

The Ontario People's Salt & Soda Co., Limited

KINCARDINE, ONTARIO

OUR GAIN IN SALES

for January of this year over January of 1911 amounts to

77,173 lbs.

or equal to seven hundred and seventy-one chests of Tea. This increase is that of one month only and this after a gain last year over the previous one of 1,090,589 lbs.

It's said that money talks—with us we find Quality talks louder.

"SALADA"

TORONTO MONTREAL

GIVE YOUR ORDERS FOR

St. Lawrence Flour

The new flour made by the best experts in the most modern and best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY

"Regal," "National," "Laurentia" "Daily Bread"

WE GUARANTEE DELIVERIES.

THE

St. Lawrence Flour Mills Company, Limited

TEL. BELL: MAIN 7239

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily."

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

A WORLD-WIDE WINNER

KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

SEE TO YOUR STOCKS

For Sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada

PRACTICALLY EVERY ONE OF YOUR CUSTOMERS

makes cookies, ginger cakes, etc., from time to time. Each and everyone of them would be glad to use

CROWN BRAND CORN SYRUP

if they only knew how much better it is and how much more naturally it blends in the process of cooking. It also makes the best sweetening for mince meat, fruit cake and plum pudding.

Are you reminding your customers of these things?

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Line Up Against the Parcels Post

Every Merchant This Day Should Do His Duty—Farm Papers and Members of Both Sides in House of Commons Favoring It—How It Will Tend to Affect Small Town and Rural Communities—Post Master General Appreciates Merchants' Opposition.

One would naturally suppose that farm journals should work for the best interests of the men they presume to interest and serve. Such is not always the case. Here we have Farm and Dairy, a farmer's paper, booming the passing of Parcels Post legislation—a subject that paper has evidently only looked at from a superficial point of view.

After referring to F. D. Monk's fruitless efforts to get this legislation through the last parliament, Farm and Dairy gives the credit of knocking it in the head to the Retail Merchants' Association. All of which shows the results that can be obtained through organization.

"We can all understand," says Farm and Dairy further, "why the members of the Retail Merchants' Association would oppose a bill that would make it easy for producer and consumer to come closer together. We cannot understand, however, why the interests of a few thousand merchants should be allowed to stand in the way of the greater prosperity of of the millions of Canadian citizens. Middlemen are necessary; but the fewer of them we have between producers and consumers the more satisfactory will it be to both classes."

—On the face of it, this may be a plausible contention. But let this farm paper consider the consequences TO THE FARMER that result in his sending out of his own community or away from his own town or city, for all his goods.

Where the Money Will Go.

At present time mail order houses are doing a big business in many rural sections of Canada. With a system of Parcels Post in vogue we may easily expect this business to increase a great deal—probably two or three fold, probably more. If such will be the case—and the farm journal will no doubt be pleased to acknowledge it—the farmers are not going to spend as much money in their own communities and in their own towns, the prosperity of which directly depends on the amount of money SPENT in them.

Reasoning further along the line of these self-evident truths, we see that towns and communities will go backward in progress, or at least will not go ahead as rapidly as if the bulk of the money earned were spent there. Every farmer realizes the value of a good farm in close proximity to a good live, growing town. It certainly means to the farmer a great deal. The poorer the town the poorer the farm. Every dollar he sends away for goods he can buy at home, tends to depreciate the value of his own community and therefore of his own farm.

What one farmer sends away for in a year might not amount to anything appreciable. But let every farmer in a county follow suit and the merchants of the county town are going to suffer and through them the town and county—AND THE FARMERS.

Where Support Comes From.

Parcels Post will tend to this result. The mail order houses are after it. Few farmers are bothering themselves but some politicians anxious to get their names in Hansard think the country needs it.

One would venture to state that if Farm and Dairy would make a study of why some villages and towns throughout the country are not prospering, they would quickly be forced to trace the cause to the money that is sent out of these places and which could and should be spent at home.

If retailers are necessary as that paper admits, why advocate from producer to consumer at all? If they are necessary—and they are necessary not only for the convenience of the public but to the growth and stability of villages, towns and cities—then they should be assisted and encouraged and not be put out of business.

On the other hand are mail order houses a necessity? If they are not why legislate in favor of them at the expense of the merchant who is admittedly a necessity.

These are some points farm papers should take into consideration if they will serve best the future prosperity of their readers.

In the House of Commons members seem to be "falling over one another," to use a common expression, to place Parcels Post legislation on the statutes.

Last week in the House, J. E. Armstrong, member for East Lambton, and W. F. MacLean, South York, two members of the government, indulged in some "gentle" repartee to determine which should have the right of way in bringing the discussion forward.

Without going into details of the "quarrel," there were opinions expressed by Hon. Mr. Lemieux, former Postmaster General, and Hon. Mr. Pelletier, the present occupant of that position.

The former referred to his record as administrator of the post office department. He had favored cheap rates as regards, among other things, parcels post. It will therefore be seen that the question of parcel post is favorably considered by members on both sides of the house so that it behooves Canadian merchants to be on the lookout.

Ministers Traveling Cautiously.

A note of warning to other members was, however, sounded by Hon. Mr. Pelletier, which should be taken advantage of by dealers. While he probably would like to see legislation enacted, he is dubious about the opposition from retailers.

He noted the difficulties in the way of establishing a comprehensive Parcel Post system in Canada. The express companies would take the probable short-haul business, while the Post Office Department would have to shoulder the deficits of the unprofitable long-haul business. It would involve a new postal equipment for street boxes and mail cars, and the government must also consider the opposition of the country merchant to the competition of the mail order houses. In conclusion, he believed that considerable reduction could be effected in cable rates in Canada and Great Britain, and he promised that the government would do its best to carry out a policy of postal expansion.

While the postmaster-general is wavering, as indicated by his speech, is the time for the merchant to strike and strike hard. Every association in Canada should forward resolutions against the proposal, and every individual retailer should wire his opposition both to Hon. Mr. Pelletier and the member for his constituency. This thing can be defeated if the trade will get down to business. Otherwise it will go through, the mail order houses will gain and Canadian merchants lose.

Effect of Personal Service.

At the same time every dealer should fortify his business against mail order houses, parcels post or no parcel post. He can give the personal attention—in other words the personal service—to each individual customer that cannot be extended by catalogue houses. This personal service idea ought to be strongly featured. Service counts more than any other thing in retaining and gaining customers.

Western Business Built on $70 Capital

Half went to Rent of Store and Rest to Purchase of a Stock —G. Nicholson's Courageous Venture—Has Built Up a Good Business.

By D. Williams.

On the Western Canadian plains, where towns are the growth of a few days and cities the product of as many years, we often hear of merchants who have made rapid successes.

A little frame shack is built in a day or two, filled with goods suitable or as near as the circumstances of the case will permit for the requirement of the incoming immigrants and settlers. A lively trade is done, the store growing with the development of the surrounding country. If crops are good and circumstances favorable, an excellent business is often soon built up and the merchant who began with only a few dollars becomes in a short time that would seem incredible to easterners, to use a western phrase, "well heeled."

In the older established towns and cities in the West, however, competition among traders is just as keen as anywhere else in Canada and it is seldom a case occurs where such a marked success is scored in so short a time as by the gentleman whose place of business is shown in the accompanying cut.

Began With $70 Capital.

Fifteen months ago the store premises on the corner of Ellice and Maryland Streets, Winnipeg, became vacant and was taken by G. Nicholson, who had been doing a little grocery business in a small shack in another part of the city. When starting upon his new venture, Mr. Nicholson had only the limited capital of seventy dollars. Thirty-five of this had to go for rent and the other thirty-five was invested in stock, leaving him without a single nickel the day he opened his new store. From the very first, however, success seemed to come his way and to-day the Modern Grocery is one of the finest grocery stores on Ellice Street.

Mr. Nicholson is a young man with plenty of courage, as is exemplified in his daring venture which few would have had the nerve to have undertaken.

He had been for some time a clerk in the employ of Hendry's, on Portage Ave., before deciding to start out for himself. He is a believer in modern methods, watching with keen interest the business systems of doing things often recited in The Canadian Grocer and other sources of information. His store with its Christmas decorations, as shown in the cut, was a model of tasteful arrangement.

Interior view of the Nicholson store in Winnipeg.

TRAVELERS' WAGE WAR.

Chicago, Illinois, February 7.—Plans were made in Chicago by the directors of the National Association of Traveling Men to wage a relentless war throughout the country against the "unfair" methods used by hotel keepers, baggagemen and railroads "to the injury of the traveler." To make the war effective the travelers voted to increase the directorate from 6 to 24 members.

The traveling men charge that there are numerous hotels where it is almost impossible for a guest to get the same room twice. The price usually is "boosted."

That railroads, by limiting to 150 pounds the amount of baggage that can be carried, and by attempting to do away with the wardrobe trunk, are unjust to the traveler who uses the road once or more a week, as compared with the traveler who uses it only once a year.

The Management of a Retail Business

No. 6—Cash Discounts—Continued.

By H. C. Carson, F.S.S.

Refer back to last week's article, and observe that No. 1 had $135 outstanding accounts at the end of the fourth month. These he has begun to overhaul in vigorous fashion. Most of the amount was incurred during the first month, and he has found that he is not only deprived of the use of the money, but that the customers most likely are withholding further trade because of their indebtedness. He has, therefore, written each a polite, but firm letter, requesting a settlement or at least a substantial payment on account. And his appeal has not been in vain, for he has collected all but $45, and this amount he has concluded he will never collect without recourse to law. In the meantime, his coupon system has taken hold more firmly than he had dared to hope, and all but two of the coupon bills receivable had been paid at maturity. These two had applied for further coupon books, but he had held the rule of no further credit inviolate, and declined, preferring to lose the customers rather than break into his plan, which had worked so well, though only in operation such a short time. He had also discouraged, as far as possible, cash transactions across the counter, preferring to sell a book of coupons rather than make a small cash sale.

Business is Extended.

He had become known as the coupon merchant, and had bought a second horse and delivery wagon costing $225, which was necessary to meet the demands of his extending trade. Furthermore, letters had been sent to all the farmers in the neighborhood, asking them to bring in their butter and eggs, and such other produce as they might have to sell. Many of them came, and he paid them the best market rates. They, too, bought coupons, and the coupons brought them back with more produce. Some of these farmers, having taken coupons for produce, found that they were short of cash, for lines of goods which our merchant did not handle, for instance, dry goods, clothing, boots and shoes, etc. Here was a temptation to branch out into foreign lines, but he wisely concluded that this might not only lead him out of his depth, but also incur the enmity of other merchants, and perhaps induce them to add his line to theirs in retaliation.

Works With Other Dealers.

He arranged, therefore, to have one store in each line foreign to his own, redeem his coupons for merchandise, when presented by out of town customers. These dealers began trading at our man's store in consequence, and he at theirs, for his needs, to their mutual benefit and satisfaction. His business grew apace. Besides $100 cash business, he had sold during the fifth month 300 coupon books, half of them taking their 2½ per cent. or 25c. per book discount. On May 31st, his unredeemed coupons amounted to $400, so that his sales, with cash sales $100, and coupons outstanding last month $550, had been $3,250, less $37.50 discount on coupons. His purchases, including produce from his farmer customers, had been lighter this month, because of his enlarged stock at the beginning of the month, nevertheless, he had bought $1,500, securing a trade discount of 5 per cent. on two-thirds of the amount, and 2 per cent. cash discount on all.

Standing of Business.

His note at the bank has, of course, been paid, and thus far he has not made a new loan. His accounts stand thus:—

MERCHANDISE ACCOUNT.

Stock on hand May 1st		$ 4,125.00
Purchased during month		1,500.00
		$5,625.00
Sales @ 75 per cent. cost		$ 2,437.50
Stock on hand		$3,187.50

RECEIPTS AND DISBURSEMENTS.

Cash in hand May 1st	$154.83
Accounts receivable, collected	90.00
Bills receivable	580.00
Coupon books (less discounts)	2,462.50
Cash sales	100.00
	$3,387.33
Note at bank	$750.00
Horse and wagon	225.00
Merchandise (less discounts)	1,421.00
Personal drawings (5 months)	500.00
Wages and other expenses	200.00
	$3,096.00
Cash in hand May 31st	$291.33

BALANCE SHEET.

Assets.

Cash in hand		$291.33
Accounts receivable		45.00
Bills Receivable	$500.00	
Less unredeemed coupons	400.00	
		100.00
Merchandise		3,187.50
Fixtures, etc.		1,225.00
		$4,848.83

No Liabilities.

We have had to arbitrarily adjust the merchant's personal account by drawing $100 per month for the five months, provision for which had been omitted. Starting with $3,500, his net gain in 5 months thus stands at $1,348.83. His total sales to date equal $9,062.50, showing a gain of nearly 15 per cent. of sales, and 38 per cent. on capital.

How No. 2 Has Fared.

And what has No. 2 Mr. Shopkeeper been doing in the meantime? He has felt the keen edge of his competitor's superior business acumen, and is beginning to think that something must be wrong. The new delivery wagon across the way has confused him, and he cannot understand why the farmers are going to No. 1 with their produce. He has been outclassed in fresh produce, and in a number of ways he has made mental comparisons with No. 1, in all or which he has come off second best. A large number of his cash customers have left him, and while he has sold $1,200 on credit, he has only made $100 cash sales. Collections, on the other hand, despite his efforts, have been disappointingly slow, only $600 being gathered in. Several of his creditors have intimated that his limit has been reached, but he has paid off $500 of his liabilities, and made purchases amounting to $900 nevertheless.

Compares Unfavorably With No. 1.

Here are his accounts:—

MERCHANDISE.

Stock on hand May 1st		$2,450.00
Purchased during month		900.00
		$3,350.00
Sales at 7 per cent. cost		975.00
		$2,375.00

RECEIPTS AND DISBURSEMENTS.

Cash on hand May 1st	$183.00
Received on account	600.00
Cash sales	100.00
	$883.00
Merchandise accounts	500.00
Wages and other expenses	150.00
Personal drawings	200.00
	$850.00
Cash in hand May 1st	$33.00

BALANCE SHEET.

Assets.

Cash in hand	$33.00
Accounts receivable	3,233.64
Merchandise	2,375.00
Fixtures	1,000.00
	$6,641.64

Laibilities.

To sundry creditors	$2017.67
Personal accounts	300.00
	$2,317.67
	$4,323.97

The personal accounts $300, plus $200 cash drawn, equal $100 per month for 5 months, as in the case of No. 1, and his net gain is $823.97, according to the books, and supposing his receivables will be paid in full. A radical change will be necessary if Mr. Shopkeeper is to survive his first 6 months' trading. The writer has intended keeping him in business for a year, but the coils are drawing tighter and tighter about him, solvent as he appears to be, and perhaps it would be just as well to close him out next month, and see if we cannot find a more worthy competitor for No. 1.

Each Should Watch His Own Business

When a Merchant Gives His Attention to What Some One Else is Doing He Takes His Mind Off His Own Trade—Writer Says it is Up to Manufacturer Not Retailer to Fix Price—True Association Work is Co-operative Not Co-ersive.

* By Henry Johnson, Jr.

Last week I wrote up the happenings in a Canadian town wherein there was evidently a sort of general free-for-all fight on prices. Things have reached the usual stage where each is ready to aver that the other fellow did it and, while each had originally thought he "could stand it as long as anybody," all are about ready to seek relief from somewhere. This is quite usual, especially in small places where everybody knows everybody else so well that they virtually belong to one family; and we all know what happens in family quarrels. The fight is fierce for a time.

Then somebody's nerves become completely unstrung, and he starts a whimper which soon becomes general. That is the time for the sanest one to come to his senses and begin to mend matters by quitting the bickering and going back to his serious work. Those men are about ready for some strong one among them to go onto a safe and sane basis of selling goods for what they are worth, without regard to what the others do—and he will do it. The others will gradually follow him, and common sense will reign again—with increased business and profit for all.

Too Much Expected.

It is a common mistake in newly organized towns that the new association members fondly expect that all troubles are immediately to be done away with. The new toy is so very bright and pretty that they thing they can do anything with it—all at once. No allowance is made for the slow conservatism of all growth. Everything is expected to come at once, ready made, without any process of development.

The organizer is often to blame because, in his enthusiasm and anxiety to make a showing for himself, he promises more than he can possibly deliver. The worst thing he can possibly promise is that there will be no more price-cutting. This because the regulation of prices must always rest with each merchant to a very considerable extent; in fact, so far as the association is concerned, he must be absolutely free to name his own figures. These are fundamentals which I do not think call for further discussion.

I do want to discuss price maintenance, however, because I firmly believe in it and I know it can be made to work. But it can be made effective only in the right way. Inasmuch as this problem has puzzled many strong thinkers for an unknown period, we should go about it thoughtfully, carefully, endeavoring to be sure we are right before we go ahead.

Recommends Pacific Coast Plan.

The one best plan I know about is what is known as the Pacific Coast Plan, somewhat similar to the contract selling plan. And what is the essence of that plan? It is that the manufacturer, or producer, shall fix a retail price on his goods, said price being the minimum below which his goods must not be sold. The details need not be taken up here. What we want to know about is the effect of that plan. It is that the merchant buys a given article with the knowledge, say, that the minimum price thereon, fixed by the maker, is 13c. each, 2 for 25c. That settles that. The particular article in question will be sold at that price. Articles not so regulated may be sold at any old figures with which the retailer may be satisfied.

What is the result? Suppose we are talking about grape juice, and that one brand is sold under this plan, while others are not so protected. You can see that each dealer will display, push and sell the protected article and as much as possible he will hide and discourage the sale of the others. This course of action will soon lead other makers of grape juice to adopt the same plan, so the question of price on grape juice will soon become a secondary consideration and the goods will gain or lose distinction on the basis of character and quality.

No Time for Petty Bickerings.

What applies to grape juice will soon apply to other lines. Then price will become secondary on those lines and the competition will become a question of relative merit. Merchants will inevitably, almost automatically, sell the goods which give satisfaction and yield a living profit, and they will be so busy doing this higher character of business that they will have no time for petty local bickerings.

This is much slower than issuing a sort of edict that hereafter thus and so will be the rule; but it is sure and sound.

Association work should not include the fixing of prices. This is a matter with which it can seldom deal successfully. In fact, price regulation by local associations can only be handled after all other things have been done, and at that stage of the game regulation will hardly be necessary, because prices will be generally and practically maintained.

Stand Well With Competitors.

My correspondent quoted a letter from Burr Brothers, Rockford, Illinois. I am glad he did that because the Burrs are excellent exemplars of what I have said. The peculiarly sound position of those big successful grocers is evinced fully and completely by the fact that they stand well with all their competitors. They operate cash stores and credit stores, and the difference in their cash and credit margins is best told by Mr. Burr in his letter. Yet they sell loads and loads of goods to retail grocers right in Rockford. And why? Because, service for service, every man who buys from them and competes with them can sell at the same prices and make money along side of them. The Burrs could belong to an association which did not seek to control prices—at least, I think they could. I hope Mr. Burr may tell us more about this phase of the discussion.

I said the Burrs were good grocers—and they are. They are skillfully watchful of the quality of their merchandise and service; and they charge fairly, in a business like manner for what they do. Where they carry accounts and deliver, they charge fairly for that kind of service. Where they sell goods over the counter for spot cash, without delivery, they charge fairly for that kind of service. Hence, their position is impregnable because they are right. Their business has distinctive individuality and character.

Each Watch His Own Business.

Let my Canadian friends think over this thing a bit further. Let them look within their own business to find the answer. Let them study goods, intrinsic values, cost of doing business, cost and character of service. Then let them fix their own prices, based carefully on conditions each in his own store. And let them hustle, with an eye single to rendering full service—and getting fairly paid for it. If each one follows out this prescription, my word for it, he will soon be so busy

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

minding his own business that he will have no time to worry about what his neighbor is doing.

And, by the way, did you ever think of that? That if you mind your competitor's business he will flourish and you will fade away? Yes; it is so. And why? Because his business will then have double attention, while yours will have none. Of course, if he follows your example and worries about you as much as you do about him, this will not work out. No, curiously enough, things will not really "even up" under this treatment, as you might expect. Instead, the result will be that there will be two failures instead of one.

I had hoped to touch one or two other points in this article. The important thing, however, is to clear away all that rubbish with which my correspondent cumbered himself when he thought he was "making a case" against the others and the association, so that he may begin over again to attend to his own business.

Programme for Dominion Guild Meeting

Annual Convention of Dominion Wholesale Grocers' Guild—Opens at Toronto on Monday—Will be in Session for two Days—Many Important Subjects to be Dealt With.

The annual convention of the Dominion Wholesale Grocers' Guild to be held at the King Edward Hotel, Toronto, on Monday and Tuesday, Feb. 12 and 13, promises to be an interesting and important session. The addresses and subjects for the discussion as set down in the programme indicate this.

The convention will open at 10 a.m., Monday, when Mayor Geary, of Toronto, will deliver an address of welcome to the wholesale trade. The balance of the morning will be given over to the minutes of the last annual meeting, the presenting and discussion on the financial report and the appointment of press and nominating committees. Resolutions based upon suggestions by the delegates will also be dealt with.

The afternoon session will commence at 2.30 p.m. when President Hugh Blain will present his address. Zeph. Hebert, of Montreal, will also deliver an address. Any spare time will be devoted to new business. In the evening at 7.30, a complimentary banquet to be held at the King Edward Hotel will be tendered the delegates by the Toronto wholesale trade, when addresses will be delivered by prominent speakers.

Tuesday morning will open by a discussion on the contract selling plan and its importance. "The rights of the trade and manufacturers" is the title of an address to be given by E. F. B. Johnston, K.C. During the morning, addresses will also be delivered by members of the trade on provincial matters, by members of the Retail Merchants' Association as well as by manufacturers.

The programme for the afternoon session of the last day comprises a paper on "Association Loyalty," by Fred T. Smye, of Hamilton, while H. C. Beckett also of Hamilton, will read one on "Loyalty to Manufacturers." L. J. Ball will give an address on "The Credit Exchange." A discussion on canned goods for 1912 will follow while the proceedings will wind up with the report of the nominating committee and election of officers.

The purpose of the convention as set down in the programme, "is to accomplish something for your benefit. It is admitted there are evils and demoralizing practices in business and the object of this association is to overcome them. Discussions are to be on general policy of the conduct of business along good, fair, honorable lines. Discussions on individual grievances are out of order."

It is noted that there are over one hundred and fifty wholesale grocery firms in the Dominion. The traveling staff exceeds one thousand.

ACADIA SUGAR CO. SUFFERS BIG LOSS BY FIRE.

Halifax, N.S., Feb. 8.—A loss of over $1,000,000 was suffered by the Acadia Sugar Refining Company on Thursday night last, when their Woodside plant situated on the Dartmouth side of the harbor was totally destroyed by fire. The insurance is distributed over a large number of companies and is estimated at upwards of $800,000. One man, Thomas Henneberry, perished in the flames, while several others suffered slight injury.

The fire commenced in a large wooden warehouse on the water front, where 15,000 barrels of sugar were stored. From here the flames spread to the seven storey brick structure across the tracks which constitutes the refinery proper, and which was soon enveloped by the fire. Besides the refined sugar, more than 40,000 bags of raw sugar were destroyed. As a result of the fire about 180 men will be thrown out of employment.

The Woodside refinery was built in 1885, being taken over in 1893 by the the Acadia Sugar Refinery Co. The cost of the plant at that time was nearly one million dollars. Since it was acquired by the Acadia Company, up-to-date machinery has frequently been installed. Only a year ago, some $80,000 worth of new machinery was put in.

The company also have the Richmond plant, located on the opposite side of the harbor to the one destroyed. It was shut down a short time ago for the annual overhaul but will be rapidly put into running shape and within a week or so the company hope to be able to care for all business.

MEETING OF HAMILTON GROCERS.

Hamilton, Ont., Feb. 8.—There was a large attendance at the monthly meeting of the Retail Grocers' Association on Thursday last. The Provincial Association question which came up at the last meeting was further discussed and a committee consisting of Messrs. J. O. Carpenter, J. Forth and J. A. McIntosh appointed to confer with the Toronto and London associations on the question.

Arrangements were made for the entertaining of the Brantford grocers when they play their return euchre match with the local association.

Strenuous complaints were made that wholesalers were encroaching on the retailers' ground, by selling direct to consumers.

NEW SALADA TEA FACTORY

Just Completed by P. C. Larkin & Co., at Montreal.

Montreal, Feb. 8.—P. C. Larkin & Co. have completed the reconstruction of their building on the corner of St. Paul and St. Sulpice Streets here, and now have a thoroughly modern and well equipped plant. Heretofore all the Salada tea for Canada and the United States was packed at the Toronto plant. To meet increasing necessities, temporary quarters were taken, the old building torn down, with the exception of the outside walls of the two lower storeys, and thoroughly reconstructed in steel and concrete, with three storeys added.

Every precaution has been taken for cleanliness and a most effective exhaust system installed for removing every suspicion of dust.

Every modern device for efficient and rapid handling has been installed in the packing room, including a machine which receives the packages from a chute, draws them in and labels them without dinging the lead, and delivers them complete to the packers at the rate of twenty-eight per minute, where they are speedily packed in cases, which, in turn, are nailed up by the automatic nailing machines.

The possibility of loss by fire has been reduced to a minimum by the installation of one of the most complete fire alarm systems on the continent.

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WHAT THE DEALER'S INTEREST MEANS.

"Give me the confidence of the grocer and you can have his business—temporarily—I will get it eventually."

These words, spoken at the recent convention of the Grocery and Allied Press Association in New York, by Fred Mason, vice-president and general manager of the Shredded Wheat Company, contain a whole philosophy in themselves.

Mr. Mason is the apostle of sentiment and goodwill in business, and admitted that he and the firms with which he had been connected of recent years had received easily $10,000 worth of free publicity annually, simply because he had had the goodwill of the press fraternity.

At the same convention an incident was related where a huge United States manufacturing firm, producing a line that was a household word and sold by probably every grocer on the continent, thoughtlessly undertook to place a new specialty on the market, on a basis that would give the retailer practically no net profit. The injustice of this to the retailer was pointed out to the manufacturer, who immediately saw the point. He might force this line on the market, but at great expense to himself in selling cost and the lasting enmity of his friend, the retailer, who would be handling the new line on the no profit margin. He made a radical change in his plans and the retailer has been given ample, even generous consideration.

The retailer is entitled to fair treatment in the pricing of specialties as in other matters, and the manufacturer who establishes a reputation for fair treatment and sets about to gain and deserve the confidence of the retailer is building upon solid ground.

As no retail establishment can permanently prosper where the selling staff are underpaid and disaffected, so no manufacturing concern can make the progress the merits of its goods warrants, without taking into consideration the retailers who constitute the ultimate selling force of his organization—in other words, without seeking to deserve their confidence.

A BENEFICENT CLERGYMAN.

A reverend gentleman has opened a "cost price" grocery store in New York. It is reported that his entire stock was sold out in two hours and that housewives fought in bargain-counter fashion for supplies. So delighted is he with the success of the venture he intends opening up several others.

Only a man of means could, of course, do this. But what will he do when some disgruntled housewife who has received some bad apples or potatoes and wants to have them exchanged? What conception will he have of shrinkage, or how will he be able to smooth over the difficulties that arise when a woman finds a bad egg or two among her dozen? What about the extension of credits and the hundred and one other troubles such a man is bound to meet with doing business in such a way? And what thanks will he get?

How long will this charity last? He must assuredly be a long-suffering man to carry on such a business. And there must be money in the ministry to allow of such beneficence. 'Tis a wonder Andrew Carnegie hasn't thought of this plan long ere this.

ATTEND TO COLLECTIONS NOW.

It is some time now since anything has been said in these columns on the score of collections. This temporary avoidance of the topic has not been due to any lack of material; for at the present moment collections are very much in order.

The merchant who meets with the fullest measure of success, judged from a purely financial viewpoint, is the one who either conducts his business on a cash basis or sees to it that his credit customers pay up promptly and in full. Collections are in order all the year around. This is one of the particular seasons, however, when it is most urgently necessary to get outstanding accounts settled.

In the first place, the dealer has finished stock taking, has closed his books for the old year and is starting the business of the new. It is highly desirable that the start be made on a sound basis. The carrying of heavy book debts is by no means conducive to soundness and the first of the year should see the inauguration of a brisk and determined collection campaign. As an additional reason it might be urged that the dealer has plenty of time on his hands just at present to look after it. Letters should be sent to every person on the books of the firm and, in cases of extreme obduracy, it would pay the merchant to make personal calls. Finally, the dealer is in need of the money now. This need is felt the whole year around for that matter, but ready cash will be found particularly desirable at this juncture. The grocer is entering upon a heavy buying season and good collections now will considerably lighten his financial burdens later.

PROFITS IN BY-PRODUCTS.

A great many factories, milling companies and pork packing establishments make a large portion, if, sometimes, not all of their net profits through the sale of by-products in this business.

What about the grocer helping out in his profits by the sale of by-products in his business? Perhaps the most important of these is boxes and barrels and waste paper, which, if carefully looked after, will give a good return in a year. Take the lids off the boxes carefully without splitting them. Open barrels without tearing them to pieces. Then they can be sold. Waste paper can now be put in baling machines and sold to paper manufacturers.

Dealers also purchase goods in bottles, jars, bags and numerous other containers, which, when empty, have their value. Corks can be re-used, while second-hand bottles can be refilled or sold to junk dealers.

If the dealer throws away much waste paper, get a press and bale it up.

There are many such things about the store, which, if carefully looked after, can be turned into money which in some cases means a clear profit.

RECIPROCITY NEEDED IN STAMPS.

That phrase, "Please send six cents in stamps to cover cost of mailing," is becoming a regular bugaboo, not only to the one from whom the stamps are wanted, but to the one to whom the stamps come. The trouble, of course, is caused by the proximity of two countries—two countries with different postal systems.

An illustration of the nuisance which the interchange of stamps causes, comes to hand this week, a manufacturer of the United States writing that he has Canadian stamps to the value of $60, and asking where he can get United States stamps, or money, for these. His trouble is but an example of that experienced by many business men.

The manager of a Montreal concern, speaking of this matter, states that he undertakes to exchange stamps for his customers. Thus, if a dealer in the United States has a number of King Gorge stamps sent him, to defray the expenses of mailing some catalogue or other he will pay face value for these. If a Canadian, on the other hand, gets a number of U. S. stamps he will take these and dispose of them later.

By such means much of the inconvenience is obviated, but how much better it would be if there were a recognized method, whereby a Canadian, getting a number of stamps of the United States, could exchange these for stamps of Canada, and vice versa. There would not have to be any ratio of exchange. Both stamps have the government of a great country behind them. Both are worth their face value.

So much has been said for, and so much more against reciprocity—in Canada at least—that the word seems something to be avoided. Yet what a boon it would be to business men if there were reciprocity in stamps—if a man getting a number of these from the States, could send his office boy to the nearest post office and have them exchanged for an equivalent of the Canadian issue. No one would be the loser. The exchange between the Canadian and United States Post Offices Departments could be carried on as easily as is the exchange of bills between various banks. No one would be the loser. Who can say how many would gain?

SELLING MILK FROM HORSEBACK.

Laws have to be carefully prepared and properly worded these days if the enacters would have them obeyed in the manner aimed at.

Many ways are used to evade the law on some slight technicality, although their meaning and aim may be disobeyed. Selling milk from horseback so as to avoid the Iowa law, which requires those who sell milk from "stores or vehicles" to pay a license, is the latest method of evading the law.

Grocers, when they have laws enacted to protect or improve their interests, should see they are so strong that possible offenders can find no loopholes whereby to escape.

THE VALUE OF JUDGMENT.

A youngster who had been sent for a parcel of rice came home with a hole in one corner of the parcel and a trail of rice extending far down the street. The housewife was not at all pleased with this and gave vent to her feelings in words which were not at all complimentary to the grocer, and finished by saying, "We'll go to Jones' after this for our groceries."

This shows the folly of grocers using bags that are too light in weight. Light weight bags have their place in the grocery store, but not in the handling of rice or similar articles. Judgment should be used by merchants and clerks in these cases so that customers may not be displeased.

Nor is it confined only to the use of bags that judgment is needful on the part of the grocer and his assistants, but in many other things that appear in the business from time to time. Selection of goods is one thing that might be mentioned. When an order is received by phone or in other ways in which the customer does not choose the goods personally, clerks should be careful to send the quality of goods that will be sure to please the customer.

FIGHT PARCELS POST.

Does the average retail dealer realize to the fullest extent the danger that the Parcels Post movement spells for him? Although there is nothing definite in the way of legislation now pending in Canada, the movement has not subsided. Many of the members of the present House of Commons are strong advocates of Parcels Post and are only waiting an opportunity to force the issue. It may not come during the session now in course, but there is no certainty that it will not. Like the sword of Damocles, it hangs over the head of the retailer in Canada, suspended by a thread.

Much depends on the outcome of the fight now being waged so briskly in the United States. If the agitators of the measure win there, it will not be long before the question comes up in this country. That contingency may arise, of course, before the question has been fought out to a finish by our American cousins.

In the meantime, the Canadian retail dealers should not for a moment lose sight of the matter. The old saying, "in times of peace prepare for war," might well be applied. Continuous, unremitting, emphatic voicing of the strong reasons why Parcels Post would have a bad effect, will go a long way to defeat the movement.

EDITORIAL NOTES.

The dealer who can successfully control time limits on credits is on the right road to making good.

* * *

This is a good time of year to push fancy biscuits and confectionery. Displays will help a great deal.

* * *

Seedless varieties of fruits continue to increase. Now the seedless blackberry is announced from California.

* * *

The Postmaster-General expects opposition from the retail merchants to Parcels Post. Don't disappoint him.

* * *

The merchant who knows all about his competitors, what they are doing and how many prices they are cutting, doesn't have much time to look after his own business. The natural result is failure, or, at best, slow progress.

* * *

Adequate personal service on the part of any dealer, to a customer inclined to send away for goods, will do the mail order houses out of a lot of business. Let your customers know you have a keen interest in their wants and welfare.

* * *

Butter affected with mould loses its value on the market. Dampness, bad ventilation, medium temperatures and absence of light favors the growth of mould, but the opposite conditions will retard or even stop its growth. These opposite conditions—dryness, good ventilation and light—should be maintained.

Lesson 11--Course in Card Writing

Flat Stroke Fancy Lettering, an Easily Executed Condensation of Old English, as Taught by the Edwards Short Cut Course—How to Make Illuminated Letters.

There are times when a fancy letter is desirable in show card writing, yet no fancy letter should be used at any time which cannot be easily read at a glance. The Old English letter in its original or correct form is not only hard to make, but is so decorative as to cause the average person some trouble to make out what it is intended for.

Absence of Frills.

The flat stroke fancy lettering as illustrated in the accompanying plate (No. 11) has the elements of the Old English with the absence of the frills or superfluous fine lines and ornamentation, which are not only unnecessary, but impractical.

This alphabet consists of a series of cymas, half cymas and crescents, with very few straight lines. This greatly facilitates speed.

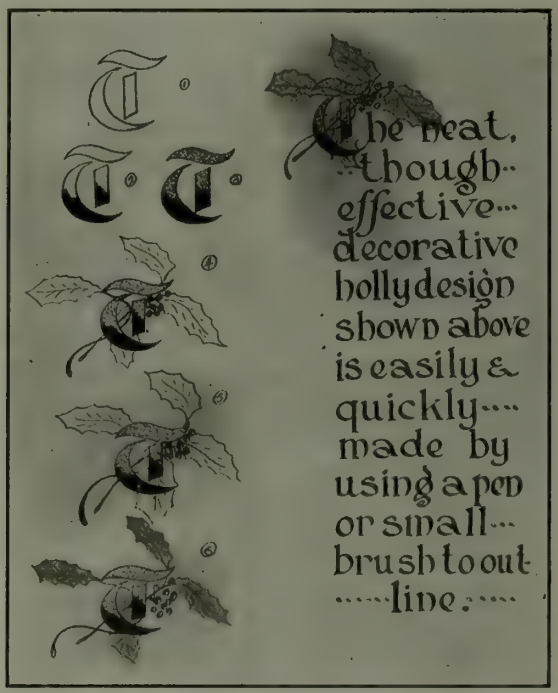
Where to Use This Letter.

Flat stroke fancy letters, like Old English, must not be used to any extent on any card, for it is not readable enough. At no time must a word be spelled in full in capitals. The capital letters are used only at the beginning of the word or as a fancy capital to be used at the beginning of a paragraph of Roman lower case lettering as is illustrated in the accompanying card. The lower case letters, which will be dealt with in the next lesson, are very much more legible and can be made with more or less speed.

An otherwise very plain card may be made attractive by the use of an Old English capital letter worked into a design at the upper left hand corner, as shown in the above card.

How to Make Illuminated Capitals.

The attached series explains fairly well how the design is carried out. In the first place, the letter is made in outline, as shown in No. 1. The second move is to fill in the lower portion of the letter in solid color, in this case black. Then the upper part is stippled or dotted with a pen or the end of a very small, pointed brush. The design is then sketched in in outline, being careful not to run over the face of the letter.


The neat, though effective decorative holly design shown above is easily & quickly made by using a pen or small brush to out line.

The illustration to the left shows the method employed in executing the illuminated capital designs as used in the accompanying card.

The design is a holly spray, with the veining of the leaves shown. It is very simple and quickly done. The next operation is the rubbing in of a dry color to give a shaded relief background. The dry color may be secured at any hardware store or paint shop. Either yellow, green or a mild shade of blue may be used to advantage. Dip a piece of cotton batting in the dry color and rub it out on another piece of card or paper to get it well into the batting before trying it on the show card. Then rub gently until the desired depth of shade is arrived at. Do not get too deep a shade, but a nice, even tint.

After you have rubbed the tint in well apply a stronger tint of green on the leaves by mixing the dry green with a little mucilage and water. If a different shade of green is desired, add a touch of yellow. Practice will tell you more than a pen can—blue and yellow make green. Try different proportions until you get the desired shade.

When you have the shade you think is most natural to the holly, apply it evenly, letting the veinings show through, then mix a little red for the berries in the same way. You will find that with practice you can get a very nice effect, which will illuminate a card and take off the plain appearance.

In some cases the first word may be made entirely of this fancy letter, using the capital and lower case.

The Brush to Use.

A No. 7 red sable flat brush in albata is the brush used in lettering plate No. 11, which, of course, was about twice the the size of the reproduction here shown or a little less. Very little explanation is needed, as the arrows and numbers give a very correct idea how to proceed.

We might suggest the advisability, however, of practising the cymas and half cymas to quite an extent, as this style of letter is made up almost entirely of them. The cyma, as you know, is such a stroke as No. 5 in A, No. 4 in D, No. 1 in E, No. 1 in H, I, J, K, L, M, N, P, R, S and Z, and No. 2 in T; the half cymas is such a stroke as 3 in A, 5 in B, 3 in F, 4 in G, 3 in C, and so on. Every stroke is made with a flat stroke of the brush, except such strokes as 1 in A, 2 in B, 6 in B, 2 in F, 3 in G, etc. They are made with the edge of the brush, terminating in most cases with a half cyma, as in C. This is one of the simplest alphabets there is to make, though it looks difficult.

A little practice in keeping the brush always rubbed out flat, giving the stroke of the letter the full width of the brush, and ending with a sharp, clear cut point, will soon show itself in pen work.

For further information re brushes, outfits, etc., write to the editor of this paper, 143 University Ave., Toronto.

Plate No. 11 - Flat Stroke Fancy

- Capitals -

The flat stroke fancy lettering illustrated here has the elements of Old English, with the absence of the frills. It is a speedy letter when carefully practised.

Canadian Grocery News Done Up in Brief

Company Organized for Promotion of Trade Between Canada and West Indies—Early Closing By-law Before Quebec Council —Goderich Hotelkeepers Blacklist Merchants Active in Local Option Campaign—Central Auto Delivery Being Tried Out in Amherstburg—Winnipeg Wholesale House Will Erect New Warehouse and Office.

Quebec and Maritime Provinces.

J. R. Sharp, grocer, Campbellton, N.B., suffered loss by fire recently.

* * *

There is an early closing by-law before the Quebec council just now. Certain sections of the trade are opposing it.

* * *

Fire gutted the two upper floors of the Cocoa Nut Butters, Ltd., Montreal, on Thursday last. About 42 tons of cocoanut oil on the third floor exploded when reached by the flames.

* * *

The annual meeting of the stockholders of Walter Baker & Company, was held in Montreal on Feb. 5. The following officers were elected :—H. C. Gallagher, president and director ; Nathaniel H. Stone, vice-president ; Herbert Dabney, treasurer and secretary ; Wm. L. Putnam, Robert F. Herrick, Thos. N. Perkins and E. P. Whitney, directors ; Henry D. Love, auditor.

* * *

The Canada West India Co., with head office at Woodstock, N.B., has been organized with a capital stock of $1,000,000. According to the prospectus issued it will be "a co-operative organization for the promotion of reciprocal trade between Canada and the West Indies." The president of the company is B. Frank Smith, East Florenceville, N.B., and the managing director, E. S. Kirkpatrick.

Ontario.

C. L. Marshall, grocery broker, Toronto, has returned from a trip to Jamaica.

* * *

Gunn's, Ltd., West Toronto, lost to Swift Canadian Co., by a 9-0 score in a hockey match at Ravina Rink on Thursday of last week. The winners had several well known players on their line-up.

* * *

The Presqu'ile Canning Company, with head office at Brighton, Ont., has been incorporated with a capital stock of $40,000. The provisional directors are G. E. Forneret, J. F. MacGregor, E. Bristol, H. Riley and J. B. Moon.

* * *

Canning factories at St. Catharines are offering 30 cents a bushel as the minimum price for tomatoes this year. This is higher than last year. Strawberries are $1.40 per crate, raspberries $2.25, peas $34 per ton and corn $8 a ton.

* * *

A dispatch from Goderich, Ont., says that hotelkeepers there have united to completely blacklist merchants who were active in the recent local option campaign. They have withdrawn business entirely and officially notified the business men that they will fight them to a finish.

* * *

Niagara fruit growers are willing to put up $25,000 towards a fruit-cooling station at Winona, but want the Ontario and Dominion Governments to put up a similar sum. The station would chill the fruit on the cars by dry air, and remove the necessity of ice.

* * *

Amherstburg merchants have introduced a central auto delivery service on trial, and, if satisfactory, it will probably be continued permanently. For some time past the merchants have been trying to get together and evolve a proposition which will do away with excessive expense for maintenance of horses and waggons, as well as soliciting of orders. At a recent meeting a majority of the grocers decided that an auto service giving two regular deliveries every day would be an improvement on the present service. The trial of the auto delivery is a result.

* * *

The office staff of Messrs. Gunns, Ltd., West Toronto, held a very enjoyable supper and dance at the Masonic hall, West Toronto, on Monday evening last. Among those present were :—Mr. and Mrs. E. N. Brown, Mr. and Mrs. Hall, Mr. and Mrs. Perry, Mr. and Mrs. Neale, Mr. and Mrs. Gaffield, Mr. and Mrs. Clements, Mr. and Mrs. Dietrich ; Misses W. Stenson, E. Syme, M. Ward, L. Ironsides, B. Houghton, M. Dixon, J. McDonald, U. Brown, R. Ironsides, E. Wattman, K. Fullerton, A. Gordon, R. Shewring, Doris Stenson, E. Mauthe, M. Langdon ; Messrs. J. Ingram, W. Anthony, H. Hildred, W. Henry, A. E. Jardine, G. Reddon, W. J. Scott, J. Ironsides, F. Manton, W. Carberry, F. Johnson, R. Bell, J. Rowntree, H. Wells, J. C. Peary, W. R. Curzon.

Western Canada.

C. T. Woodside, of Portage la Prairie, Man., is opening a grocery and crockery store at Saskatoon, Sask.

* * *

Nicholson & Bain, Winnipeg, wholesale commission merchants and brokers, have let a contract in Calgary for the erection of a six storey solid brick warehouse and office building. It is also the intention of this firm to erect a large warehouse in Edmonton this year.

Something Special for Valentine Day

February 14th the Date—Heart Shaped Display and Price Cards Suggested— A Good Time to Feature Confectionery.

Not only every holiday, but every special occasion should be taken full advantage of by the grocer to boom sales.

Valentine Day, February 14, can be turned into a profitable time by the progressive grocer. It extends an opportunity to work up something special in the way of sales and window and interior displays.

"Valentine Day Sale," "Valentine Day at Our Store," or some other similar heading will serve to attract attention to any advertising which the dealer may use. The windows and counters can be trimmed appropriately for the occasion, and considerable interest aroused among customers.

It is the day on which people are supposed to show some affection for others. Show your affection for your customers by offering them something special. An explanation of the origin of the day in your advertising might be made of advantage.

In your window display, hearts should form a leading feature in keeping with the occasion. A big heart made of cardboard and covered with colored tissue paper might be placed prominently in the window. It could also be otherwise decorated to make it attractive.

Some specials might be featured. Confectionery would be an excellent line to feature. "Candy for your Valentine" is suggested as a show card.

Price tickets in the window and about the store should be numerous on this day, and in keeping with the general idea that they be heart shaped.

That the featuring of these special days are of great value in sales making, all those who have carried them out agree. The dealer would do well to begin planning early. Do something that will create interest and incidentally more business.

Latest Review of the Grocery Markets

Sugar Market Awaits Results of Brussels Convention, Now in Conference—Operations in Sugar on a Hand to Mouth Basis—Additional Firms Advance Price of Canned Milk—Pot and Pearl Barley Continue High—Carolina Rice Advances in Montreal—Canadian Vermicelli also Higher There—Syrup Strong in Winnipeg.

QUEBEC MARKETS.

POINTERS—

Rice, Carolina—1½c. increase.

Canadian Vermicelli—½c. increase.

Shelled Almonds—1c. increase.

Montreal, Feb. 8.—The trade for the past week has been generally conceded a good one, and wholesalers are feeling in pretty good trim. The sugar market, as expected, has remained steady, the tendency of the trade in general being to await developments.

With many of the jobbers taking stock, there is more disposition to sell than to buy.

California seeded raisins are dull, the coast market, however, being firm.

SUGAR.—Business in sugar market is brisk for this season of the year. Stocks are low, and prices are still high, although decreases have lately taken place. It is expected that the spring trade will be active. Purchasing is being done with caution until the situation becomes more clearly defined.

Granulated, bags	$5 35
Granulated, 20-lb. bags	5 45
Granulated, Imperial	5 20
Granulated, Beaver	5 25
Paris lump, boxes, 100 lbs.	6 15
Paris lump, boxes, 50 lbs.	6 25
Paris lump, boxes, 25 lbs.	6 45
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100 lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	7 00
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—Syrup trade is growing every week, no doubt owing to the approach of Lent, and it is quite probable that this year will be a record one.

No change in the molasses situation is reported, but demand is fairly good.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03¾
Corn syrups, half-barrels	....	0 03½
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
Cases, 5-lb. tins, 1 doz. per case	....	2 75
Cases, 10-lb. tins, ½ doz. per case	....	2 65
Cases, 20-lb. tins, ¼ doz. per case	....	2 60

DRIED FRUITS.—In sympathy with the season, dried fruit market maintains a quiet attitude. Prices on these lines rule steady, but unchanged, while the trade is normal.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¾
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12½	0 13
70-80	0 11½	0 12
80-90	0 11	0 11½
90-100	0 09½	0 10½
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The situation as regards tea is practically unchanged. Market in general remains firm and prices seem to be at a standstill.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There are no special features to report in coffee. Prices still remain firm and nothing can be said of a change until full reports of the crops have been received.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Spice market continues active with a steady demand. Buying is limited to actual requirements. The situation is without features.

	Per lb.	
Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Notwithstanding the season, the trade has been brisk. Demand for all varieties is steady and prices practically remain the same.

The peanut market, which is the most active at present, has been subject to a few changes during the week.

Valencia shelled almonds have advanced one cent.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenobles, per lb.	0 15½	0 16½
Walnuts, Marbots, per lb.	0 12¾	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 19	0 21
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 30	0 32
Brokens	0 28	0 30

RICE AND TAPIOCA.—Rice is generally firm, with noted strength in Carolina this week. One firm, which has previously been quoting this line at 8½ cents have advanced it to 10 cents. Advances at producing centres has made this necessary. Trade is fair considering the rather high prices ruling.

Rangoons—		
Rice, grabe B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

VERMICELLI.—An advance of ½-cent per pound is noted in Canadian vermicelli. The demand for this line is showing a steady increase in Canada.

Canned Goods.

Toronto.—The movement of canned goods is steady but not brisk. Retailers in general bought heavily last fall and

have not found it necessary to replenish their stocks except on odd lines as yet. One jobber points out that the real big season of demand is just now opening and he does not look for any big demand for another month or so. The tendency in general is one of steadiness.

An advance in condensed and evaporated milk was made by a number of firms a few weeks ago. Some other manufacturers have advanced prices 15 to 20 cents per case. There is a big demand for these lines and manufacturers are finding difficulty in caring for the large volume of business now being received.

TORONTO.

FRUITS.	Group B.
3's—Apples, preserved	1 80
3's—Apples, standard	1 17½
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries) standard	1 47½
Gal. —Blueberries (huckleberries) standard	5 97½
2's—Gooseberries, preserved	2 00
Gal.—Gooseberries, solid pack	8 80
2's—Grapes, white, Niagara, preserved	1 55
Gal.—Grapes, white, Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow, flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal.—Peaches, pie, not peeled	4 40
Gal.—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears, heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal.—Pears, pie, peeled	4 55
Gal.—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums, heavy syrup	1 45
3's—Plums, heavy syrup	1 45
Gal.—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, Green Gage, light syrup	1 00
2's—Plums, Green Gage, heavy syrup	1 30
3's—Plums, Green Gage, standard	1 90
Gal—Plums, Green Gage, standard	4 05

Group A is 2½c higher than above.

	Group—B	A
2's—Cherries, black, pitted, heavy syrup	1 95	1 97½
2's—Cherries, black, not pitted, hy. sy	1 55	1 57½
2's—Cherries, red, pitted, hy. sy.	1 95	1 97½
2's—Cherries, red, not pitted, hy. syrup	1 55	1 57½
Gal.—Cherries, red, pitted	8 55	8 57½
2's—Cherries, white, pitted, heavy syrup	2 65	2 67½
2's—Cherries, white, not pitted, hy, syrup.	1 65	1 67½
2's—Currants, black, heavy syrup	2 00	2 02½
2's—Currants, black, preserved	2 30	2 32½
Gal.—Currants, black, standard	5 30	5 32½
Gal.—Currants, black, solid pack	8 30	8 32½
2's—Currants, red, heavy syrup	2 00	2 02½
2's—Currants, red, preserved	2 30	2 32½
Gal.—Currants, red, standard	5 30	5 32½
Gal,—Currants, red, solid pack	8 30	8 32½
2's—Gooseberries, heavy syrup	2 27½	2 30
Gal.—Gooseberries, standard	7 02½	7 05
2's—Lawtonberries (blackberries) hy. sy.	1 80	1 82½
2's—Lawtonberries, preserved	2 00	2 02½
Gal.—Lawtonberries, standard	7 05	7 07½
2's—Pineapple, sliced, heavy syrup	....	2 27½
2's—Pineapple, grated, heavy syrup	....	2 27½
2's—Pineapple, whole, heavy syrup	....	2 27½
3's—Pineapple, whole, heavy syrup	2 35	2 37½
2's—Raspberries, black, heavy syrup	....	2 27½
2's—Raspberries, black, preserved	2 37½	2 40
Gal.—Raspberries, black, standard	7 27½	7 30
Gal.—Raspberries, black, solid pack	9 52½	9 55
2's—Raspberries, red, heavy syrup	....	2 27½
2's—Raspberries, red, preserved	2 27½	2 30
Gal.—Raspberries, red, standard	7 27½	7 30
Gal.—Raspberries, red, solid pack	9 52½	9 55
2's—Rhubarb, preserved	1 55	1 57½
3's—Rhubarb, preserved	2 30	2 32½
Gal.—Rhubarb, standard	3 55	3 57½
2's—Strawberries, heavy syrup	2 02½	2 27½
2's—Strawberries, preserved	2 07½	2 27½
Gal.—Strawberries, standard	7 27½	7 30
Gal.—Strawberries, solid pack	9 52½	9 55

VEGETABLES.	Group B.
2's—Beans, red kidney	1 15
2's—Beets, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's—Beets, whole, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	1 10 1 15
Gal.—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal.—Pumpkins	3 12½
3's—Squash	1 15
Gal.—Squash	3 35
2's—Succotash	1 15
3's—Tomatoes	1 65 1 80
Gal.—Tomatoes	4 80
3's—Turnips	1 15

Group A is 2½c higher than Group B

2's—Asparagus Tips	2 55	2 57½
3's—Beans, golden wax	1 40	1 42½
2's—Beans, golden wax, midget, Auto brand	1 10	1 15
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 40	1 42½
Gal.—Beans, golden wax	4 25	4 27½
2's—Beans, refugee or valentine (green)	1 10	1 15
3's—Beans, refugee (green)	1 40	1 42½
2's—Beans, refugee midget, Auto brand	1 30	1 32½
2's—Peas, extra fine sifted size 1	1 77½	1 80
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach, table	1 60	1 62½
3's—Spinach, table	2 25	2 27½
Gal.—Spinach, table	6 00	6 02½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, dozen	....	2 50
½-lb. flats, dozen	....	1 60
1-lb. flats, dozen	....	2 55
Other salmon prices are—		
Humpbacks, dozen	....	1 35
Pinks	....	1 35
Cohoes, per dozen	1 90	2 00
Red Spring, per dozen	2 10	2 25
Northern River Sockeye	....	2 45
Lobsters, halves, per dozen	....	3 00
Lobsters, quarters, per dozen	....	1 75

CANNED POULTRY AND SOUP.	
Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

ONTARIO MARKETS.

POINTERS.—

Sugar.—Still in the balance.

Pot Barley.—Now quoted at $3.65 cwt.

Canned milk.—Additional firms raise price.

Carolina Rice.—Higher in primary.

Barbados Sugar.—Opening prices high.

TORONTO, Feb. 8.—For season of the year, trade is running along quite satisfactorily. It cannot be described as brisk but this is not looked for at this time. Demand is well distributed over general lines, with the nature of the weather bringing certain lines in for special demand. Collections are reported fair.

The sugar situation is about the same as a week ago. The Brussel's convention on whose decision the market hinges failed to come to terms at first meeting and an adjournment was made until Wednesday of this week.

An opening price on new crop Barbados sugar received is $1.10 per cwt. higher than the opening price of last year.

SUGAR.—Sugar market as reported last week is in the balance. Nothing definite has as yet been received from the Brussels convention now in conference. On their decision regarding Russia's export of sugar hinges the market. One other factor in the situation is that the Cuban crop continues to turn out rather poorly as compared with other years.

Jobbers and retailers are purchasing on a hand to mouth basis awaiting the outcome of the Brussel's convention.

Extra granulated, bags	$5 45
Extra granulated, 20 lb. bags	5 55
Imperial granulated	5 25
Beaver granulated	5 25
Yellow, bags	5 05

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 15
Powdered, brls.	5 65
Powdered, 50-lb. boxes	5 65
Powdered, 25-lb. boxes	6 05
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 35
Paris lumps, in 50-lb. boxes	6 45
Paris lumps, in 25-lb. boxes	6 65

SYRUP AND MOLASSES.—This is the season of brisk demand for syrups and molasses. The weather is favorable for the sale of these lines and retailers are featuring them to good advantage. Lent is a period of good demand and retailers are looking to their stocks in anticipation.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	.... 0 45
Porto Rico	0 45 0 52
Muscovado	.... 0 30

DRIED FRUITS.—A normal movement of dried fruits is reported by local jobbers. Hallowee dates in full boxes are now quoted at 5¾ cents. Stocks are not large. They would have been much larger but shipments received in England were of such poor quality that they were not sent on. The market under a fair consuming demand can therefore be expected to rule steady to firm.

Primary market on currants holds up well. Evaporated apples have lost none of their steadiness. Holders are making no concessions.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 15
70 to 80, in 25-lb. boxes	....	0 10
80 to 90, in 25-lb. boxes	....	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08	0 08¼
Apricots—		
Choice, 25-lb. boxes	0 21	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Dried peaches	0 17	0 18
Dried apples	0 08½	0 09
Evaporated apples	0 99½	0 10
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	....	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08¼
New Dates—		
Hallowees—		
Full boxes		0 05¾
Half boxes		0 07
Package dates, per 1 lb.		0 07
Fards, choicest	0 09½	0 10½

COFFEE.—Local prices continue unchanged but steady. The situation is in strong hands who are not likely to allow values to ease off to any great extent. To what extent high prices are affecting consumption is a much discussed question.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 26	0 27
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 25	0 26
Chicory	0 12	0 13

SPICES.—Trade was dull durng the first part of January, but has been quite brisk of late. Spices are in general much stiffer than a year ago, especially in peppers, ginger and cream tartar. The latter, while it is somewhat below the high point of the year, is nevertheless high. Peppers are again firm, late cables from primary points showing considerable strength.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16¾ 0 17¾

NUTS.—There are no special market features to report in nuts. General steadiness is the rule. Shelled varieties of nuts are moving well and considering the season nuts in the shell are also meeting with a favorable demand.

Almonds, Formigetta	0 15 0 15¾
Almonds, Tarragona	0 16½ 0 17
Almonds, shelled	0 34 0 38
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 12 0 13
Walnuts, Marbots	0 13 0 14
Walnuts, shelled, new	0 35 0 38
Filberts	0 11 0 12
Pecans	0 17 0 18
Brazils	0 20 0 21
Peanuts, roasted	0 10 0 13

RICE AND TAPIOCA.—Prices on new crop Rangoon rice are high. When adverse reports concerning the crop first came forward, the market rushed upward but again reached to a lower level at which a considerable amount was booked locally. From the low point the primary market has advanced 30 to 35 cents per cwt. New crop will not arrive until late in March. Patna and indeed all rice has a tendency to firmness.

Values in the producing sections of the United States are strengthening. Carolina rice is higher by ½ to ¾ cents at primary points. $

Tapioca is steady with a normal demand.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 65
Rice, standard B	3 75
	Per lb.
Rangoon	0 03¾ 0 04
Fancy rangoon	0 05
Patna	0 05½ 0 06
Japan	0 05 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 05½ 0 06
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 08
Seed	0 06½ 0 07

BEANS.—There is by no means an overplus of stocks and holders are firm in their ideas. Demand is brisk, mining and lumber camps using large quantities at the present season.

Prime beans, per bushel	2 40
Hand picked beans, per bushel	2 50
California lima beans, lb.	0 08

BARLEY.—Pot and pearl barley, as for many months, are strong. Pot barley is now quoted around $3.65 per cwt., as compared with $2.50 six months ago and $3.25 but three months ago. Pearl barley is worth $1.00 per cwt. more than pot.

MANITOBA MARKETS.

POINTERS—

Sugar.—Unchanged.

Syrup.—Strong.

Dried Fruits.—Active.

Coffee.—Firm.

WINNIPEG, Feb. 8.—Trade during week has taken a decided turn for the better, and as a result wholesale houses report considerable activity. The milder weather which has been prevailing has aided considerably, and as a result orders have been received in considerable quantities. Travelers are again on the road, and are able to once more make their regular trips. So far, February storms have not made their appearance, and it is hoped these will be mild this year. Congestion of cars has been considerably relieved, but situation still remains precarious with moval of grain. Interior elevators are full, and farmers are unable to sell their grain at local points.

In various lines of trade, market may be said to be active, and there is nothing new in way of prices. Stocks held in city are of fair size, and there is little likelihood of a shortage in any lines, except dried fruits and one or two lines of canned goods before the summer is well advanced. General tone, therefore, may be said to be healthy, and as volume transacted, in spite of severe cold, is in a slight advance of last year, all are optimistic.

SUGAR.—There is no change in this line this week. Many large orders were received after the last decline. Market remains fairly steady, and although bulls and bears can be found in large numbers, the situation is undecided.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Icing sugar, in bbls.	6 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUP.—Many large orders were received during week for this line, and trade shows no abatement. There is a big demand for corn syrup of medium quality, while higher grade of maple syrup is used extensively among better class of trade.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

DRIED FRUITS.—The prune and raisin markets continue to attract attention, and outlook is more than ever in favor of higher prices in the near future. As yet no more headway has been made in this direction, but one wholesale stated that he would not like to have to buy his stocks again at present.

	Per lb.
New Prunes—	
90-100s, 25, s.p.	0 08¾
90-100s, 10s, s.p.	0 09¼
80-90s, 25s, s.p.	0 08¾
80-90s, 10s, s.p.	0 09¾
70-80s, 25s, s.p.	0 09¾
70-80s, 10s, s.p.	0 10¾
60-70s, 25s, s.p.	0 09¾
50-60s, 25s, s.p.	0 10¾
40-50s, 25s, s.p.	0 11¾
New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11½
Camel 6-crown table figs, about 10 lbs.	0 12½
Camel 6-crown figs, about 50 lbs.	0 12½
Camel 7-crown table figs, about 100 lbs.	0 14½
Camel 9-crown table figs, about 10 lbs.	0 16
Emmanuel 3-crown	0 08½
Emmanuel 4-crown	0 09¾
Emmanuel 5-crown	0 09¾
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 06¾
Half boxes	0 06¾
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s. 28s, s.p., per box	2 20
Fine selected, 28s, s.p., per box	2 25
4-crown layers, 28s., s.p. per box	2 35
4-crown layers, 14s., s.p., per box	1 20
4-crown layers, 7s., s.p., per box	0 60
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

EVAPORATED APPLES.—This line continues to maintain its strength on local market at the flat price of 10½c., Winnipeg. No advance is looked for in immediate future.

COFFEE.—Situation has lost none of its strength duirng the week, and outlook is as bright as ever. All lines are holding firm, and as pointed out before, the big interests who control the situation are not likely to allow prices to drop very low.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16¾

BEANS AND PEAS.—Conditions at present favor firm prices in beans and peas, and both these lines are active. Demand is good, and while stocks on hand at present are not as heavy as all would like, yet they are large enough to prevent any serious shortage for some weeks to come.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NEW BRUNSWICK MARKETS.

St. John, Feb. 6.—The feature of interest on local market during the last week has been the steadiness in flour, both Manitoba and Ontario being reported as firm, with an increase of 15 cents per barrel in Ontario patents. As yet there has been no response in Manitoba patents, but since the market is exceptionally strong an advance is not unlikely in these grades as well, May wheat being steadily on the upward trend. Although middlings are not so plentiful, no change has taken place in the price of feed. Oatmeal has gone up

15 cents a barrel, due largely to the increasing strength of oat market and difficulty experienced by millers in securing good milling oats. Package oats have been advanced from $3.90 to $4.00 per case in all brands.

Local grocers are preparing for a run on seed and with approach of spring interest is increasing, but price is doing the same. Timothy and clover have both advanced, timothy having gone up about 50 cents per hundred. Wholesalers are also advising that it is none too early to place orders for maple sugar and maple syrup, and in many cases their advice is being followed with orders in these lines which will soon be selling.

The country market is fairly well supplied at present with vegetables, meats, poultry, and dairy products. Much speculation is being advanced, as was reported in The Grocer last week, concerning the potato market. During last week $2.50 was demanded, and ready sales were made at this price. There are many farmers, it has been learned, through the country, who have yet fairly good quantities on hand, but local merchants are in hopes of having this stock transferred to them before long. Markets in Upper Canada is reported as being encouraging to the local trade, though large shipments are not taking place. Many dealers are holding back the major portion of their stock of potatoes with expectation of cleaning up a neat profit, for they feel certain of their reaching the $3.00 mark. Eggs remain about the same, selling from 35 to 40 cents for hennery stock, and from 28 to 35 for case. Butter is firmer and ranges from 21 to 35, according to quality. There is said to be a fairly good stock of butter throughout the country, but in many cases the farmers are not coming to the city as frequently as would be desired to lower the price in this commodity.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 21	0 26
Butter, creamery, per lb.	0 27	0 35
Buckwheat, W. grey bag	3 00	3 10
Cheese, new, lb.	0 15¾	0 16¼
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran	....	5 00
Cornmeal, bags	....	1 60
Cornmeal, bbls.	....	3 35
Eggs, hennery	....	0 35
Eggs, case	0 28	0 35
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 45	6 50
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	....	3 50
Molasses, Barbados, fancy	0 36	0 37
Oatmeal, rolled	....	5 50
Oatmeal, std.	....	6 10
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, bbl.	2 30	2 50
Raisins, California, seeded	0 10½	0 11
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 60	5 70
Austrian granulated	5 40	5 50
Bright yellow	5 40	5 50
No. 1 yellow	5 10	5 20
Paris lumps	6 50	6 75

NOVA SCOTIA MARKETS.

Halifax, Feb. 6.—The wholesale grocery business is fairly good for season of the year. While orders coming to hand are not large, they are fully up to the average of winter months last year. There is a fairly heavy movement in provisions, which are going to supply the lumber camps, operations being now in full swing.

Sugar prices are fairly firm. Standard granulated is $5.60, United Empire $5.40, bright yellow $5.40, No. 1 yellow $5.10, and unbranded $4.95.

Flour prices are firmer. Manitoba high patents are $6.45 to $6.50, Ontario, 90 per cent., $5.00 to $5.25, and Ontario blends $5.25 to $5.50. Rolled oats are $5.60 to $5.70 per barrel, and in bags $2.60 to $2.65. Corn meal is $1.80 to $1.90. Beans are firm at $2.60 for hand picked, and $2.45 for prime.

Receipts of eggs show some improvement, but demand is light. Fresh laid stock is quoted at 31 cents. Case eggs are in fair supply, but few grocers are now handling them. Good butter is scarce in the local market, especially in tubs. The quality of creamery stock is first class, but dairy butter is not up to the average. Creamery is 31c., and dairy from 26 to 27 cents.

Potato market continues the centre of attraction. Some dealers who have good stocks on hand had tempting offers, which would net them handsome profits over the initial cost, but they prefer to hold on to them, as the outlook favors still higher prices.

SUGAR ADVANCES.

Just previous to going to press, refined sugar advanced 10 cents per cwt. It will be remembered that prices declined 10 cents a little over a week ago in sympathy with lower prices in U. S., brought about by price-cutting. This is probably the reaction under the steady raw market. Outcome of Brussels Convention is now awaited. Quotations on sugar should read 10 cents per cwt. higher.

NATIONAL CANNERS IN SESSION THIS WEEK.

B. T. Huston, editor of The Canadian Grocer, is in Rochester, N. Y., this week, attending the annual meeting of the National Canners' Association, Machinery and Supplies Association and Dried Fruit and Canned Goods Brokers' Association, which is being held in that city from Feb. 5 to 9. A report of the convention with those subjects of interest to the Canadian trade will be given in next week's issue of The Grocer.

WINNIPEG MERCHANTS WANT TAX REFORM.

Whirlwind Campaign for New Members —Will Fight Present Business Tax.

Winnipeg, Feb. 8—(Special wire to The Grocer)—Winnipeg Retail Merchants have instituted a whirlwind campaign for new members, the purpose in view being to fight present business tax based on rental value. In their opinion, single tax is the more equitable method of taxation and this they will put forth every effort to secure.

They recognize that it is only through strong organization that this or any other needed reform will be secured, and their first effort will be to build up a good strong membership in their association. They have now only two hundred members, but have set 3,500 as the number they hope to secure within a few days.

This forward step by the Winnipeg Retail Merchants is felt to be the beginning of a great tax reform. John Dyke, grocer, is president of the local association, which aims at a record increase in membership in a short time.

PURE FOOD ACT TO BE ENFORCED.

Good Law Already on Statute Books.

Ottawa, Feb.7.—The government has been for some time considering the question of the Pure Food Act. It was felt that Canada has been lagging far behind other countries—and particularly the United States, in protecting the consumer from fraudulent foods.

Hon. B. Nantel, minister of inland revenue, at first had under consideration bringing in an entirely new act. Investigation has shown, however, that there is a fairly good act now on the statute books. The trouble has been that the government has made practically no attempt to enforce it.

Mr. Nantel has given orders strictly to enforce the present act, and only a few amendments will be made to it this session. If this does not prove satisfactory, the act next year will be repealed and a new bill will be introduced.

Celery and Navel Oranges Firmer

Shipments of Celery Continue Small Due to Backward Season in California—Increase in Offerings Expected Later In Month—Navel Oranges Are Higher—Damage by Frost Has Strengthening Tendency While Shippers Are Holding Back Fearing Damage in Transit by Frost—Potatoes Hold at High Price—Grapefruit is Strong.

California navel oranges are firmer and higher, especially for high quality fruit. The frost which damanged the citrus crop in California is no doubt responsible in part for the stronger tendency. The amount of damage, while varying in different sections, is conceded on the whole to be considerable, and the early estimates of the crop will have to be reduced. Shippers are also loath to send forth fruit when there is danger of it being caught by frost in transit, as has occurred to many cars during the recent cold weather.

Florida oranges are in good demand and tone of market is one of steadiness. Marmalade oranges have been taken up well. Decks have been well cleared of this line at some centres and additional shipments are awaited. Grapefruit is holding up strongly under small stocks, while lemons are finding a good demand and are steady to firm.

Celery is scarce and consequently firm and higher. The season in California has been backward and to date shipments have been small. However, weather of late has been more favorable and around the middle of the month, offerings should be larger, increasing during the month. Liberal movements of Florida celery are not expected to commence until around March 1.

The soaring tendency in potatoes has as yet received no check and values continue to move upward at many centres. Holders in New Bruswick continue firm in their ideas. However, the market since it started on its upward trend has made marked advances and with probability of imports of European potatoes, the market should become less excited than has been the case during the past month, unless as pointed out before, the United States lifts the duty on this line which would work for greater strength.

MONTREAL.

GREEN FRUITS.—This market does not offer a great deal of interest at present, nor will there be much change until the middle of next month. Business is brisk for this time of the year and the supply is sufficient to meet the normal demand.

Florida grapefruit is exceedingly high and tends to advance.

Apples—		
Spies	4 00	5 50
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	5 50
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	2 50	3 00
Limes, a box	1 25	1 50
Oranges—		
Navels	2 75	3 00
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Cuban, case	4 00	4 50
Tangerines, per strap	....	4 50

VEGETABLES.—Although interesting at present, this market has not brought forth any new features within last week. Demand is good notwithstanding the high prices. Potatoes are extremely high; but show no signs of further advance. The market has been excited for some time, but now seems to have settled down.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 25
Carrots, bag	....	1 25
Cabbage, dozen	....	1 00
Cauliflower, dozen	3 00	3 50
Celery, Cal., 6 doz. to crate, crate	8 50	9 00
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	....	2 50
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	3 75
Half crate	....	2 25
Canadian reds, 100 lbs.	....	4 00
Radishes, dozen	....	1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, new, bag	1 50	1 75
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	....	5 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

GREEN FRUITS.—California navel oranges are higher in price. The damage by frost in that state which is conceded as considerable, no doubt has had a marked strengthening tendency. Then, again, shippers have been holding back, for as frost of late has caught many cars in transit, they are loath to risk shipments. Florida oranges have been taken up well.

The first arrivals of marmalade oranges met with a good demand. The market was well cleared up at the beginning of the week, but shipments are expected shortly.

Grapefruit, noted as strong for some time, is higher at $5.50 to $6.00 per case. Cranberries are quoted easier at $13.75 per barrel. Stocks are well to an end.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 50	3 00
Oranges—		
Marmalade	2 50	2 75
Florida	....	3 50
California navels	3 00	4 00
Mexicans	2 00	2 25
Valencias, 714's	....	5 50
Valencias, 420's	....	4 75
Tangerines, strap	....	6 00
Grapefruit—		
Florida, case	5 50	6 00
Jamaica, case	3 25	3 50
Grapes, Almeria, per keg,	5 00	6 00
English hot house grapes, lb.	0 65	0 75
Cranberries—		
Cape Cod, bbl.	....	13 75
Jersey long keepers	....	13 75
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida Strawberries, box	....	0 65

VEGETABLES.—Strength and higher prices are apparent in several lines this week. Potatoes have lost none of their steadiness and prices are slightly higher again with New Brunswick stock quoted at $1.85. Prices at points throughout Ontario indicate the smallness of stocks in this province, while ideas of holders in New Brunswick are high. Imports of European supplies might offer some check to the soaring market.

Carrots and beets, which it has been pointed out were in stinted supply, are higher in price, while cabbage is firmer at $2.25 to $2.50 per barrel. Firmness is present in sweet potatoes as well as mushrooms and hot house tomatoes. California celery maintains its high position with $8.00 per case being quoted.

Boston cucumbers, dozen	....	2 25
Boston head lettuce, dozen	....	1 50
Canadian beet, per bag	1 00	1 10
Cabbage, barrel	....	2 25
Carrots, bag	....	1 00
Turnips, bag	....	0 50
Celery, per dozen	....	0 90
Celery, Cal., per case, 6½ to 8 doz.	....	8 00
Parsnips, bag.	....	0 90
Potatoes, N. B.	....	1 85
Potatoes, Ontario, bag	....	1 75
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags	....	2 25

Sweet potatoes, hamper	1 75	2 00	New lettuce, per dozen	0 30	0 35
Mushrooms, 1-lb. boxes	....	0 75	Green onions	....	0 25
Can. hothouse tomatoes, lb.	....	0 32	New radish, per dozen	....	0 60

Retailers Want Their January Discounts

Claim Wholesalers Did Not Give Them Sufficient Notice of the Change in Policy—Letter Sent Out by Wholesalers' Section, Board of Trade, Arrived Late They Say and Some Did Not Receive It.

Toronto, Feb. 8.—(Special)—All apparently has not been sunshine in regard to the abolition of discounts by wholesale grocers which went into effect on Jan. 2, 1912. This was an agreement signed by 42 wholesale grocers in Ontario, in which they agreed on the discontinuance of discounts on all articles excepting tea, sugar and vinegar. This agreement also stipulated that interest at 7 per cent. per annum should be charged on all accounts not paid within 30 days, and that manufacturers' fixed prices and terms on proprietary articles should be strictly observed.

Many retail grocers in this city, when they received their accounts at the end of the month were not wont to pay them unless the discounts previously given were allowed. Many of them claim they received no notification of the discounts being abolished, and bought their goods during the month without knowing of any change in terms.

Not Generally Known.

It appears that no general or individual announcement was made by the wholesale grocers until about the 26th of the month when the wholesale grocers' section of the Toronto Board of Trade sent out a copy of the agreement with an explanation of the reasons for its adoption.

Some retail grocers even state they did not receive this announcement, although every effort was made by the Board of Trade to reach every retail grocer in the city. It seems also that a number of the travelers went on selling goods during the month without mentioning the abolition of discounts that have been given in the past. The grocers claim they should have notified them before selling the goods.

It was on this plea of non-notification of any change in terms that many grocers refused to pay their accounts without the usual discount.

Reasons Given for Change.

The following is the explanation of the reasons for adopting the new plan as sent out by the wholesale grocers' section of the Board of Trade:

"It is well known that profits in the wholesale grocery trade have for years been approaching the vanishing point, when compared with the cost of doing business, and it was recognized that something must be done to meet the changed conditions under modern methods of competition.

"The manufacturer also recognized that the prices of his proprietary articles were being cut, and that the wholesale trade were ceasing to take an interest in the sale of the goods because the profits did not pay the cost of doing the business. After conference with the trade, many of the principal manufacturers put in force the "Contract Selling Plan," requiring goods to be sold at stipulated terms and prices.

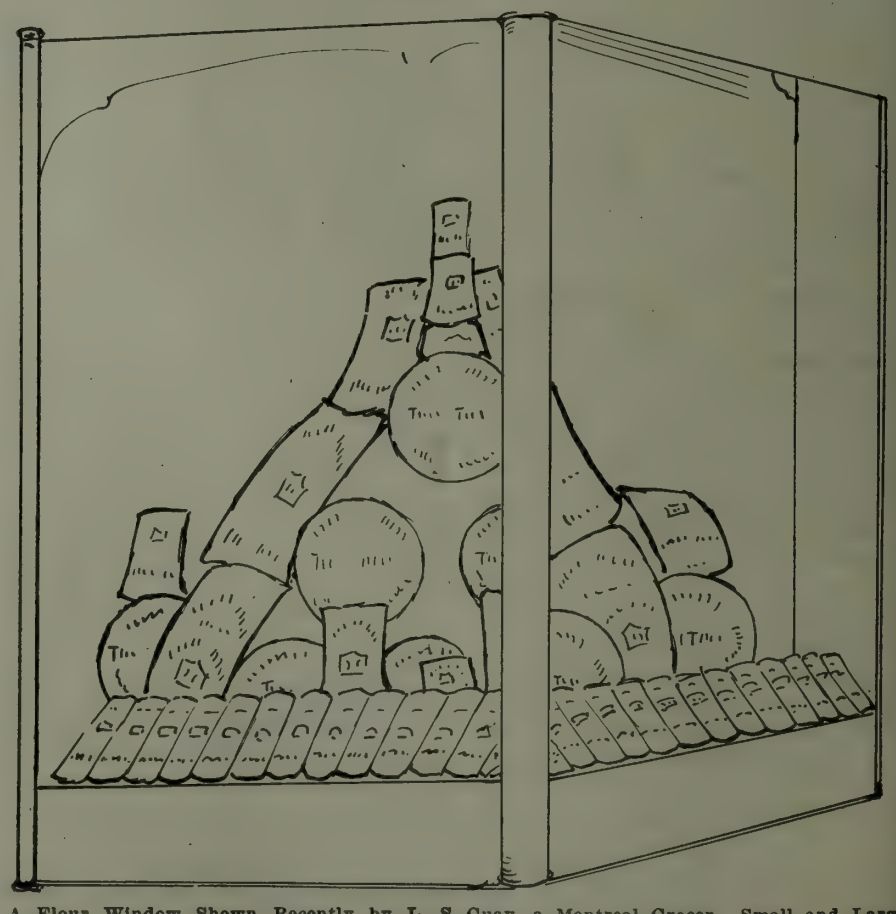
Cash Discounts Unreasonable.

"This plan was found to work well until some houses began to give rebates by allowing unreasonable cash discounts off the monthly statements, which, it was claimed, were given on goods that were not proprietary articles. In order to stop this evasion of these agreements the trade unanimously decided to adopt the net system, abolishing all discounts on all goods and selling only at net 30 days, as set forth in the accompanying agreement.

"In discussing the subject with representatives of the retail trade, it was found that many cordially endorse this action. The average retailer is chiefly concerned in knowing that his competitors are not doing better in prices nor getting better terms than he is. What he wants is fair treatment, which means fair prices, fair terms and fair competition. He is then able to charge his customers fair and reasonable prices. No merchant, wholesale or retail, wishes to take secret rebates which will render him liable to criminal prosecution. It is therefore the unanimous opinion that these terms are in the interests of all branches of the business."

The agreement referred to in above has been previously published in The Grocer.

Beaton's grocery, Oshawa, Ont., are operating a unique contest. They are advertising in the local paper using talks on various grocery items and point out for instance that the first and last words of the ad. are the first and last words of a certain proverb. The contestant who sends in the first 12 correct proverb answers gets as a prize a 42 piece China tea set.



A Flour Window Shown Recently by L. S. Guay, a Montreal Grocer. Small and Large Bags and Barrels Were Used in the Display.

Marked Strength in Rolled Oat Market

Market Firm at Last Week's Advance—Raw Market is Strong—Good Demand for all Kinds of Cereals—Winter Wheat Flours Generally 20 Cents per Barrel Higher—Small Receipts of Winter Wheat—Some Millers Note Firmness in Manitoba Flour—Domestic Trade Fair for Season—Export Enquiry Quiet.

Rolled oats are firm at last week's advance in sympathy with continued strong tendency in market for raw material. It will be remembered that prices declined 30 cents per bag during December and so far the reaction has only been 10 cents per bag. The market for oats is strong when compared with that ruling previous to the declines in December, indicating that firmness can be expected to rule.

Those retailers who are pushing cereals at the present time report an excellent demand, the weather for some time having been quite favorable in this regard. Millers are also well pleased with the volume of business being transacted.

As noted last week, receipts of winter wheat have been on a small scale for some time with prices on the ascend. In consequence, winter wheat flours have been firming and there has been a general advance of around 10 cents per bag in these grades.

Manitoba flours have not changed in price but there is somewhat of a firmer tendency, and there are certain sections of the trade who favor higher prices. The higher values for winter wheat flour no doubt have a strengthening tendency, throwing greater weight upon Manitobas.

The domestic trade in flour is considered as fair for the season as no special briskness is looked for at this time. Export enquiry has been rather quiet of late. Competition between mills is quite keen for as it has been pointed out before the milling capacity in Canada is very large.

Considerable quantities of wheat and oats are being worked for export.

The strength in the rolled oats market is generally conceded. It is so marked that some firms already announce an advance to take place in near future. One firm say they will put up prices 10 cents per bag on Feb. 10, while another firm announce a similar advance to take place on Feb. 12. Cornmeal is also firmer and higher.

MONTREAL.

FLOUR.—Flour market is devoid of special features. Demand is active and prices for present remain unchanged. Firmness is probable, owing to a large call which is soon to be expected. Although quiet just now, market promises interesting results shortly.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, bags	5 60
Manitoba straight patents, in bags	5 10
Manitoba strong bakers, in bags	4 90
Manitoba second, in bags	4 40

CEREALS.—Market for rolled oats increased 10 cents per bag last week, but since then has showed no further movement. Stocks are small and if the demand, which is heavy at present, increases, the supply will hardly be sufficient to meet it. It is the opinion of some, that another advance can be expected before long.

Fine oatmeal, bags	2 64
Standard oatmeal, bags	2 64
Granulated oatmeal, bags	2 64
Bolted cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90-lb.	2 40
Rolled oats, cotton bags, 90-lb.	2 45
Rolled oats, barrels	5 05

TORONTO.

FLOUR.—There has been no change in prices of Manitoba flours, although some millers note firmness and favor higher prices. There are others who say they see no reason for any immediate advance in values. "Prices on Manitoba wheat at bay ports has reached the record for the season, it is true," said one dealer, "but on the other hand values in Winnipeg remain unchanged. Wheat can be brought from Winnipeg, all rail cheaper at the present time than it can be purchased at bay ports for. However, wheat can not be brought very quickly from the west." There seems to be a fairly good demand for the season with the market steady to firm.

Ontario wheat continues to come forward tardily and prices are high with a consequent firm feeling in winter wheat flour.

Manitoba Wheat.	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	$ 00 3 20
Winter Wheat.	
Straight roller	4 00 4 20
Blended	4 50 5 00

CEREALS.—Firmness prevails in rolled oats market in sympathy with a similar feeling in the raw material. The tendency is to strength, one large mill announcing that they will advance prices 10 cents per bag on Feb. 10. Cornmeal maintains the position outlined before.

Retailers who are giving the necessary attention to cereals are finding a good demand. Millers report heavy sales.

Rolled oats, small lots, 90-lb. sacks	2 40
Rolled oats, 25 bags to car lots	2 30
Standard and granulated oatmeal, 98-lb sk	2 64
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100-lb. bags	2 00 2 15
Rolled oats in cotton sacks, 5 cents more.	

MILL FEEDS.—Mill feeds are scarce and most mills have little to offer. An advance of $1.00 per ton is noted by several mills this week. Bran is quoted at $24.00 per ton in car lots and shorts at $26.00 per ton.

FOR YOUR ADVERTISING.

ROLLED OATS.—During the winter months we recommend ——— oats as the best hot breakfast food; because it is made from only selected oats, carefully packed and is sure to please. Can be prepared in (15) minutes.

LOST WITHOUT IT.

The Canadian Grocer,—Enclosed find check for $2 for another year's subscription to The Canadian Grocer. I would feel lost without it.

J. GIBSON.

Benton, N. B., Jan. 9, 1912.

Biscuits and Confectionery Profitable

Some Phases of the Attention That Should be Given to This Department—The Dealer's Knowledge of His Lines and His Ability to Suggest and Decide for Customers Means Much—Hints on Display—How a Confectionery Department was Begun.

By O. S. Johnston.

Are you paying as much attention to your biscuit and confectionery trade as you should? The answer to this question will best be given by looking over your stocks and seeing if they are in a satisfactory way, not only from a quantity point of view but also from a condition standpoint.

That the retail grocer can make money and good money too, from the proper handling of sweetmeats and good class biscuits there can be no reasonable doubt. He has the lead, so to speak, on the exclusive confectioner because the housewife, in nine cases out of ten, visits the grocery store for her staples, etc., before she thinks of confectionery. Doesn't it stand to sense therefore that an attractive display of confectionery either in show cases or in pails which are coming more into vogue as containers will catch her eye? The retailer's selling power should then come into action. The desire to purchase has been slightly developed by the silent salesman and right here is the true value of a good display—the power to stimulate buying desire.

Up to the Retailer.

To-day one hears a lot of talk about goods selling themselves but the retailer knows all too well that he has never or never will see any commodity walk off his counter or fly off his shelves, in spite of the propensities jocularly attributed to cheese in this respect. No, the retailer is a salesman and should strive to put himself in a similar position to the traveler who calls and sells him the goods; in other words, he should regard himself as a representative of the firm whose goods he handles and put up politely and plausibly the best reasons why the housewife should have the goods.

This done, the sale made, the retailer has sent the goods in question on their last journey, to the consumer's home, and has completed his part in their distribution.

Care With Biscuits.

Every day dealers are becoming more and more awake to the fact that while it is essential to the proper management of their business that they keep a good stock of every line which has merit and comes under the heading of quality, yet many of them make a mistake in carrying their whole stock of biscuits on the shelves.

This may seem a rather contradictory statement, but no matter how well the goods are displayed the very number of the tins and the variety of design is going to confuse the customer, and she will not make as good a selection as under other conditions. In order to overcome this difficulty and play the game in the interest of the manufacturer, in other words to place the necessary weight on retail co-operation, a sample tin of each class of biscuit should only be kept in a prominent position in the store and all should be so carefully arranged that the housewife can easily and quickly make a selection, aided of course by suggestions from the clerk, which should at all times flavor of salesmanship.

Furthermore, the balance of stock can be stored in a satisfactory place and be safeguarded from loss through dampness, etc. Thus the dealer can see right here an antidote for slow biscuit sales—simply have samples on display, facilitate the making of a selection by the consumer and know that that selection is satisfactory in every respect. This will save time, for time means money, and will result in more frequent and better purchases.

Confectionery Profits.

There is one thing certain that no retailer can ever derive all the big profits to be had from confectionery sales if he does not forget the "other fellow," namely, the exclusive confectioner, and persuade himself that he is the only man in the town dealing in this particular line. Such indifference to his competitor, partial indifference, let us say, because some attention must be paid to what is going on in the other store in order to keep abreast of competition, will act as an incentive to the dealer to work up a confectionery business paying handsome profits.

Easy to Handle.

If proper care is taken in the placing of confectionery in the store, there should be no trouble or discouragement through loss as with some other lines which are carried more widely.

Sweetmeats always look well when properly displayed and it should be remembered that the youngsters are a good means of advertising the fact that special attention is being paid to confections as they will ask the mothers for pennies "to get some candy at—'s." This constant begging, if such we may call it—for you know how much the mother is pestered from time to time by her youngsters for pennies and nickels—must impress upon her mind that her grocer is becoming a confectionery man. And this is exceptionally cheap advertising.

Actual Success.

A Montreal dealer stated recently that he thought candy was a useless and troublesome line to carry until he was persuaded by a traveling salesman to put in at least a stock of penny goods. He did so. The youngsters came down to the store and he gave the majority of them a few, knowing that they would tell their mothers, and he was not far wrong in his belief. They did so and before long he noticed in a few Saturday orders a request for twenty cents or a quarter's worth of candies. This department grew larger and larger, till now it is most profitable, and what is still more gratifying there is a good demand for high class chocolates.

He Was a Salesman.

But we might mention that this dealer was a salesman. He did not stand like a dummy behind the counter and let the customer decide whether she would take candy or not. He was wise enough to realize that during her study of the sweets displayed, she would probably be at the "almost persuaded" stage. By an opportune use of selling talk he frequently helped her to decide the way he wanted. You must agree then, Mr. Retailer, that it is well worth your while helping your customers out of doubt, because every time you do so, you put a few extra cents into your cash box!

What do these cents mean at the end of the year?

Broken Biscuits.

Customers should not be troubled with broken biscuits and it seems that a number of grocers pay but little attention to crackers in particular. That there is little excuse for these being broken is evidenced by the fact that the manufacturer of some of the leading lines on sales to-day, recently produced a package of sodas at the factory. We have no proof that he is a past student of the magic art but he made that package waltz (or perhaps it was the Highland Fling) on the table and opening it not one of the sodas was smashed. Why then should the consumer have to put up with trouble when a little care on the part of the driver or clerk would cure the trouble?

A request for a charter has been petitioned to the Quebec Legislature by the retail clerks of Montreal, who are the prime movers of the Association of Retail Clerks.

Dealers Preparing for Lenten Trade

Retailers are Ordering Freely in Anticipation of Lenten Demand—Wholesalers Report Marked Briskness — Conditions Favorable for Sale of Fish—Can be Handled with Minimum Expense and Trouble—High Prices on Other Foods Bring Fish Into Favor—Receipts of Fish on East Coast Continue on Small Scale.

The movement of fish at present time is extremely brisk. Not only have retailers to care for the present demand, which under the favorable conditions, is large, but they are also ordering freely in anticipation of a good Lenten demand. The opening of this season of special briskness in fish is not far distant, and retail dealers will find it to their advantage to give early attention to their stocks.

The outlook could hardly be brighter than it is just now. The weather is all to be desired, and fish can be handled with minimum expense and trouble. Lent, with its many special fish days, will shortly work for a big demand, while high prices on other food commodities will bring fish foods into favor.

Nova Scotia continues to report light receipts of fresh fish, which added to the stinted arivals during January will probably work for a firmer tendency in frozen and smoked lines as the season advances.

Lobsters are scarce and high in price. Smelts have been a little more plentiful of late.

QUEBEC.

MONTREAL.—Demand for fish in anticipation of Lent has started, and all varieties are moving well. Supplies are sufficient to meet the call in all lines, except Labrador herrings and green and salt cod, which are very scarce, the latter being almost entirely off the market. Prices have not changed to any extent, but if the demand increases much more, in all probabilities a firming up will take place.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.		0 04½
Less than case		0 05
Smelts, fancy		0 10
Haddock		0 04½
Halibut, per lb.	0 08	0 08½
Herring, frozen, per 100 fish	1 65	1 75
Mullets	0 04½	0 05
Pike, round, per lb.	0 05	0 05½
Pike, dressed and headless, lb.		0 06½
Steak cod	0 05½	0 06
Mackerel		0 11
Dressed perch		0 10
Dore or Pickerel	0 07	0 08
B. C. red salmon	0 08½	0 09
Gaspe salmon, per lb.		0 18
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.		0 10
Extra smelts, per lb.		0 14
Lake trout, per lb.	0 09½	0 10
Tomcods, bbl.	2 25	2 50
Whitefish, large, per lb.	0 08½	0 09
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	7, 8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	6 60
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotia herring, No. 2, bbl.	
Lake trout, kegs	6 50
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs.	7 50 8 00
No. 1 green pollock, per 200 lbs.	7 50
Salmon, B. C., red, bbl.	14 50
Salmon, B. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador, trcs., 300 lbs.	21 00
Salt eels, per lb.	0 06½ 0 07
Salt sardines, bbls.	5 50
Salt sardines, half bbls.	3 00
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. brls.	0 10½

SMOKED.

Bloaters, large, per box	1 25
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque oysters, per bbl.	8 00 12 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	

NEW BRUNSWICK.

ST. JOHN.—The last week has been an average one with local fish dealers. Fair weather tempted many fishermen, and was responsible for better results than during a few weeks previous. The first arrivals of gaspereaux were placed on the market, and brought 7 cents each. Although this is high in price, it is only reasonable for the earliest arrivals. Western halibut is being received in quite good quantities, selling at 15 cents, and the demand in this line keeps up well. From the North Shore there were many receipts of smelts during last week, and the Kennebecasis River contributed as well, so that market in this commodity was well stocked. They brought 12 cents per pound. Lobsters have not been known to be so scarce for some time. Many fishermen have abandoned the idea of fishing lobsters for a time, until the stormy season has passed, or abated. For those who have brought them to market the returns have been good, as they are well up in price. Haddock, cod and herring stocks continue about the same.

ONTARIO.

TORONTO.—A good, brisk trade is being done in fish at the present time. Demand is well distributed over general lines. A big trade is being transacted in frozen lines, while smoked, pickled and prepared varieties are moving well.

Anticipation of the Lenten season is probably partly responsible for the present brisk movement. With the opening of this big period of demand not far distant, retailers feel that it is time that they were looking to their stocks.

FROZEN FISH.

Gold eyes		0 05
Pike		0 05
New pink sea salmon		0 09
Whitefish	0 09	0 11
Red salmon, headless and dressed		0 11
Halibut		0 09
Smelts, extra, per lb.		0 17
Smelts, No. 1, per lb.		0 10
Red salmon, round		0 10
Sea herring, 100		2 00
Mackerel, per lb.		0 12
Mullets		0 04
Bluefish	0 11	0 12
Lake herring	0 03	0 05
Steak, cod, per lb.		0 06
Flounders, per lb.		0 05
Tullibus, per lb.		0 05½

FRESH CAUGHT FISH.

Steak cod		0 08
Haddock	0 05	0 07
Trout		0 08½

SMOKED.

Kippers, per box		1 25
Bloaters, per box		1 20
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle		0 90
Cod, Imperial		0 06½
Quail-on-toast		0 07
Fillets of haddie	0 11	0 12
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box		1 50
Scotch kippers, per box		1 65

PICKLED.

Lake herring, per keg		4 00
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon		1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, bbls.		6 00
Labrador herring, half bbls.	3 00	3 25
Shrimps, 1-gallon cans		1 25

PREPARED.		
Shredded cod, 2 doz pkgs. to box		1 25
Acadia cod, 2-lb. boxes, 12 to crate		2 80
Skinless cod, 100-lb. boxes, whole fish, box		7 50
Cod in loose strips, 25-lb. to box. lb.		0 06½
Pure cod tablets, 20 1-lb. tablets		2 30

NOVA SCOTIA.

HALIFAX.—Receipts of fresh fish here this week have been light. Only one vessel arrived, with 8,000 pounds of cod and haddock, principally the latter. There is only a fair demand for fresh fish at present. The market is bare of halibut. None of local bankers have landed any fresh halibut here for several weeks, and storage stocks have all been used up. Smelts are in better supply, but the local demand has fallen off. Large quantities of these fish, however, have been exported to the United States market.

Lobster situation shows little improvement, and the price continues high. Local receipts continue light. No large lobsters are on the market. Shipments to Boston market are away below the average. There is a demand in the American market for all the lobsters that local dealers can supply. Large lobsters in Boston are selling at record prices.

Grocery dealers in various parts of the province are now stocking up with dry fish in preparation for the Lenten season, which is near at hand. Codfish leads the demand, and pickled herring come next. There is practically no salt mackerel on hand here. Smoked haddies, kippered herring, bloaters and smoked salmon are all in good demand. Stocks of haddies are now quite heavy, and orders continue good. Boneless fish in boxes is also selling freely. The oyster business continues good, with fair quality stock offering. Foreign markets for dry fish show some improvement. Prices are firm and no important changes are noted.

Boosting Fish Department Prior to Lent

Fish Should be Handled in Cleanly Manner—Some Methods Used by Dealers — Suggestions for Incerasing Sales — Fish Counter Running Parallel to Show Window Used—Study Customers' Wants.

From now until the close of Lent is the best period for the sale of fish.

Lent is just about four weeks distant being ushered in this year on Feb. 21 and continuing until April 7. A good long season is therefore before the dealer and preparations should now be well under way if he expects to secure his share of the trade.

Proper Handling Necessary.

The dealer is or at least should be acquainted with the reasons why fish is a good line to handle. Perhaps the main reasons will bear repetition. In the first place, handled properly, so that there will be no unnecessary loss they give a good profit. Then again with the winter temperature they are easily handled.

Another feature and one which should not be forgotten is the fact that handling fish attracts customers to the store where proper salesmanship should be used to induce them to purchase other goods.

There is a big advantage in getting this department into shape while the season is yet young. In addition to the extra profit thus secured, the merchant gets the people coming his way, which will work for a much heavier volume of trade when the Lenten season arrives.

Stock Good Sellers.

A substantial and profitable trade in fish is not secured by the dealer by merely putting in a stock. Care must be taken in the selection of varieties, for the customer does not want merely "fish." He wants particular varieties and the dealer must aim to secure these. People's choice of fish will change from week to week and this must be allowed for. A good selling line to-day may probably be a poor seller a week or so hence. It is best perhaps for the dealer to buy cautiously at first. Get sufficient of different varieties to supply requirements but it is preferable to buy in smaller quantities and more often. Thus stock is kept fresh without heavy buying.

Fish Counter and Show Window.

Display is an important lever in selling fish with cleanliness an essential feature. If one can arrange for a separate department so much the better. One dealer has a fish counter at the front of his store running parallel to a section of his window front. Needless to say he has developed an appreciable fish trade.

The public is becoming more and more particular about the manner in which food is handled in the store. They now demand the observance of the most sanitary methods.

So it is with fish. Display them in a manner that will appeal rather than repel them.

White porcelain platters are much in use now by fish men as they present a cleanly appearance and show the fish to best advantage. Some dealers have their fish window or counter top covered with marble the same as used in meat departments. These can easily be kept clean in appearance. These tops often have a raised rim so as to hold in any water which may result from melted ice.

Use the Newspaper.

Attention of customers to fish department should be attracted by advertising. Tell them that you are giving special attention to this line, and that cleanliness is strictly observed. By a listing of fish with prices, business may often be directly secured.

FIG PACKING FIRMS UNITE.

An amalgamation of some 24 fig packing firms has been brought about and a company will shortly be registered in London, under the Companies Consolidated Act, to absorb these businesses. The new concern, which will be styled the Smyrna Fig Co., will have a capital of $1,000,000, the working capital to be issued having been already fully subscribed in Smyrna. The company is taking over nearly 80 per cent. of the fig packing interest.

THE CANNING INDUSTRY.

A string of tin that would reach all the way from Halifax to Vancouver and back again to Calgary, or about 75,000,000 cans, is yearly required to meet the demands of canning factories in Canada, says a leading authority.

Fruits and vegetables perhaps form the main feature of the Canadian canning industry. In British Columbia, salmon canning is the big industry, over 60 factories being operated.

SADD MADE THEM GLAD.

Toronto, Feb. 1.—'Twas "Sadd" for White & Co. and "sad" for Davidson & Hay. In explanation it might be said that Sadd was the man who scored the majority of the goals for White & Co. when they again defeated the Davidson & Hay aggregation by a 4-2 score at Excelsior rink on Saturday last. The gladiators who took part in the fray were as follows:—

White & Co.: Goal—Ed. Jordan; point, L. Reiley; cover, E. Surtiss; rover, V. Bent; centre, M. Cuthbert; right, R. Langskill; Left, J. Sadd.

Davidson & Hay:—Goal—E. New; point, G. S. Moffat; cover, H. C. Minnet; rover, Murray; centre, S. J. Wyllie; right, R. D. Davidson; left, G. Bell.

Produce & Provisions

Need Mild Weather for Relief in Eggs

Continued Cold Weather Since Early January has Interfered With Increase in New Laids That was Expected—Storage Stocks are Well to an End—Only Warm Weather Will Relieve Present Acute Situation—Butter Stocks are Small and Market Continues Strong—Little Relief in Sight for a Month—Some New Zealand Butter is Said to be Coming Along.

A break in the continued cold weather which has been ruling since first of the year would indeed be welcomed, not alone because the coal bin needs a let-up but also because it is apparently the only thing which will afford relief to present acute situation in eggs. The weather man is responsible in part at least for present record prices for this line.

It was pointed out early last fall that stocks of storage eggs were comparatively small and that a strong market could be expected on this line during the winter. It was hardly expected, however, that values would ascend to the present height, because an early increase in supply of new laids was looked for. True, production did materially increase towards latter part of December, and new laids declined considerably from the high level held previous to Christmas. Here the weather man interfered. Extremely cold weather set in not only throughout Canada but very far south in the United States and expected goodly increase in new laids failed to materialize.

The amount of new laids coming forward is small. Storage stocks are well to an end and at record prices. Values are just as high across the border, so that apparently relief will come only with milder weather. A rise in the temperature would increase production both in the United States and Canada and afford some relief.

While cold weather is responsible for high level of eggs, hot weather is cause of the high prices for butter and cheese. This hot weather was that which ruled last summer, not alone in Canada but pretty well throughout the world. The production of butter and cheese both in America and abroad was materially cut down and the winter was started with extremely small stocks on both these lines.

Stocks of butter are short and prices high with nothing apparent in the immediate future to break the market. Some New Zealand stock is said to be coming along but little relief will be found until the flow of milk begins to increase, which should be early this year, possibly in another month. Meanwhile, consumption of butter is much smaller than is usual, for with high prices such as are ruling now, it is only natural that the housewife attempt to economize on this line.

A return of cheese to a normal price level is a quite distant event. Nothing but strength now rules, with stocks small and firm markets abroad.

One firm is already pushing smoked hams and bacon for Easter trade. "We do not think you will see lower prices," they say, "and there is a chance of seeing them higher, so that nothing is lost by placing orders now."

MONTREAL.

PROVISIONS.—This market has made no noticeable change within the week. The same prices prevail with demand not brisk. The market shows many features of steadiness. Hogs are steady.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11⅞
Cases, tins, each 10 lbs., per lb.	0 12¼
Cases, tins, each 5 lbs., per lb.	0 12⅜
Cases, tins, each 3 lbs., per lb.	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12¼
Pails, tin, 20 lbs. gross, per lb.	0 11⅝
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11¾
One pound bricks	0 12¾
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08⅞
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08¾
Pails, tin, 20 lbs. gross, per lb.	0 08⅛
Tubs, 50 lbs. net, per lb.	0 08⅜
Tierces, 375 lbs., per lb.	0 08¼
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls	7 50
Plate beef, 200 lb. bbls.	14 50
Plate beef, 300 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 00 7 10
Hogs, dressed, per cwt.	9 75

BUTTER.—Butter has remained steady throughout the week. Stocks are small and on account of high quotations, an attempt is made by the consumer to economize on this line. This has slackened the demand considerably.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 25	0 28
Fresh dairy rolls	0 29	0 30

EGGS.—What will become of the egg market? This is an interesting question just now and can only be answered by the weather clerk. Storage are almost entirely bare of stocks and the eggs on hand will not last a week. New laids which were expected to steady the market cannot be had until the cold weather ceases. It is impossible to say how high prices will go. Within the last week, selects have advanced from 37 to 40 cents and No. 1 from 33 to 38 cents.

New laids	0 45
Selects	0 37
No. 1	0 33

CHEESE.—There is a steady demand but buying is largely of the hand to mouth order, owing to the high prices ruling.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

HONEY.—No new features have appeared in this market. Demand is normal and can readily be met without trouble. Nothing exciting is likely to take place for some time.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08½
Buckwheat, in comb	0 12

POULTRY.—There has been no big movement in poultry of late. Demand is quiet at present; but a better call is ex-

pected soon. Owing to scarcity of stocks prices will undoubtedly rule firm.

Fowl	0 13	0 14
Chickens	0 10	0 15
Geese	0 14	0 15
Turkeys	0 21	0 22
Ducks	0 18	0 20

TORONTO.

PROVISIONS.—Live hogs are steady to 10 cents higher this week, $6.25 being quoted at country points.

The movement of pork products is not brisk but it is considered fair for the season. Lard is coming in for a good demand under the high price of butter. Long clear is quoted from 11 to 12 cents.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10¾	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12¼
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	6 25
Live hogs, local	....	6 55
Dressed hogs	9 00	9 25

BUTTER.—Butter market has lost none of its strength. Creamery in prints and solids is quoted firmer and higher again this week, fresh creamery prints bringing 35 to 37 cents. Dealers see no relief to the present stiffness for at least a month when it is expected that an increased flow of milk will help the situation. At present stocks are small. Without doubt, the high price is curtailing consumption considerably.

	Per lb.	
Fresh creamery print	0 35	0 37
Creamery solids	0 33	0 35
Farmers' separator butter	0 31	0 33
Dairy prints, choice	0 28	0 29
No. 1 tubs or boxes	0 25	0 27
No. 2 tubs or boxes	0 22	0 24

EGGS.—Egg situation noted as acute last week, has as expected, developed further features of strength. Storage eggs have advanced another 2 cents, and at present price of 35 to 37 cents are at the record figure for recent years at least.

Relief will come only with advent of warmer weather. Stocks of storage are well to an end. New laids on account of continued cold weather are arriving tardily. However, if milder weather would set in, offerings from the Southern States would increase, while the production in Canada would also become larger.

United States markets are on a par with the situation here and latest advices show no possible chance of imports being made at present to relieve the high prices here.

New laid eggs	0 39	0 42
Storage eggs	0 35	0 37

CHEESE.—There is nothing new in the cheese market to report. Stocks are small and values well maintained. Trade is of a routine character.

Cheese—		
Large		$ 16½
Twin	0 16¾	0 17
Stiltons	0 18	0 18½

HONEY.—There is a fair movement of honey. Some dealers note a good sale for the strained article in small containers.

Honey—strained—		
White clover, 60-lb. tins, per lb.		0 12
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		0 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 06
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 25	3 00

POULTRY.—There appears to be enough poultry coming along to supply the demand. Prices and general situation show little change.

Poultry—alive—		
Fowl	0 10	0 11
Chicken	0 12	0 14
Ducks	0 14	0 15
Geese		0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

Encyclopedia of Some Grocery Articles

Some High Class Lines With Which Dealers Should be Familiar —Description of Truffles, Anchovies, Pate de Foie Gras, Marrons and Shrimps.

TRUFFLES are an edible fungi and have been called underground mushrooms, and also vegetable tubers. They possess an animal rather than a vegetable flavor. They are found mostly in loose soil about a foot deep, under and near old oak, beech or walnut trees and are of irregular size, round shape, and dark brown color outside, while the insides may be brown, grey or white. In appearance, however, the ordinary truffle is about the size of a walnut with a rough brown surface closely akin to the potato. They are found in Italy, but more largely in France where they are preserved in large quantities. They are prepared in somewhat the same manner as tomatoes and other like vegetables. They are noted for their aromatic flavor but are seldom eaten alone, being used extensively for flavoring and seasoning choice dishes. They are an acknowledged stimulant to the digestive organs.

ANCHOVIES.—The anchovy is a small but delicious fish of the herring family and largely found in the Mediterranean sea. The fish are attracted to the boats at night by lighted torches, and are scooped up in nets. The anchovy has a pronounced flavor and is a splendid appetizer. It is packed in oil the same as sardines and is also spiced and packed in brine. "Have a piquant flavor most acceptable to a jaded appetite," is one reference to the anchovy.

BRUSSELS SPROUTS. — A vegetable of the cabbage variety; in fact each sprout looks like a very small head of cabbage. They are, however, very much smaller.

PATE DE FOIE GRAS.—A very delicately flavored paste composed of choice French goose livers and truffles. Good appetiser and very nourishing. Packed in tins and air tight stone jars.

MARRONS.—Large whole French chestnuts preserved in different flavored sauces. They are of rich flavor and specially delicious for desserts.

MACEDOME.—Mixed fresh French vegetables, comprising peas, turnips, lima and string beans cut up into small pieces and bottled.

SHRIMPS.—A fish sold in Canada in tins. It is a salt water fish about two inches in length. They inhabit most of the low sandy shores throughout Europe. There are two species, the brown and the red. The brown are the most plentiful, larger and more highly flavored.

NEW ELECTRIC SIGN DEVICE.

Toronto, Feb. 7.—A large number of the smaller dealers here are using a new advertising electric device which is attracting considerable attention. By means of it certain signs are thrown on the pavement in front of the store and can hardly fail to attract the attention of the passerby.

The construction of this new electric device is simple. It is hung sometimes above the door and sometimes within the window. It is of cylinder form and points to the pavement upon which the sign is to show. At the back of the cylinder is the light producer, a common electric bulb. In front of this is a sheet of tin with the words which the dealer wishes to appear stencilled out on it. In front of this is a magnifying glass which enlarges the sign and throws it on the sidewalk.

The sign can be changed whenever desired. All that is necessary is to place another tin plate with the stencilled words within the cylinder.

These signs are being used by dealers to advertise specials and when changed frequently do considerable advertising for the store.

COCOANUT A GOOD FOOD.

The United States agricultural department has demonstrated that cocoanut is a most healthful and nutritious food. Energy in the form of muscular power is amply supplied by it, the food is easily digested and is good for children.

GUNNS QUALITY

Hams
Breakfast Bacon
Boneless Backs
Kettled Rendered Leaf Lard

Appetizing and Satisfying

PON-HONOR GUNNS FOOD PRODUCTS

STANDARDS OF EXCELLENCE PRODUCED UNDER OUR OWN EXCLUSIVE PROCESSES

ALWAYS IN DEMAND WITH HIGH-CLASS TRADE

GUNNS LIMITED

PORK AND BEEF PACKERS, COOKING AND SALAD OIL MANUFACTURERS

WEST TORONTO

"QUALITY Makes FRIENDS"

and lasting friends. Nothing truer. Haven't you noticed how the housewife, after you have sold her BOVRIL, comes back for *more* and *never* asks for a substitute? Sure. BOVRIL IS STRENGTH, and strength is what the housewife wants herself and for her family, so she uses BOVRIL *always*.

BOVRIL

is a steady, all-year-round seller, and it will pay you to co-operate with us. We are helping you along by advertising in practically every town in Canada.

We'll Help You Further.
Send for Free Set of Showcards.
They are out of the Ordinary and Convincing.

BOVRIL, LIMITED, Montreal, Que.

Lucky Pod Dried Peas

For years we have been sole agents for this excellent brand of dried peas. There is no brand on the market equal to them for flavor and quality—and we have tested numerous samples in coming to this conclusion. They afford a very pleasant change in the winter vegetable list, especially when potatoes are scarce and high in price.

Sold in cases of 3 dozen and 6 dozen each.

F. W. FEARMAN CO., Limited
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

BAKING POWDER.

E. W. GILLETT CO., LTD.

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Ontario and Quebec Prices.

Cases	Sizes	Per doz.
6-dozen	5c	0 50
4-dozen	4-oz.	0 75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lbs.	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per
1-dozen	12-oz.	case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

Ontario and Quebec Prices.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 case	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 case	2 80

CREAM TARTAR

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs.	
2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

LYE (CONCENTRATED)

GILLETT'S PERFUMED LYE.

Ontario and Quebec Prices

	Per case
1 case of 4 dozen	3 50
3 cases of 4 dozen	3 40
5 cases or more	3 35

YEAST.

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5c packages	$1 15
Gillett Cream Yeast, 2 doz. in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz, tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT ⅞ CO.'S

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 10c size, per dozen	0 90
" breakfast cocoa, ½'s.	0 38
" No. 1 chocolate, ½'s.	0 32
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ & ½-lb. cakes, 35c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 41c lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes. 3 and 6-lb. boxes, 32c lb.; Vanilla sweet chocolate, 1-6-lb. cakes, 6-lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 100 bdls., tied, 5s, per box, $3. The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26
½-lb pkgs, White Moss	0 27
¼-lb pkgs, White Moss	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd.	0 27½
½-lb. pkgs, astd., in 5-lb. boxes	0 28

Grocers: It is not necessary nor advisable to handle too many different brands of the same class of goods. Quicker sales and larger profits are made by handling a few well-known brands of standard quality that your customers are familiar with, and which have the confidence of the manufacturer to the extent of a large advertising appropriation to assist you in increasing your sales.

MAGIC BAKING POWDER

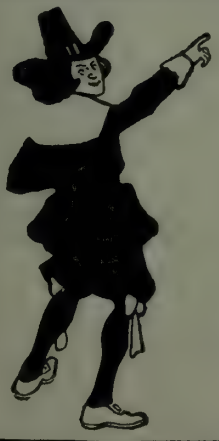
Contains no Alum and conforms to the high standard of Gillett's Goods

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg

BUILD UP YOUR WESTERN SALES



THE MOST RAPIDLY DEVELOPING MARKET IN ALL THE WORLD IS THAT OF WESTERN CANADA

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE, - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded	0 18		0 17
Special shred	0 17		0 16
Ribbon	0 19		0 15
Macaroon	0 17		0 17
Desiccated	0 16		0 16
White Moss in 5 and 10-lb. tins			sq. 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and Toronto — Per Case

Eagle Brand, each 4 doz.	$5 75
Gold Seal Brand, each 4 dz.	4 90
Challenge Brand, each 4 dz.	4 15

Evaporated Milk.

Peerless Brand, "Hotel," each 2 doz.	$3 90
Peerless Brand, "Tall," each 4 doz.	4 40
Peerless Brand, "Family," each 4 doz.	3 65
Peerless Brand, "Small," each 4 doz.	2 00

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case	6 20

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 65
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	0 32
Nectar	0 30
Empress	0 28
Duchess	0 27
Ambrosia	0 26
Plantation	0 23
Fancy Bourbon	0 22
Bourbon	0 20
Crushed Java and Mocha	0 18
Crushed Java and Mocha, (ground)	0 08½

Package Coffees.

Gold Medal, 2-lb. tins, whole or ground	0 30
Gold Medal, 1-lb. tins, do	0 31
Gold Medal, ½-lb. tins, do	0 32
Anchor Brand, 2-lb tins, do	0 31
Anchor Brand, 1-lb. tins, do	0 32
German Dandelion, 1-lb tins ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English breakfast, 1-lb tins ground	0 18
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins ground	0 30
Flower Pot, 1-lb. pots, gd.	0 22

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.	
Presentation (with tumblers) $3 per doz.	

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices per doz.

Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.

No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case

Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.

Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs, 11-lb bars; lb.	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

PASTES.

THE C. H. CATELLI CO., LTD. MONTREAL, CANADA.

Alimentary Pastes.

"Swallow Brand" (Hirondelle) Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 pkgs, 1 lb.	0 06
Cases of 25 lbs. loose	0 05½
Egg noodles, cases, 50 pkgs., ½-lb.	0 06½
Egg noodles, cases, 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs. loose	0 06
Marguerite, all var., pkgs. only	0 05

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T8, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45

Per jar

Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz.	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40
100 boxes	44 00
24 No. 3 jars	33 60
12 No. 5 jars	27 60

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal.

Tierces, lb.	0 10
20-lb. pails	0 10
20-lb. tins	0 00
60-lb tubs, per lb.	0 10¼
3-lb. tins, 20 to case, lb.	0 11
5-lb. tins, 12 to case, lb.	0 10⅞
10-lb. tins, 6 to case, lb.	0 10¾

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Get Your Hand on the Coin

during the next few months by going after fish trade good and hard. No use letting your customers ask for fish and be compelled to say "Haven't got them." Get them in and satisfy the demand that will surely come your way. Here's one line which **must** sell because they are **quality** in every respect.

OCEAN BRAND

HADDIES (Quality) **HADDIES** (Satisfaction) **HADDIES** (Delicious)

Don't make any mistake about it. Order right now. The trade is coming. Be a "wise one." **Haddies** should be your head-line.

GET PRICES. PRICE LIST ON APPLICATION.

The Halifax Cold Storage Co., Limited

47 William Street, MONTREAL

Protect Your Customers

The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box . 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard," box 0 30
10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.
Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

For sale by all grocers.

A. P. TIPPET & CO., AGENTS
Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

GENUINE. Packed 100 bars to case.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-RUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 60
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05

(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS,

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05
Finest Quality White Laundry-	
3-lb. canisters, cases of 48 lbs.	0 06¼
Barrels, 200 lbs.	0 05¾
Kegs, 100 lb.	0 05¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks 8 in case	0 08
6-lb. toy drums, with drumsticks, 8 in case	0 07½
Kegs, ex crystals, 100 lb	0 06¼
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs, per case	3 00

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CHATEAU BRAND

CONCENTRATED SOUPS

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.

No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	$0 03⅜
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO CUBES.

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MILK.

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.,

	Per case.
Canada First Evap. Cream, family size	$3 50
Canada First Evap. Cream, medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk ...	4 00
Rosebud Condensed Milk .	4 25

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	2 85
3's—2 doz. to case	2 85

Winnipeg.

No. 2—Tins, 2 doz. cases, per doz.	$1 08
No. 3—Tins, 2 doz. cases, per doz.	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10, tins, ½ doz. cases, per doz.	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's 2 doz. case, per doz. ...	$1 25
3's 2 doz. case, per doz. ..	1 95
5's, 1 doz. case, per doz....	3 75
10's, ½ doz. case, per case..	3 40
20's, ¼ doz. case, per case..	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz...	1 60
3's, 2 doz. case, per doz. ..	2 35
5's, 1 doz. case, per doz. ..	4 00
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz	$0 90
Pint bottles, 3 doz. cases, doz.	1 75
H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints ...	$3 35
Cases of 3 doz. ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross	$2 40
2a size, gross	2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan...	3 25
Creams and White Cleaner	1 10

TOBACCO.

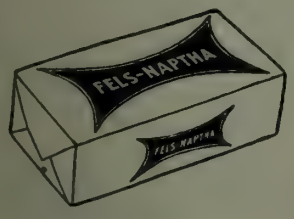
IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

Undoubtedly Anxious——

as you are, to sell your customers the very best goods, your co-operation is asked to promote the sale of Fels-Naptha soap.

It is best because it saves time, lightens work, and does away with hot water.



CLUB Jelly Powder

Have you given this line a trial? We believe you have, but there are a few grocers who are not aware of the fact that each carton contains an exceptionally rich custard powder.

Something Free

always pleases the customer. When selling Club Jelly, the jelly that is jelly and quality through and through, just mention the free custard powder and notice the way repeats will take place.

WRITE FOR QUOTATIONS

S. H. Ewing & Sons
MONTREAL
"The House With a Character"

The Arrow of Public Favor

has long won its way to
MOONEY'S PERFECTION CREAM SODAS

Put your selling power behind these rapid moving, high-grade biscuits—the results will surprise you.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT
Stratford, Ont. **Winnipeg, Man.**

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

THERE IS A DEMAND FOR

MAPLEINE

(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.

Starlight, 7s 50
Cut Smoking—Great West Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s .	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Blue Label, ½'s	.21	.26
Blue Label, 1's	.20	.25
Orange Label, 1's and ½'s	.23	.30
Brown Label, 1's and ½'s	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, 1's and ½'s	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c ...	.24
Green Label, retail at 40c ...	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c .	.42
Gold Label, retail at 80c ...	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen $0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Florida Oranges

THEY ARE SWEET, HEAVY, JUICY FRUIT

CALIFORNIA NAVEL ORANGES, both Volunteer and Rose Brands.

LEMONS—Expect an early advance.

GRAPE FRUIT---Very scarce, have both Florida and Jamaica.

Cranberries, Marmalade Oranges, Grapes, Sweet Potatoes, California Cauliflower, Strawberries, Head Lettuce, California Celery, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

Nation's Custard Powder
& EGG POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.

In Ontario in 4 months

I sold 7,500,000 Lemons

Tracuzzis Brands are in demand

ST. NICHOLAS
HOME GUARD
KICKING
PUCK

J. J. McCABE

AGENT

TORONTO, : : ONT.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE ; and therefore, we CAN'T be unknown."

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

Elephant Brand
Navel Oranges

First Car arrived Monday all sold. Next Car due Thursday. Every Orange Perfect, Sweet and Heavy. Guaranteed free from frost. You cannot do without them. Try a box and be convinced.

WHITE & COMPANY,
LIMITED

Fancy Fruits and Vegetables Fish and Produce

HAMILTON TORONTO

Marmalade Oranges

Fresh Shipment unloaded this week

SIZES:—160s, 200s, 240s. Extra Fancy

NOW IS THE TIME

Grape Fruit Lemons
Bananas
Smoked Fish and Oysters
Hothouse Greens fresh every day

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861 GUELPH, ONT.

QUALITY EXTRA FANCY QUALITY

"Buster Brown"

Lemons are the best ever. To secure this Brand you only need to mention it in your order to the wholesaler. Every box sells another.

FLORIDA
CITRUS EXCHANGE

Oranges with this mark are full of juice, sweet, sound, in fact everything that makes it the only and finest ***eating*** orange to-day. Ask for Florida Oranges.

W. B. STRINGER, TORONTO Sales Agent

NO RISK
WITH OUR FRESH TOMATOES
OUTDOOR GROWN
Supplies Guaranteed All Winter
6 BASKETS TO THE CRATE
Under the "Crown" Brand every Tomato is carefully examined and all green or poor ones are removed.

Good Color
Clean
Firm

Every Crate Guaranteed
Something Unusual.

WEST INDIES FRUIT CO.
30 William Street, Montreal

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

It's Small's **MAPLE SYRUP** That's All

Oldest registered brand and largest sale than all other brands combined

Congestion at our present Eastside Shipping Station.

18 Trunk Teams at our No. 2 Shipping Station.

Small's Syrup has diplomas, Medal and highest awards, from nearly all countries covering past 32 years. Thousands testify as follows:

THE CONSUMER

"I did not think the Maple you were preparing so delicious."—Eug. Tarte, "La Patrie." Montreal.

"We thought it was fine."—Wm. Ranch, M.D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.

"Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.

THE DEALERS

"You certainly have a first-class line."—Wood & Stevens, (jobbers), New York, N.Y.

"Goods from you last year proved VERY SATISFACTORY."—Plunkett & Savage (jobbers), Calgary, Alta.

"Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

And remember, SMALL'S Maple Leaf Brand costs but little, if any, more than the imitations. Prices at present for SMALL'S Standard Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

Quart bottles	12 to case	$2.40	$3.40
Pint tins	Wine	24	"	2.60	3.90
Quarter gallon	"	24	"	4.70	7.20
Half gallon	"	12	"	4.70	6.95
1 gallon	"	6	"	4.60	6.55
2—2½ gallon	Imperial	2	"	4.10	6.45

"Habitant" Brand Maple Flavor Syrup. 25c per case less than standard mixture

Hold Fast to Quality

John Wanamaker

Capacity and Output 3 Cars Daily

Prospective Home, 66,200 feet Floor Space with G.T., C.P. & C.V. sidings

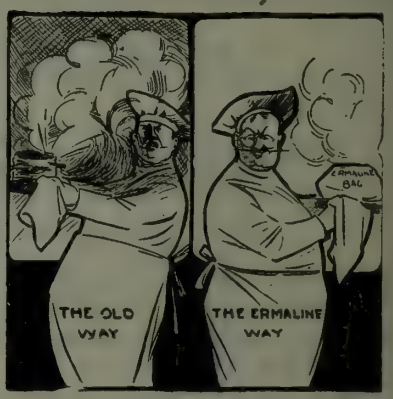
At all jobbers, through brokers. The Standard Brokerage Co., B.C.; Nicholson & Bain, Man., Sask. and Alta.; MacLaren Imperial Cheese Co, Ont.; W. S. Clawson, Maritime Province; T. M. Duche & Sons, Manchester, Eng., and New York.

"Gone And Clean Forgotten"

You might imagine that the housewife would never forget those horrible greasy odors which pervade the kitchen and household during meal times. Yet the great pleasure she has now through using

The Ermaline Cooking Bag

makes her former troubles all pass into oblivion.



A CHANGE APPRECIATED

Can't you handle this line? We will send you along a sample set of Bags with instructions. Let your wife try them, and then order from your jobber.

Your name, please

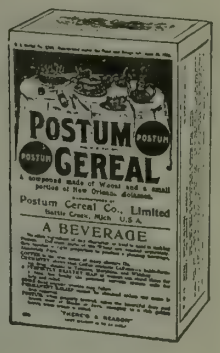
Edward Lloyd

Limited

MONTREAL

POSTUM

Pays Good Profit!



The demand is steadily increasing because experience shows that it brings freedom from coffee ills.

Heavy, continuous, truthful advertising has, for years, been teaching people that there is health and comfort in **Postum.**

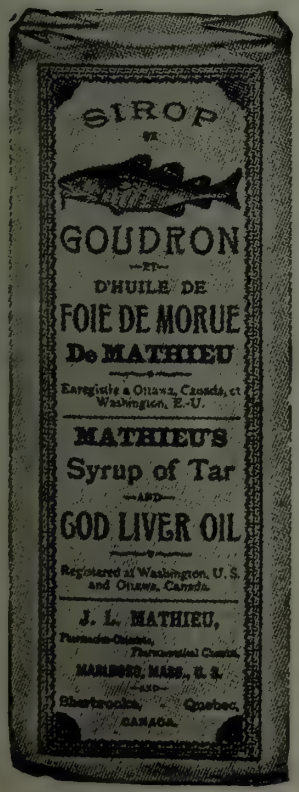
Grocers who supply the demand know the sure, steady profit—generally better than on tea and coffee.

"There's a Reason" for POSTUM

—and the sale of every package is guaranteed!

CANADIAN POSTUM CEREAL COMPANY, LIMITED, WINDSOR, ONT.

CURE YOUR CUSTOMERS' COUGH



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something"—and be happy also,

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest

Mathieu's Nervine Powders

—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont. Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

TAKE NOTE

Your customers often pass the remark, when ordering goods, "Give me something good." When it is a case of Baking Powder, have no hesitation whatsoever in handing her

QUAKER BRAND BAKING POWDER

as it cannot be made any purer. We have anticipated the abolition of Alum in Baking Powder and are now giving the trade an absolutely genuine article.

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

MAPLE

Small's Standard Maple Leaf Brand, prices delivered east of Soo, are :—

	To case	Mixture	Pure
Quart bott'es....	12	$2.40	$3.4
Pint tins ... Wine	24	2.6	3.9
Quarter gallon.. "	24	4 70	7 20
Half gal on... . "	12	4.70	6 95
1 gallon .... . "	6	4 60	6 55
2—2½ gallon.....Imp.	2	4.10	6 45

"HABITANT" Brand

High grade maple flavor. Tastily designed labels. Guaranteed in every respect. Delivered :—

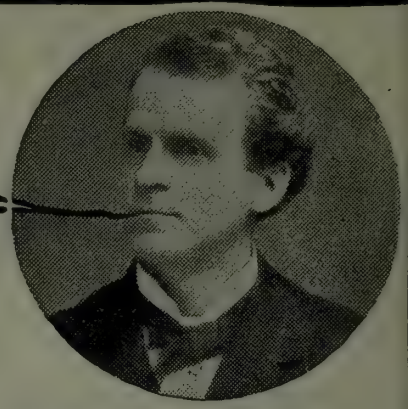
Pints.....	$2.20	½ Gallons ...	$4 40
Quarts.....	4 4)	1 Gallons.....	4.2)
2 2½ Ga lons, Imperial, 2 in case			3 80

We do do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers o ly. from stocks carried at Montreal or Brokers :—MacLaren Imperial Cheese Co. Ltd., Toronto; Nicholson & Main, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T M. Duche & Sons, Manchester, Eng., and New York, N.Y.

RETAIL GROCERS:—

There are Trade Marks whose worth runs into millions of dollars. They became valuable for reasons that under fire of cheap imitations and long years of mushroom competition, quality of goods they cover was maintained and value given. From the morass of Maple Syrup Brands that have so deluged the market recently, bringing disrepute on the industry and depressing consumption, the Maple Leaf Brand now stands out for the one Standard for Quality and Value the world over.

For years Price for Quarts varied from $4.70 to $4.80, and February, 1911, period for low Sugar, price dropped to $4.50; same quality and brand now brings $4.70. Dealers can, I think, without mistake, fight shy of Brands being offered to the trade at less than jobbers paid last fall, and give a wide berth to brands that were selling when sugar was low at $4.85 per case for Quarts, but are now being urged onto the market at $4.50 per case.



MR. SMALL speaks briefly on the Maple Syrup situation. Having been a close student of the business for the past 32 years, his remarks, particularly at this juncture, may be appreciated.

CANADIAN MAPLE EXCHANGE LIMITED - MONTREAL

FOR—

"Green Mountains," "Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make this additional salary every week this year and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

TRY A
Condensed Ad.
IN
This Paper

WE PAY FROM $10.00 TO $50.00 PER WEEK

to our salesmen. To some of our best men we pay more.

Are you a $10.00 or a $50.00 man?

If you are a $50.00 man, we want you.

If you are a $10.00 man, with an ambition to be a $50.00 man, we want you.

You can devote your spare hours to our work, and make more money than you can make from any other commercial position in the same time.

Here is an occasion to reveal your capacity. You are not satisfied to be earning the same salary next year as now.

You want to know your own strength. After you have discovered it, you will be far better satisfied with yourself and will be more confident in your ability, which means steady progress on the ladder of success.

WRITE AT ONCE FOR FULL PARTICULARS TO

The MacLean Publishing Co., 143-149 University Ave., Toronto, Ont.

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

C. Fairall Fisher, 22 St. John Street, MONTREAL.
Alexander Marshall, 144 Water Street, VANCOUVER.
Holloway & Reid, 834 First Street, EDMONTON, Alta.
Hamblin & Brereton, Ltd., Victoria Street, WINNIPEG.
MacLaren Imperial Cheese Co., Ltd., TORONTO.
R. B. Colwell, 265 Barrington Street, HALIFAX, N.S.

TO YOUR ADVANTAGE

5% Discount 5%

On all orders booked before March 15. These may be booked for delivery up to June 1st.

Take Advantage and Profit thereby.

Write for Particulars an Quotations.

Prepare now for the fly-killing campaign

Wonder Fly Killer

will do the work quickly and effectively, and last the entire season. It is a sure exterminator of the household pest. The kind your customers will want.

STOCK EARLY AND BE PREPARED

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA. McLeod & Clarkson, Vancouver, B C.: ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H Escott. 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott. Room 16. Morin Block, Quebec, Que.; EASTERN PROVINC S. H. B. McLaughlin. Truro, N.S.

THE CATSUP WITH THE DIFFERENT FLAVOR

There is a delicacy of flavor and appetising richness to every bottle of "**E.D.S.**" **BRAND TOMATO CATSUP** that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is pressed out by a special process of our own. The fruit is not overcooked, all peelings are carefully excluded.

The Wide range of "E.D.S." Brand Jams and Jellies compare favorably with the best catsups in America or ony other country.

MADE BY

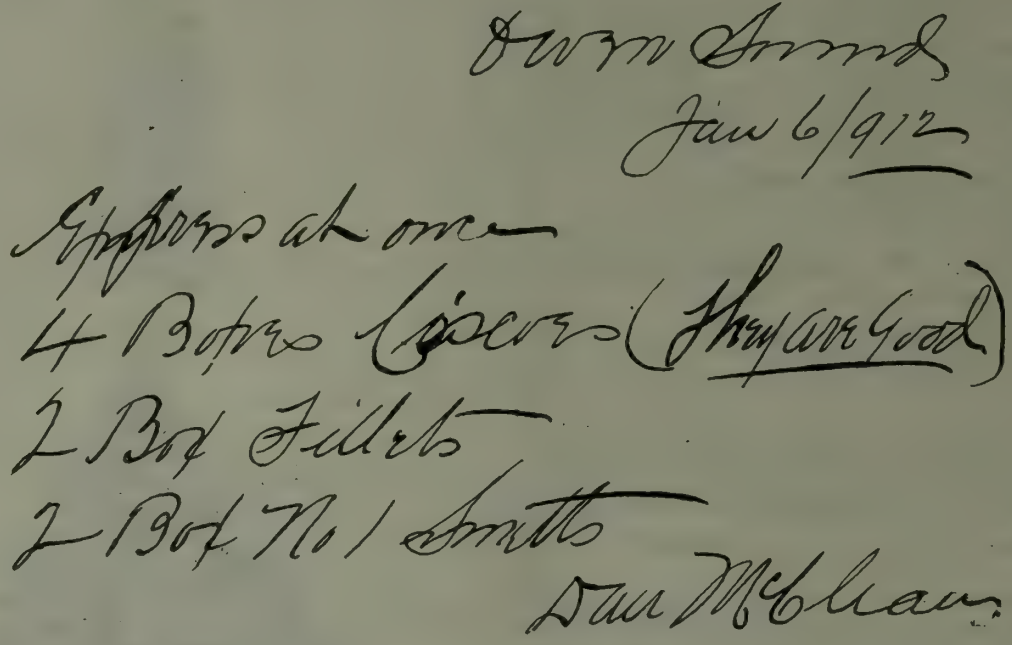
E. D. SMITH

At his own Fruit Farms

WINONA, - - ONTARIO

AGENTS:

Newton A. Hill, Toronto. W. H. Dunn, Montreal.
Mason & Hickey, Winnipeg. R. B. Colwell, Halifax, N.S.
J. Gibbs, Hamilton.



We are rather proud at having turned out an article that brings us such unsolicited compliments as this. They show the appreciation that is being shown by the trade, especially, of course, as it is human nature to express blame oftener than praise.

BEACON BRAND CISCOES are in a class by themselves. No attempt to produce a choice ciscoe has met with the succees of the ***BEACON CISCOE***.

Only a very choice fresh fish can stand the test required before being put into our smokehouses, and naturally with the precautions taken in the curing process, the finished ciscoe has a wonderfully appetising appearance and a taste that lingers in your customer's memory. *They will return for more.*

And every pound you sell means a neat profit. Packed in nice substantial boxes containing 15 lbs. of fish, you buy and sell ***A STATED QUANTITY*** at a good margin. Our Toronto dealers are getting 14c. and 15c. per lb. *Quite an improvement on the old haphazard methods.*

THEY WILL SELL IN YOUR TOWN TOO.
DROP US A LINE FOR A PRICE LIST.

THE F. T. JAMES CO., LIMITED

PROPRIETORS BEACON BRAND CISCOES

Church and Colborne Streets, - - - TORONTO

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

The Lines in Constant Demand

ROWAT'S PICKLES

and

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

Glasgow - - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

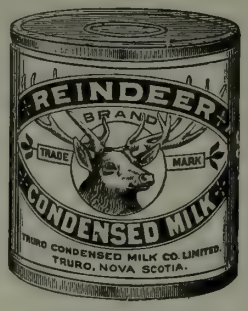
Concord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer, See to your stocks.

Order From Your Wholesaler

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.



NOW that fresh milk is so high, advise your customers to use REINDEER BRAND MILK for cooking. They all know its good for infants, but some may not have tried it for their own food. REINDEER MILK is perfectly clean and three times richer than fresh milk.

If they need Unsweetened Milk sell REINDEER-JERSEY EVAPORATED to retail at 10c. a can.

REINDEER LIMITED

Factories at

Truro, N. S. and Huntingdon, P. Q.

Mr. Grocer—Have You Been Reading the Heinz Advertisements?

THEY are now appearing in the Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, Collier's Weekly, Christian Herald, Etc., Etc.

Advertising like this was never used before for a food product.

It is advertising that takes the grocer into consideration—that helps your customers to a better appreciation of you.

H. J. Heinz Company—57 Varieties.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

BUY

Star Brand

Cotton Clothes Lines

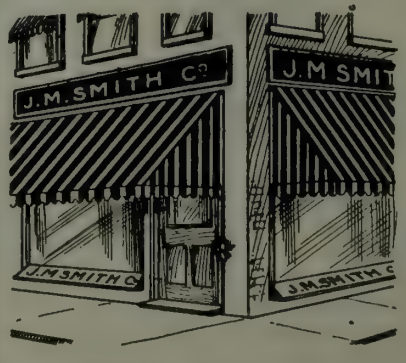
AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



Awnings

Add to the appearance of your store, protect your displayed fruits or other perishables, keeping them always fresh and saleable. Buyers are seldom induced to buy dried-out eatables. Your savings will pay for the awning in a short time. WRITE US.

Raymond Bros., - London, Ont.

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with The Canadian Navy, remember, but is the popular

CHEWING TOBACCO

packed by the firm which guarantees prompt delivery and quality all the time.

THAT FIRM IS

The Rock City Tobacco Co.

Quebec Winnipeg

WRITE ABOUT

Maple Sugar - - Chewing Tobacco
Master Mason - - Smoking Tobacco
Rose Quesnel Smoking Tobacco

7-20-4

Know what these figures represent? It will be to your interest to consider them, as they represent a proposition which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

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Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Get Your Order

in immediately if you want to be supplied in good time and get your share of the big profits. We are advising you this because the demand for

Golden Ray Cleaner

the latest and most wonderful cleaning preparation on the market, is assuming enormous proportions.

Golden Ray will not only clean hands but will remove the stain from any fabric, no matter how delicate, without harming it.

Waite & Fuller

143 McGill Street, Montreal

Especially Good for Infants and Invalids

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

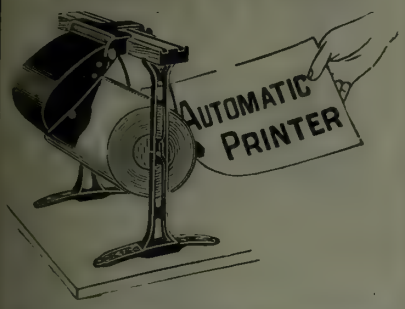
W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG

Here It Is?



The machine that is reducing bills for hundreds of dealers. No big advertising bills when you have an

Automatic Printer

Can be attached to any paper wrapper and prints as you pull the paper off. Can you imagine anything better for announcing cheap sales at a minimum of cost.
Always keep your name before the customer. Make her know you better.

UTILITIES LIMITED
MONTREAL

Take Note and Profit

We will soon have on hand 500 cases of the famous and popular

Bertolotto and Ercole
Tomato Extract

Quality superlative. Price right.

CHEESE

Also coming
100 Boxes Gorgonzola & Parmesan.

OLIVE OIL

How are your supplies? Have you tried the

Bertolli and Invichis Brands?

If not, write immediately for quotations.

H. E. VIPOND & CO.
MONTREAL

Butter, Eggs
AND
Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD
Georgian Bay District
WINTER APPLES

WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

TIP

your customers by pointing out to them the excellence of the tips of

DOMINION MATCHES

They are silent lighters, do not sputter or spark, which would endanger inflammables.

The only safe match, having never been matched.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

JAM QUALITY

Have you ever noticed that while your customers always order the same brand of tea, flour, coffee, etc., they always look for

Something New in Jams?

Are you always able to satisfy their curiosity? If not, make no mistake, but get in a small trial supply of

KING BRAND JAMS

and let your customers be the judge and jury. They will undoubtedly bring in a verdict of "QUALITY."

Write for Prices.

Labrecque & Pellerin
MONTREAL, QUE.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

GOOD GOING GROCERY BUSINESS; TURNover average $400 weekly; excellent locality, West Toronto. Apply Box 410, Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

SITUATIONS VACANT

WANTED—A THOROUGH EXPERIENCED grocery salesman. Must be able to accept position between Feb. 15 and March 1, 1912. Apply, stating experience and salary expected, to The Good Company, Lethbridge, Alta.

SITUATION WANTED

EXPERIENCED GROCERY AND SPECIALTY traveler is open for engagement for western Canada. Can furnish first-class references. Box 412, Canadian Grocer, Toronto, Ont.

DO YOU WANT A LIVE, PRACTICAL MAN with a printing and outdoor experience, whose education is first-class and executive ability high? Write W. G., Canadian Grocer, Montreal.

WANTED—BY A PERSON WITH TWENTY years' experience in the general merchandise business, a position as traveler for Maritime Provinces; dry goods, hats and caps, gents' furnishings or boots and shoes preferred, but would be open to accept any line; can furnish best of references. Address Box 409 Canadian Grocer, Toronto.

STORAGE

STORAGE, VANCOUVER, B.C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

NOTICE

NOTICE IS HEREBY GIVEN, THAT SWIFT & Company have obtained for Canada patent No. 117195, in connection with comb bacon hangers, and The Dennis Wire and Iron Works, of London, Ont., will manufacture this article instead of the American Can Company, of Montreal, and is prepared to supply the same to any person who may wish to purchase it at a reasonable figure. Any person, firm or corporation desiring to purchase this article will kindly communicate with The Dennis Wire and Iron Works, of London, Ont.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
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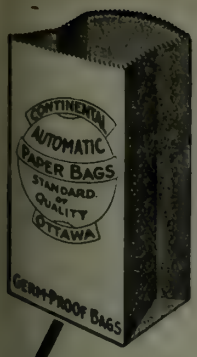
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.

183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.

143-149 University Ave.
TORONTO



Why It Is To Your Advantage

to send a

TRIAL ORDER

for

Continental Germ Proof Grocery Bags

23,000 HIGHLY PLEASED GROCERS AND CONFECTIONERS

in Canada are now users of these Bags

Now is the Time to Send Orders to the Distributors

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; The Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

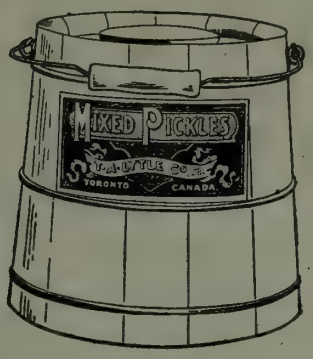
QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited

SOLE MANUFACTURERS

OTTAWA, CANADA

THE PICKLE With the Flavor



There is something delightfully different about

Sterling BRAND

Mixed & Sweet Pickles

that never fails to appeal to the public taste. The reason for this is not far to seek. We buy only the choicest condiments and vegetables obtainable and the whole pickling process is one long tale of care, skill and up-to-date sanitary methods.

Your efforts, co-operating with "Sterling" Brand products will influence business to your store.

The T. A. Lytle Co., Ltd.
Sterling Road, TORONTO, Can.

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.

Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case,	$3.35
Princess Condensed Milk, 4 doz. in case,	$3.90
Banner Condensed Milk, 4 doz in case,	$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

PROFIT and PRESTIGE

will both find their way to your store, if you handle the **SHIRRIFF LINE.** We make over ninety different flavors in extracts and stand behind each one.

An instant success and a seller that brings "repeats" is

Shirriff's

TRUE VANILLA

The flavor of **genuine** vanilla is unknown to many people, who are used to the crude taste of the chemical imitations of vanilla which flood the market. **Our TRUE VANILLA** extract is made from the real Mexican vanilla bean, and has a flavor unattainable by any artificial product, however well made.

WE GIVE YOU A GOOD PROFIT ON EACH SALE, *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

AFTER STOCK-TAKING

BIG BARGAINS IN WINES

Our inventory has been taken and we find that we still have a few bargains to offer. This week we draw your attention to a fine assortment of Wines imported from the most important firms of Spain and Portugal.

From DIEZ HERMANOS
Jerez de la Frontera, Spain

2 Drums Sherry
2 Pipes, Sherry
18 Hogsheads, Sherry
.. Casks, Sherry
60 Octaves, Sherry
12 ½-Octaves, Sherry
25 ¼-Octaves, Sherry
462 Cases, Sherry

From REAL COMPANHIA VINICOLA
Del Norte, Portugal

5 Qr. Casks, Port
14 Octaves, Port
19 ½-Octaves, Port
7 ¼-Octaves, Port
72 Cases, Port

From E. BARTISSOL

19 Qr. Casks, Port
28 Octaves, Port
4 Hogsheads, Port
1 Pipe, Port

117 Cases NATURAL TONIC WINE (Banyuls)

From FENECH ARTELLS
Tarragona

13 Qr. Casks, Sherry
6 Octaves, Sherry
5 Hogsheads, Sherry
10 Qr. Casks, Sherry
10 Octaves, Port
3 Hogsheads, Port
2 Drums, Port
28 Qr. Casks, Mass Wine
9 Octaves, Mass Wine
3 ½-Octaves, Mass Wine
7 Hogsheads, Mass Wine
2 Drums, Mass Wine

From GARRET & CIE.
Malaga

10 Qr. Casks, Malaga
7 Octaves, Malaga
4 ½-Octaves, Malaga
3 Qr. Casks, Muscatels
11 Octaves, Muscatels
3 ½-Octaves, Muscatels

We are agents for these lines and hundreds of others. **Write for samples.**

WE WILL PREPAY FREIGHT OR EXPRESS AND YOU MAY REST ASSURED THAT LARGE ORDERS, AS WELL AS SMALL, WILL RECEIVE CAREFUL ATTENTION AS THE WINES ARE MOST VALUABLE, AND WE WILL SEE THAT THEY ARE PLACED IN PROPERLY HEATED CARS.

Laporte, Martin & Cie.

LIMITÉE

MONTREAL

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 17
Adamson & Co., J. T. 20
Allison Coupon Co. 21
Aylmer Condensed Milk Co. 66

B

Balfour-Smye & Co. 16
Benedict, F. L. 21
Bickle, J. W., & Greening 17
Borden Condensed Milk Co. 3
Borril, Ltd. 49
Brown Mfg. Co 21

C

Campbell Bros. & Wilson 53
Canada Maple Exchange 58 60
Canadian Cocoanut Co. 24
Canadian Postum Cereal Co. 59
Chase & Sanborn 13
Chivers & Sons 23
Church & Dwight 71
Cie Francaise de Pates Alimentaires 14
Clark, W. outside front cover
Clawson & Co. 20
Clements Co., Ltd. 61
Coles Mfg. Co. 12
Concord Canning Co. 13
Conners Bros. 63
Continental Bag & Paper Co. 69
Crescent Mfg. Co 55

D

Dalley, F. F. Co. 22
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 67
Dominion Molasses Co. 72
Dominion Register Co. 8
Dominion Salt Co. 15
Downey, W. P. 25

E

Eby-Blain, Limited 24
Eckardt, H. P 29
Edwardsburg Starch 26
Enterprise Mfg. Co. 11
Epps, James & Co. 56
Escott, W H Co., The 20
Eureka Refrigerator Co. 66
Ewing & Sons, S. H 55

F

Farrow & Co., Jos. 12
Fearman, F. W., Co. 49
Fels & Co. 55
Furuya & Nishimura 18
Fussell & Co. 11

G

Gillard, W. H., & Co. 64
Gillett, E. W., Co., Ltd. 51
Gorham, J. W., & Co. 2
Gorman, Eckert & Co. 16
Gray, John 12
Gunns, Ltd 49

H

Halifax Cold Storage Co 53
Hamilton Cotton Co. 64
Heinz, H. J., Co 61
Henderson, Thos 57
Hillock, F. 25
Horton Cato Mfg. Co. 15

I

Imperial Extract Co. 70
Irish Grocer 21
Isaac, Robert 21
Island Lead Mills Co. 22

J

James, F. T. 62

K

Kessel Co., F. 21

L

Labrecque & Pellerin 67
Lambe, W. G. A. 20
Laporte, Martin & Cie. 70
Lemon Bros. 67
Land Brokerage Co. 20
Lindner & Benner 24
Lloyd, Ltd., Edward 58
Lovells Bag and Packet Machinery Co. 3
Lytle Co., T. A. 69

M

MacLaren Imperial Cheese Co. 20
MacLure & Langley 20
MacNab, T. A., & Co. 20
McCabe, J. J. 56
McDougall, D., & Co. 21
McLeod & Clarkson 21
McWilliam & Everist 56

M

Maconochie Bros. inside front cover
Magor, Son & Co. 26
Malcolm, Jno, & Son 69
Maple Tree Producers 18
Marshall Brokerage 20
Matthewson's Sons 59
Mathieu, J. L., Co. 59
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 55
Mott, John P. & Co. 25

N

Nation, E. J. 56
National Cash Register Co. 4
Nelson, Dale & Co. 14
Nicholson & Bain 51

O

Ontario Peoples Salt & Soda Co. 24
Oshawa Canning Co. 6

P

Paterson, R. 14
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S 2
Pickford & Black 21
Pink, E & T 8

R

Raymond Bros. 64
Reindeer, Ltd. 64
Richards & Brown 16
Richards Pure Soap Co. 13
Robinson & Co., O. S. 21
Rock City Tobacco Co. 65
Rowat & Co. 63

S

St. Charles Condensing Co. 15
St Lawrence Sugar Refining Co. 17
St. Vincent Arrowroot Growers and Exporters' Association 11
Salada Tea 25
Sanitary Can Co 6
Sapho Mfg. Co. 12
Sherbrooke Cigar Co. 15
Silver, H. R. 20
Smalley-Kivan & Outhank 69
Smith, E. D. 61
Spinelli, & Co, D. 18
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 10
Stevens-Hepner Co. 71
Stewart, I. C. 21
Stringer, W. B. 57
Stuart, Foster Co. 15
Stuhr, C. F. 55
Symington Co., T. 18

T

Telfer Bros. outside back cover
Tees & Persse outside back cover
Thum Co., O. & W. 55
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 65

U

Utilities Limited. 67

V

Verret, Stewart Co. outside back cover
Vipond, H. P. 67

W

Wagstaffe Ltd. 19
Waite & Fuller 66
Walker Bin and Store Fixture Co 16
Walker, Hugh, & Son 57
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 57
West India Fruit Co. 67
West India Co. 14
Western Distributors, Ltd. 20
Western Salt Co. 22
Wethey, J. H. 17
White & Co. 57
White Swan Spice & Cereals, Ltd. 9
Wiley, F H. 20
Wilson, Jos. R. 61
Woods & Co., Walter 66
Woodruff & Edwards 22

TRADE MARK
KEYSTONE
BRAND
REGISTERED

You cannot make a

Clean Sweep

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure

Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

Church & Dwight, Limited

MANUFACTURERS - MONTREAL

It is worth while to talk of a good thing; that is why we tell you about

DOMOLCO

which is an absolutely pure MOLASSES. It is first strained and then put up in sterilized cans of various sizes.

DOMOLCO

appeals to the public from a hygienic standpoint.

BE WISE

and stock this popular brand of Molasses and thereby

INCREASE YOUR TRADE

THE DOMINION MOLASSES CO.

LIMITED

Halifax, - - - - - Nova Scotia

TEES & PERSSE LIMITED

WINNIPEG WAREHOUSE

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

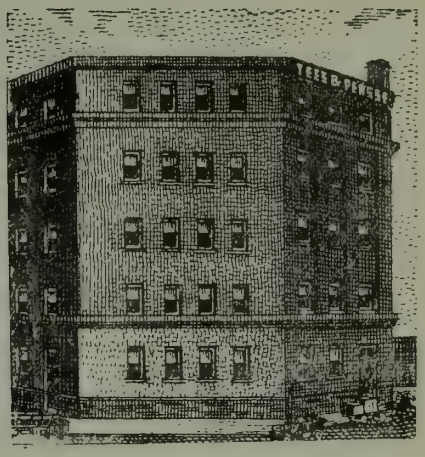
Resident Salesmen calling on EVERY jobber EVERY day

Agencies and Consignments Solicited.

Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

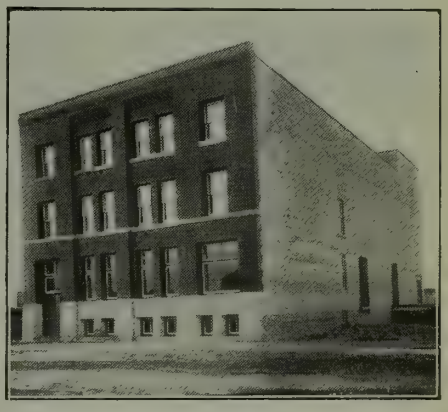
Handling and storage facilities the very best.

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.



REGINA WAREHOUSE

SASKATOON WAREHOUSE



MOOSE JAW WAREHOUSE

CALGARY WAREHOUSE

EDMONTON WAREHOUSE

TEES & PERSEE LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSEE of ALBERTA, Limited

CALGARY EDMONTON.

"From the Great Lakes to the Rockies."

THE STANDARD OF THE

SALT

WE HANDLE IS QUALITY

FIRST, LAST AND ALWAYS

Verret, Stewart & Company, Limited

THE SALT SELLERS - MONTREAL

CAN YOU RESIST THESE?

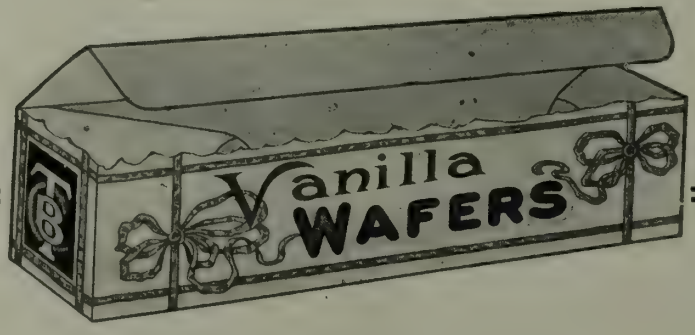
Your customers can't—they know the box and the dainty Vanilla Wafers it contains. The largest asset of a maker is this recognition by the public.

You can easily prove this to your financial benefit by stocking Telfer Crackers and Wafers.

TELFER BROS., Ltd., Collingwood, Ont.

Branches:

Toronto Winnipeg Hamilton Fort William



CANADIAN GROCER

PUBLISHED WEEKLY BY

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, FEBRUARY 16, 1912 No. 7

"GOOD WILL"

JUST ANOTHER NAME FOR SATISFIED CUSTOMERS

Your biggest asset is "satisfied customers."

But you can never have many satisfied customers until you eliminate the petty mistakes which constantly occur in your store.

You can stop these mistakes, increase your profits, satisfy your customers, increase your good will with a

NATIONAL CASH REGISTER

People like to deal in stores where the National Cash Register is used. It gives an air of prosperity, stands for system, order, correct accounting, progressiveness, and is evidence of the desire to give a square deal to everybody concerned in every transaction.

Do as the most successful merchants in Canada are doing—bring your store system up to date—put a printed receipt in every parcel. It costs you nothing to investigate and learn. A National Cash Register is paid for out of the money it saves you.

Write to-day for Free booklets and information about the National Cash Register which suits your business.

The National Cash Register Co.

Canadian Factory
TORONTO

F. E. Mutton, Manager for Canada
285 Yonge Street, Toronto

MacLAREN'S IMPERIAL PRODUCTS

NOTHING BETTER

NOTHING BETTER

NOTHING BETTER

NOTHING BETTER

NOTHING BETTER

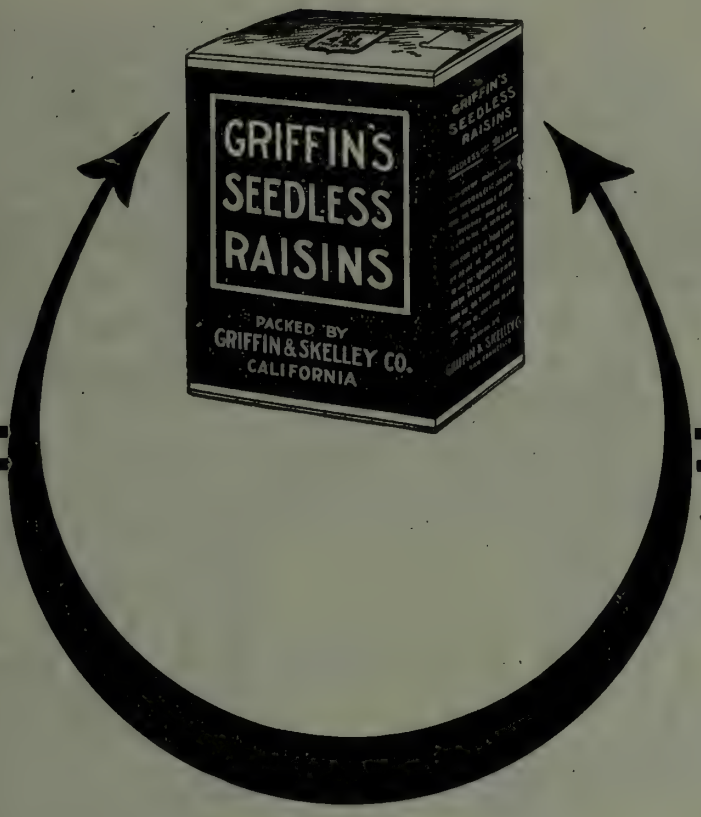
NOTHING BETTER

NOTHING BETTER

NOTHING BETTER

By Sheer Force of Quality

Griffin's Seedless Raisins Lead!



Griffin's Seedless Raisins all over Canada have been for years the leaders. Every locality has endorsed them as the best, and in the raisin world that distinct and individual production, Griffin's Seedless Raisins, easily takes first place.

Free from dirt as well as seeds—carefully chosen by skilled hands and alert brains—the seedless raisin, the standard of quality everywhere.

ARTHUR P. TIPPET & CO.

AGENTS

MONTREAL TORONTO

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREA

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

Whenever you offer GOLD DUST to a customer you're going to make an easy sale, due to our extensive, persistent advertising that says to women everywhere: "LET THE GOLD DUST TWINS DO YOUR WORK."

Once a woman tries GOLD DUST she keeps on using it because of its wonderful cleansing power; once a grocer makes a special effort to push it he keeps on because he finds the sales come so easy.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL

BORDEN'S EVAPORATED MILK PEERLESS BRAND

Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

The Parker Broom

shows the dealer a good profit, and gives the user a good BROOM.

We are represented in Winnipeg, Saskatoon, Edmonton, Regina and Calgary, by Messrs. Nicholson & Bain.

Toronto—
The Lind Brokerage Co.

Vancouver—
Kirkland & Rose.

We are after the Particular-Grocer, everywhere in Canada, who wants high-class BROOMS and WHISKS.

The Parker Broom Co.
Ottawa, Ontario

Your Profit Depends

on the name and fame of the goods you handle. Inferior products never get a name and only make unsaleable stock for the grocer.
Brand & Co.'s products have long been on the market—the fame for deliciousness of taste has spread world-wide and the retailer is sure of profitable and steady sales when he handles this line.

BRAND'S India or Mango Chutney

is right in keeping with all Brand's table delicacies and is sure to please the tastes of your more fastidious customers.

BRAND'S A1 and Worcestershire Sauces

always leave a lasting favorable impression by reason of the pleasant taste they add to any meat foods.

Get Your Spring Orders in Now

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR - - LONDON, ENG.

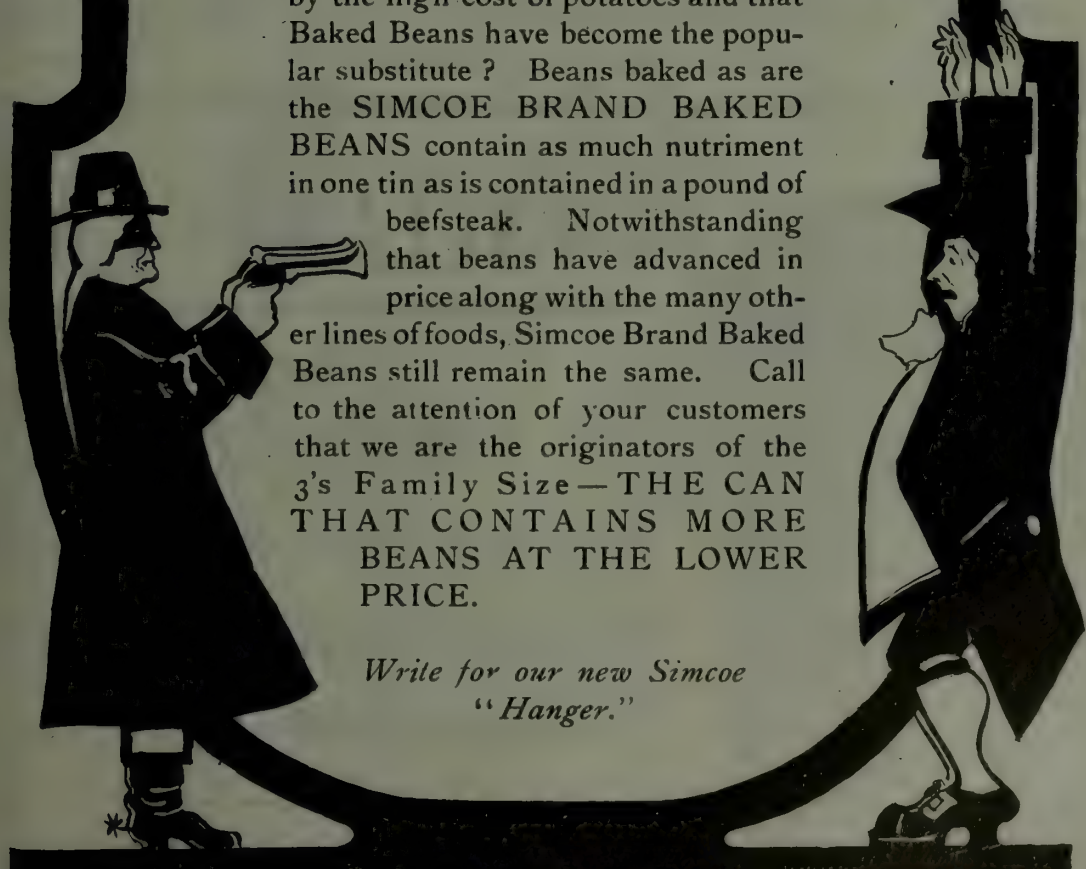
NEWTON A. HILL, 25 Front St. East, TORONTO.
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER

Do you know that many of your customers are being

HELD UP

by the high cost of potatoes and that Baked Beans have become the popular substitute? Beans baked as are the SIMCOE BRAND BAKED BEANS contain as much nutriment in one tin as is contained in a pound of beefsteak. Notwithstanding that beans have advanced in price along with the many other lines of foods, Simcoe Brand Baked Beans still remain the same. Call to the attention of your customers that we are the originators of the 3's Family Size—THE CAN THAT CONTAINS MORE BEANS AT THE LOWER PRICE.

Write for our new Simcoe "Hanger."



Dominion Canners, Limited
Hamilton, Canada

RICHARDS & BROWN

WINNIPEG

YOU KNOW

THAT immigrant officers claim that there will be a larger influx to Western Canada than ever before.

THAT the people of Western Canada depend on the grocer for supplies.

THAT the dealer depends on the **manufacturer** for his supplies.

THAT there is an enormous demand continually for Grocery and Confectionery stocks.

THAT if you do not ship goods to the west someone else will beat you out.

THAT you are losing money by your present attitude.

THEN WHY

DON'T you try to land some business in the big Western Country?

DON'T you start now and watch your business grow?

DON'T you write us and tell us about your line and enquire about our facilities for handling it?

RIGHT NOW WRITE NOW

IT WILL PAY YOU TO KNOW US.

WE GUARANTEE YOU SUPERIOR SERVICE.

EXCELLENT TRAVELLING STAFF. NEW MODERN WAREHOUSE

RICHARDS & BROWN

WHOLESALE GROCERS and COMMISSION MERCHANTS. WINNIPEG, CANADA

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal Appointments

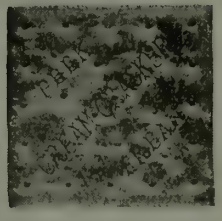
32 Prize Medals

PEEK, FREAN'S BISCUITS

PAT-A-CAKE

BILLIKEN

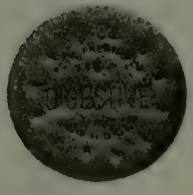
GOLDEN PUFF



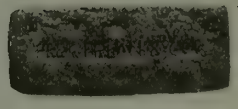
CREAM CRACKER

TEXAS CRACKER

MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

HIGH-GRADE
CONFECTIONERY

We manufacture Confectionery in enormous quantities and are thus enabled to supply at a **REASONABLE PRICE,** consistent with the **HIGH QUALITY** which is always maintained.

We have an extensive variety and invite enquiries through our sole Canadian Distributors:

The Manufacturers' Agency Co.
Halifax, N.S., C. E. Creighton, Bedford Chambers
Boston, U.S.A., Gen. Sales Office, 330 Board of Trade Building

E. & T. PINK, London, Eng.

Easy to operate.

Better Be Safe Than Sorry

Quick reference.

Less than a year ago a young fellow walked into one of our offices and announced that he was about to engage in the grocery business and that he wanted to purchase some sales books. Our salesman requested permission to demonstrate the Keith Account System, the use of which would shorten his work of keeping customers' accounts, eliminating the possibility of mixing or losing charges and give him full protection against loss by fire. He replied that he could not afford to purchase such a system at the outset, as his capital was small and was needed to properly develop his business, although the benefit of the system was apparent. After explaining to him, however, how he could pay for the system with the money it would save him, he gave us his order and a Keith Account System was installed in his store.

One night several months later, his store was discovered on fire and before it could be extinguished his stock of goods was completely destroyed, and his customers' accounts in the Keith Account System were all that were saved. As his whole capital was invested in stock, it was only by saving his accounts that he was able to resume business. (Name and address on request.)

THE KEITH ACCOUNT SYSTEM

ONE WRITING : SELF INDEXING : FIRE PROOF

Do you, as this merchant did, feel that you can't afford to buy The Keith Account System? Would your accounts be saved if your store burned to-night? Ask yourself these questions, then obey that impulse to write us and tell you how the Keith Account System will pay for itself with the money it saves. You won't obligate yourself.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Patentees and Sole Manufacturers.

DEPARTMENT C, FREMONT, OHIO.

All Styles Duplicate Sales Books.

Victor Archambault, 28 Bridge St. Sherbrooke, Que., Representative for Quebec and Maritime Provinces. Sydney McKeever, Box 167, Brockville, Ont.

WHITE SWAN YEAST CAKES

The success of "White Swan" Yeast cakes is not a mere happen-so. For two years the organization necessary to do the work precisely right has been evolving and we are ready now with absolute security of quality and satisfaction. There need to be no question on that score. Our facilities are very complete and we are full of endeavor to do our best.

The "White Swan" policy is to offer only high grade goods and to surround the selling with every possible courtesy. You can judge us by Yeast Cakes as well as anything.

ORDER FROM YOUR WHOLESALE GROCER
OR WRITE

White Swan Spices & Cereals, Ltd., Toronto

SOLE DISTRIBUTORS

American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

MONTREAL, QUE. HAMILTON, ONT.

SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

ADAM & CO.'S

Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents:

ALEX. TYTLER..... Temple Building, London, Ont.
J. A. CROOKS..... ....Bedford, Halifax, N.S
KIRKLAND & ROSE..... ..312 Water Street, Vancouver, B.C.
G C. WARREN..... Regina, Sask.

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland

She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her too.

The Canadian Salt Co.,

LIMITED

WINDSOR - - ONTARIO

IF there is one thing more than another that distinguishes "Melagama" Brand from other Teas and Coffees it is its good old-fashioned quality.

"MELAGAMA"
TEA and COFFEE

are not only economical to use but they give such satisfaction that you can increase your Tea and Coffee business wonderfully by making "MELAGAMA" your leader.

The fact that our January 1912 business was double that of January 1911, means that our goods have merit. Get busy. Enquire about "MELAGAMA."

MINTO BROS., TORONTO

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—THE VERY BEST.

Samples and prices from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

John Gray & Co., Ltd.
Glasgow

The MILL Which Pleases Particular People

Should be the one which is at all times ready to do its work silently and perfectly, and one in which the highly perfected mechanism is free to render its service year in and year out with the minimum of attention and expense.

Such a mill is entirely the result of an extended experience in the building of high-grade mills.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

THE SAPHO LINES LEAD TO SUCCESS

and make good cogs for your business wheels. Here are some of them, profit makers and satisfaction producers:

"Sapho"
Liquid Bluing

The housewife wants this line. The cloth bag will soon be a "dead head." The attractive bottles show up well on the shelves.

Ask Us. Tell Your Customers.

"Sapho"
Household Ammonia

Put up in such a form that the housewife can always keep it in good condition. No loss to her and a gain to you.

We'll tell you all. You tell the housewife.

"Sapho"
Anti-Dust

A disinfectant with a good reputation. The "bane" of other manufacturers. Going strongly. Keeps the house clean and sweet.

Write about Anti-Dust. Worth while.

"Sapho" "Mine Grasse" Stove Polish

This is the polish which we calculated would take the shine off the others. It has done so. Once used becomes a regular friend.

Just drop a card. Full particulars later.

The Sapho Mfg. Co.
Genuine Specialties - Montreal

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

TEES & PERSSE LIMITED

WINNIPEG WAREHOUSE

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

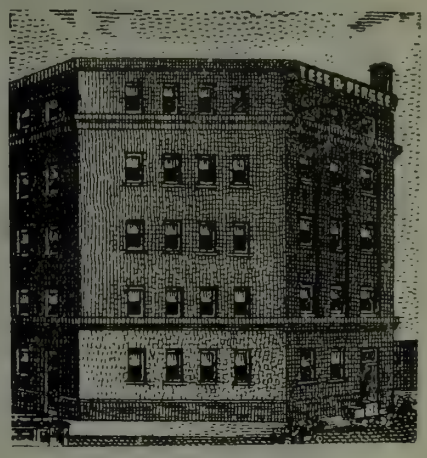
PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

Resident Salesmen calling on
EVERY jobber
EVERY day

Agencies and Consignments Solicited.

Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

Handling and storage facilities the very best.



REGINA WAREHOUSE

SASKATOON WAREHOUSE

MOOSE JAW WAREHOUSE

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.

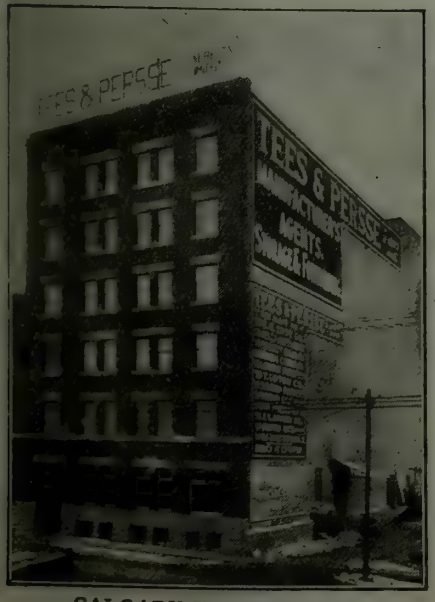
TEES & PERSEE LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSEE of ALBERTA, Limited

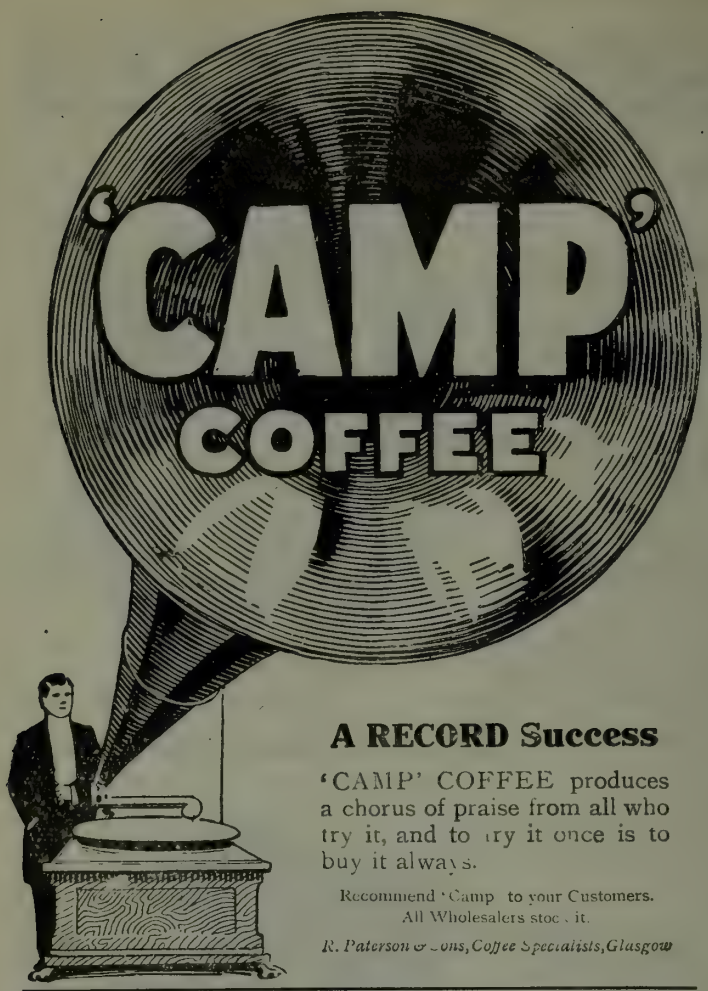
CALGARY EDMONTON.

"From the Great Lakes to the Rockies."



CALGARY WAREHOUSE

EDMONTON WAREHOUSE



A RECORD Success

'CAMP' COFFEE produces a chorus of praise from all who try it, and to try it once is to buy it always.

Recommend 'Camp' to your Customers. All Wholesalers stock it.

R. Paterson & Sons, Coffee Specialists, Glasgow

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's
BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

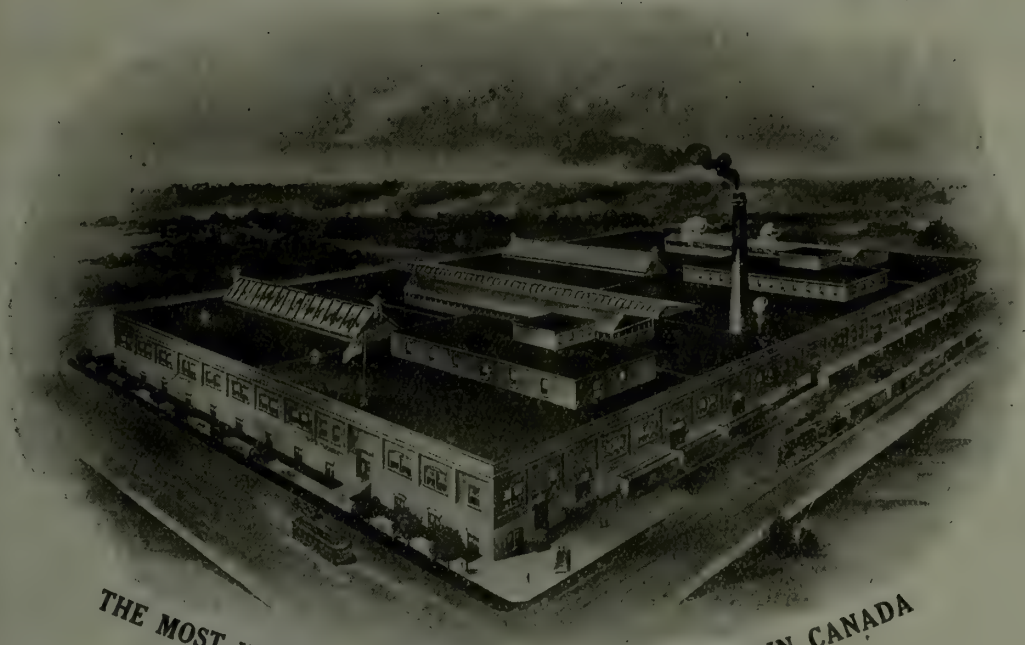
SUGARS
MOLASSES
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

The Home of Wagstaffe's
MARMALADES



THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

THE NAME that is indelibly impressed upon the minds of the people of your locality as positively the best and purest there is in jams, jellies and marmalades.

Preserved fruits of the Wagstaffe quality are the lines for you to handle if you want to best serve the customers' interests. They will give satisfaction, there is no doubt; and will command repeats through the favorable impression their quality has performed.

The accompanying illustration represents the present home of Wagstaffe's —the most up-to-date Fruit Preserving Plant in Canada. The walls in processing rooms are constructed of white enamelled bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure.

THE PROFIT ALSO MAKES IT WORTH YOUR WHILE TO HANDLE WAGSTAFFE'S.

Wagstaffe, Limited
Hamilton, Canada

Tartan BRAND
THE SIGN OF PURITY

Stocktaking Bargains

Our travellers have special list of bargains for you.

It will pay you handsomely to have a look.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

SHE COMES BACK FOR MORE

When the housewife needs more Baking Powder she is sure to be back for **FOREST CITY** after you have once sold her this high quality line.

FOREST CITY
BAKING POWDER

stands both Government and **Kitchen test** and has long been recognized as the standard of purity—the line you can honestly recommend.

You can make no mistake by offering this brand.

Gorman, Eckert & Co., Limited
LONDON, ONT.
Winnipeg, Man.

BIG SALES ⟷ BIG PROFIT

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
Canadian Agents

PURE CANE SUGAR

can always be had by simply asking for

St. Lawrence Sugar

The Standard of Quality.

Produced only from British Grown Cane Raws. Try our Celebrated Golden Yellows.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

High Grade Biscuits

These lines have gained highest favor wherever introduced.

Abbott, Grant products have held pride of place for years and are unequalled in all grades for quality and flavor.

The family grocery trade will surely be influenced to the store which handles these splendid lines.

ABBOTT, GRANT & CO.
LIMITED
BROCKVILLE .:. .:. ONTARIO

TIP

your customers by pointing out to them the excellence of the tips of

DOMINION MATCHES

They are silent lighters, do not sputter or spark, which would endanger inflammables.

The only safe match, having never been matched.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY

PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, ORONTO

JAPAN TEAS

We have a few lines just going into store. Also some leafy Fannings.
Ask our Agents for Samples.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

'Pride of Canada' Maple Syrup

is undoubtedly the purest on the market to-day. It IS maple. That is why you should have it to supply those customers asking for Maple Syrup.

THE ADVANTAGES

to you of handling this line in preference to others are numerous. You have the satisfaction of recommending Quality Goods. You have the pleasure of seeing your customer endorse your recommendation and still greater the satisfaction of selling more goods than formerly.

"PRIDE OF CANADA" and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL TORONTO

BOOKING ORDERS

For our famous

"GLOBE"

MACARONI and VERMICELLI

Made from hard wheat without maize or rice flour, and is absolutely pure.

The season is now opening for the sale of these goods. Get your share of a good profit.

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

The Bulk of Your Trade

Is done with women. They are directly reponsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.
Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited, HAMILTON, Canada BUFFALO, N.Y.

CLARK'S

Pork and Beans

Are the Pork and Beans People Buy

CLARK'S PORK AND BEANS

have that natural nutty flavor which makes them so appetizing.

CLARK'S PORK AND BEANS

are packed in the most up-to-date plant in Canada, and only selected hand-picked beans are used.

Make a point of getting your order in for early spring delivery without delay.

CLARK'S PORK AND BEANS

Tomato Sauce	Chili Sauce	Plain Sauce
6 Sizes	3 Sizes	6 Sizes

W. CLARK, - MONTREAL

Manufacturer of the celebrated

MINCEMEAT in the CAN THAT'S ADVERTISED

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE W.H. ESCOTT CO.
Wholesale Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

WINNIPEG
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when wanting a car of Evaporated Apples.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents
Established 1885

MACLURE & LANGLEY, Limited
IMPORTERS AND MANUFACTURERS' REPRESENTATIVES
Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

When Wanting
Canned Vegetables or Fruit
Wire or Write
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references Cable address: "Macnab" St. John's.
Codes: A.B.C. 5th edition, and private.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY
(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Jam Manufacturers and Confectioners' Sundriesmen.
Specialty:—Fruit Pulps of all Kinds.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT. GEO. J. CLIFF, Manager

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

Queen City Water White Oil
GIVES PERFECT LIGHT
The most economical high-grade oil ever sold in Canada.
FOR SALE EVERYWHERE

HOUSEWIVES' FAVORITE

WHITE DOVE Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

The Herald of PROFITS in Business Done on Credit
ALLISON COUPON BOOKS
Credit business is convenient, desirable, easy to hold---and PROFITABLE---when you get the money.
And experience---the experience of thousands of men like you---has demonstrated that ALLISON COUPON BOOKS do make the credit end of the business SAFE.
HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes
For sale by jobbers everywhere.
Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

FREQUENCY OF SAILINGS
Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.
For further particulars apply to
PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

The Condensed Ads. in this Paper will bring good results

When writing to advertisers, kindly mention this paper.

VEROX FLUID BEEF.
ALL BEEF & ALL BRITISH.

Prepared from the finest British beef by a firm with 46 years' experience in making beef extracts.

"VEROX" is highly concentrated and much stronger than most beef extracts—and more economical in use. It is an ideal strengthening food and is used extensively for invalids and growing children.

"VEROX" is also made in tablets, one of which is sufficient to make a large cupful of stimulating, healthful beef food. The "VEROX" tablets have a delicious flavor of fresh garden vegetables. A good profit is assured the grocer who sells "VEROX" goods. Send for prices and sample.

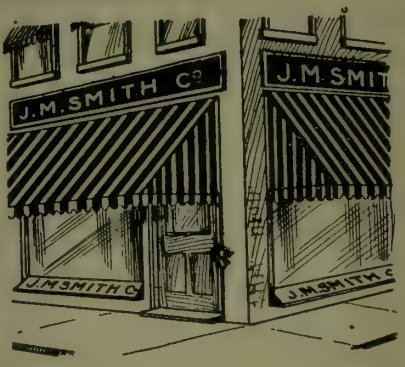
WHOLESALE AGENTS WANTED FOR TORONTO, MONTREAL AND WINNIPEG.

Tooth's Extract of Meat Co. Est. 1865
12 Duke St., London, S.E., England

TEA LEAD
(*Best Incorrodible*)
Buy "PRIDE OF THE ISLAND" Brand
as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



Outside Appearance

adds prestige to your store in the eyes of your trade.

An awning affords protection from the sun and excessive light to the interior thus allowing your stock to retain its new appearance—a point that will always make it saleable, and incidentally add to your profits.

Ask us for quotations.

Raymond Bros. - London, Ont.

McLEAN
THAT'S THE NAME

When your customers ask for cocoanut, hand them the

White Moss Package

You can't give them anything better or anything "just as good."

The Canadian Cocoanut Co. - Montreal

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

THE SALT EVERYBODY WANTS
IT'S THE BEST,

"Ontario People's Salt"

For prices, etc., address

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

CONFECTIONERY BOOMING

We can supply you with the purest of candy at the lowest price and want you to get in touch with us.

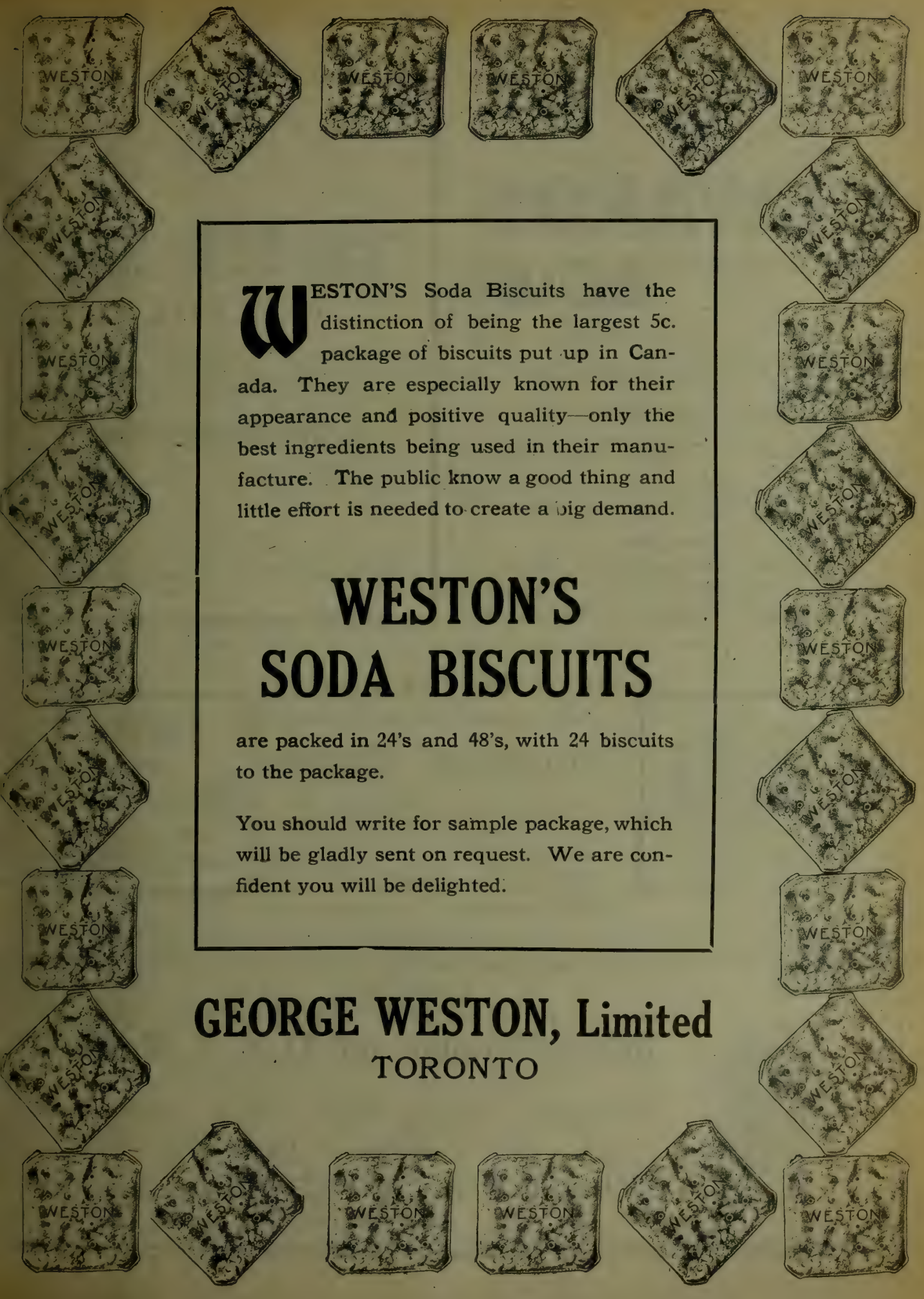
BARRATT'S CANDY

is famous for its purity.

PENNY LINES BULK GOODS NOVELTIES

Stocks carried. Write for samples of special selling lines in Canada.

AGENTS:
BRITISH CANADIAN MANUFACTURERS' AGENCY
114 St. Nicholas Building, Montreal



WESTON'S Soda Biscuits have the distinction of being the largest 5c. package of biscuits put up in Canada. They are especially known for their appearance and positive quality—only the best ingredients being used in their manufacture. The public know a good thing and little effort is needed to create a big demand.

WESTON'S SODA BISCUITS

are packed in 24's and 48's, with 24 biscuits to the package.

You should write for sample package, which will be gladly sent on request. We are confident you will be delighted.

GEORGE WESTON, Limited
TORONTO

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retails at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., Toronto
W. H. ESCOTT & CO., Winnipeg

If You Have Any Doubt

About any class of goods, the best way of satisfying yourself as to whether they are worth stocking or not, is to get a sample free and give it a trial. If it pleases you it will please your customers.

"GOLDEN RAY" CLEANER

is a line which every housewife in Canada will want sooner or later, and you may as well satisfy yourself on its merits as not.

An Effective Hand Cleaner

as well as a sure remover of stains from any fabric. Cleans canvas shoes, etc., with wonderful results.

WRITE FOR SAMPLE

WAITE & FULLER, 143 McGill St., Montreal

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Trade Mark of Quality

SWEETHEART BRAND

Baking Powder and D. S. F. Mustard

6, 12, 16 oz. 4 oz. Tin

Two Staple Lines Good Sellers QUALITY Guaranteed Satisfaction Assured

Are you handling our Jelly Powder?

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

KO-KO-BUT

TALK NO. 7

Mr. Grocer!

A little use of salesmanship, a little educational work, will make your customers give KO-KO-BUT, the perfect cooking butter, a trial and you will never regret the day you do it. KO-KO-BUT is bound to please. It makes cooking more satisfactory in every respect. Your customers will thank you for introducing it.

KO-KO-BUT

is 100% pure. Can you want anything with a better guarantee of quality?

We advertise FREE for retailers. Do you want your name advertised in your locality?

Dominion Cocoanut Butters Limited
Montreal

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

ALL WE SAY WE MEAN

And what is more, you can do the same when you tell your customers of our high quality jams. Try a can on your own table—we know that you will then bespeak the praises of

Kitchener Brand Jams

with both confidence and sincerity. Don't try to convince your patrons that something else is just as good—you'll be found out.

The best ripe fruit and high grade sugar with the aid of modern cooking apparatus characterize all Kitchener Canned goods. You will see that from the start off they will win the favor of your trade.

Ask for Quotations.

OSHAWA CANNING CO.,

OSHAWA - - - ONTARIO

Why Not Make Your Full Profit in Cheese?

You frequently give overweight.
You have many scraps and crumbs to dry out.
You lose time.
It takes strength to use a butcher knife.
It is impossible to weigh out your full value.
A Perfection Cheese Cutter cuts out the full value.
Every clerk can use it without a mistake.
The leverage on it makes the cutting easy.
Overweight and wastes are prevented.
It takes one-third the time.
It is popular-priced and lasts a lifetime.
A Perfection Computing Cheese Cutter, bought now, will save its cost before the summer is over. Buy it now.

Manufactured by the

American Computing Co. of Canada, Hamilton, Ont.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
143-149 University Ave., Toronto

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

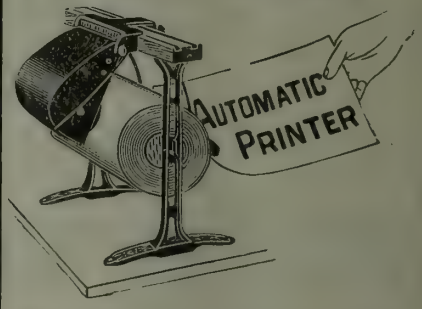
'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Here It Is?



The machine that is reducing bills for hundreds of dealers. No big advertising bills when you have an

Automatic Printer

Can be attached to any paper wrapper and prints as you pull the paper off. Can you imagine anything better for announcing cheap sales at a minimum of cost.
Always keep your name before the customer. Make her know you better.

UTILITIES LIMITED
MONTREAL

DO YOU KNOW

Why we are able not only to maintain our sales but also increase them?

Why in spite of intense competition we continue to receive orders from the best dealers from all over the Dominion?

Because

Our guiding light in the past has been quality and it will shine as brightly in the future. On that you can rely.

RAMSAY'S
FARM CREAM SODAS

Delightfully wholesome. Are made in the "Sunshine Factory" of Canada. Their appearance on the market signalized a revolution in the biscuit industry, because dealers were formerly unable to secure sodas capable of maintaining for any length of time that crispness and delicacy which appeal to the palate.

Don't hesitate to write if our travellers do not call. We will appreciate your business and know that you will be satisfied with the goods.

Ramsays Limited Montreal

"BANNER" BRAND JAMS

Have long been recognized as the leader of Pure Fruit Jams. It is the lowest priced high quality jam on the market---a trade winner for the dealer and a pleased-smile producer for the consumer. When selling Jam by the pail you sell larger quantities and give better value for the buyer's money.

It's a good proposition---get in touch with us.

Put up in 30-lb. wooden pails; 5-lb. tins, 8 to case; 2-lb. tins, 24 to case.

LINDNER & BENNER, :-: TORONTO

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg.

WE HAVE SOME SPECIAL VALUES IN

BROOMS

An especially good line is a bamboo-handled, 4-string, at $4.00 dozen

It will pay you to wait for our Travellers

They are carrying samples of lines that will interest you

Also they have a word to say regarding CANNED GOODS for 1912 that should put money in your pockets

A SPECIAL---A Green Ceylon TEA at 18½c. Chest 100 lbs. Fully worth 22c. Write for sample.

EBY-BLAIN, LIMITED

Wholesale Grocers Toronto

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

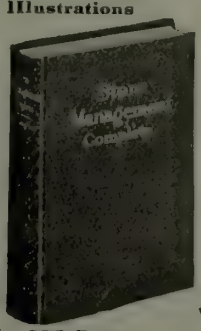
MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution: Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT

143-149 University Ave., - Toronto, Canada.

RAISINS

Valencias are getting very scarce, Denia about exhausted and the only supplies left being a limited quantity in London to carry through the balance of the season.

We have a good substitute in California Seeded and we now offer

Choice Seeded, 1 lb. pkg., 7½
Fancy Seeded 1 lb. pkg., 7¾
—very fine fat quality fruit.

JAPAN TEAS

With the high prices being now quoted on leaf Japans, we have some siftings and fannings which should come in very handy for dealers who want Teas for price. The quality of the draw is just as good or better than in the leaf kinds.

Japan Siftings, bulk - 9½
" " 1 lb. pkts., 10½
" Fannings, bulk, 11
" " 1 lb. pkts., 11½

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality
—In square tins

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.

SUGGEST TO MRS. CUSTOMER THAT

the food value for children is higher in Crown Brand than in any other syrup. Those who can not digest other sweets can freely digest

CROWN BRAND CORN SYRUP

and children can eat all they want of it—not only without harm, but with real benefit.

Don't you suppose that if your customers knew these facts it would help your sales? Remind them of it.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Dominion Wholesalers in Convention

Annual Meeting Attended by Members of Trade From Western, Eastern and Central Canada—Contract Selling Plan, Rights of the Trade, Price-Cutting, Secret Rebating and Extension of Credits Among Questions Discussed—Archibald Miller, of Quebec, the New President.

Staff Correspondence.

Toronto, Feb. 15.—Wholesalers from as far west as Calgary, Alta., and as far east as St. John, Moncton and Fredericton, N.B., were present at the annual meeting of the Dominion Wholesale Grocers' Guild at the King Edward on Monday and Tuesday of this week.

Hugh Blain, Toronto, the president, presided. Matters of common interest to the wholesale trade were advanced and discussed, among the more important being the Contract Selling Plan, the Secret Commissions Act, the Work of the Credit man in a Wholesale House, the Bulk Sales Act, loyalty among members and to manufacturers, and instances of where some manufacturers were said to be discriminating against wholesalers by selling direct.

A pleasing feature of the convention was a banquet given by the Toronto wholesale trade to the visitors on Monday night.

President Hugh Blain, Toronto, called the convention to order about 10.30 and introduced Mayor Geary of Toronto, who welcomed the visitors to the city. He referred in complimentary terms to the word "Guild" which had such an historic connection.

"If the Dominion Wholesalers' Guild," he said, "were a combination of interests with the object in view to inflate prices and to combine as a monoply against the common good of the people, I would not feel so keen in welcoming you here. But I know a number of your members, and I am glad you gentlemen, although competitors in business, can work together from Halifax to Vancouver for a common good."

Archibald Miller, Whitehead & Turner, Quebec, vice-president of The Guild, replied, referring jocularly to Toronto weather, which he had expected would have shown a considerable advantage over that left in Quebec city; but in this he was doomed to some disappointment. He appreciated the welcome of Mayor Geary and stated that so far as the Guild was concerned there was no combination to unduly enhance prices. There was no body of men doing business on such a small margin as the wholesale grocers.

A Voice from the West.

W. Georgeson, Georgeson & Co., Calgary, Alta., vice-president for Alberta, added his appreciation of the Mayor's welcome.

He rejoiced in the growth of Toronto and Montreal. The advance of these important cities as manufacturing centres meant growth of the West and as the West grew so would these and other large eastern cities.

The Guild to him was an ordinary association of members assembled to see what could be done to prevent ruin among its members.

"For 25 or 30 years," he added, wholesale grocers didn't earn common interest on their money. They got together, not to create a monoply or to enhance prices, but to consider questions of mutual benefit which would place distribution on a better basis."

ARCHIBALD MILLER, Quebec City,

Elected President of Dominion Guild for 1912.

Some Money in the Bank.

Dominion secretary, J. Stanley Cook, of Montreal, presented the financial report for the period since the last meeting, covering a term of nearly two years. It showed receipts of $3,987.47 and expenditures of $2,121,04, leaving a balance of $1,866.43. There is also an item of outstanding accounts of $450 for which there has been no bills sent out as yet and which adds that amount to the total balance.

Working of Bulk Sales Act.

Thomas Jobin, of Winnipeg, reported on the workings of the Bulk Sales Act in Manitoba. It is one of the best acts for the grocery trade that has ever been passed in the West. This Act makes it impossible for a seller of goods in bulk to defraud his creditors. The man who purchases a retail business has to ascertain the debts the seller owes, and if the seller does not make arrangements for settling such debts, the purchaser withholds that amount; because if the seller fails to meet such liabilities, he will be held responsible for them. Before the Bulk Sales Act was in force, Mr. Jobin explained, a man could sell his business, receive the purchase price and decamp, thus defrauding the wholesale men from whom he had purchased goods on credit.

President Blain reported that an act similar to this had been brought before the Ontario legislature for some time back and he was lead to believe that the government was now in correspondence with those provinces which had already adopted it, no doubt with a view to passing such an act in Ontario.

MONDAY AFTERNOON SESSION.

On opening the afternoon session, President Hugh Blain presented his annual report as follows:—

My first duty is to thank the Guild for electing me President. Unfortunately I was unable to attend the last annual meeting, and therefore had not an opportunity of personally expressing my appreciation of the honor you conferred upon me, but took occasion, shortly afterward, to do so by letter, setting forth my views in terms, which, I trust, met with your approval. Had I been present I would, most certainly, have done my utmost to have declined acceptance, feeling that it would be impossible for me to do justice to the position. Having, however, been so honored in my absence, I considered it incumbent upon me to comply with the decision of the annual meeting, and have done the best I could for the advancement of our business interests during my incumbency of the office.

Result of Improved Methods.

I congratulate the trade upon a fairly satisfactory business last year, largely the result of the adoption of improved business methods. It is true that this was but sharing in the general prosperity of the country, but a share in the general prosperity can easily be lost by

want of proper attention to sound business principles, and can be more than lost if the thoughtless and dishonest practices of the secret cutter and contract breaker should prevail, and to which it is my duty to make reference later on.

In my capacity as President, it has been my duty to give careful thought and study to many matters of vital import to the trade, and I am convinced that our future welfare depends, to a great extent, upon a high standard of business ethics and well organized provincial associations.

It cannot be assumed that an individual house can, or will, adopt or carry out a broad policy for the betterment of trade, for in such cases we are apt to restrict our vision to immediate surroundings, and look only at a superficial or temporary advantage. It is only by getting together and frequently discussing the question of trade, that we can hope to maintain a high standard that will give general and continued satisfaction.

In this connection I regret to say that I have been called upon (during the year) to sanction the dissolution of the Halifax Guild. This branch of the Guild seems to have had difficulties, which a well organized Guild could have prevented, and I hope the Halifax Guild will at an early date, re-organize and cordially co-operate on a basis that will secure for the trade in the east, a healthy, active, beneficial provincial association.

New Applications During Year.

On the other hand it has been the pleasing duty of the Executive Committee to approve of the following applications, and instruct the Secretary to advise the applicants of their election as members of the Guild:—

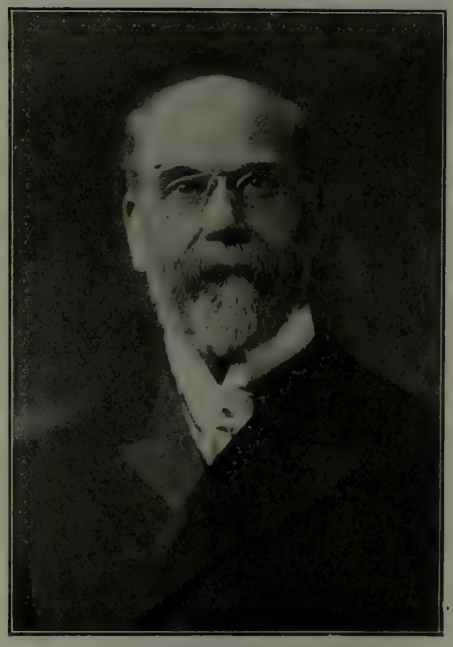
C. Stephens Co., Limited, Collingwood.
W. P. Jamieson & Co., Limited, Winnipeg.
Quebec Preserving Co., Quebec.
Stewart & Mobley, Prince Rupert.
Magnan & Chevalier, Joliette.
Puddington-Wetmore-Morrison, Limited, St. John, N.B.

In connection with the application of W. P. Jamieson & Co., Ltd., Winnipeg, there was no provincial Guild to give its approval. Under the circumstances we passed the application as approved, and would ask you to confirm the action taken. The $150 which would have gone to the Manitoba Provincial Guild, has been held by the Dominion Guild, subject to your direction. In the absence of the Provincial Guild, I would advise one-half of the amount being paid to the Guild which the applicant joined, and one-half retained as its share by the Dominion Guild. I would also advise that, in all similar cases, a like course should be followed.

Membership Qualification.

It has also been my duty to decide the question of the qualification for membership. The constitution provides in the form of application for membership, in addition to other clauses, the following:

"In making this application we beg to state that our business is being carried on as a strictly wholesale grocery business, and is not a co-operative concern, whose members or stockholders are made up of retail merchants; we are not in any way connected directly or indirectly with any plan or agreement by which our stockholders are to receive dividends on the basis of their purchases, neither are we interested directly or indirectly in the profits of any retail grocery business."



HUGH BLAIN, Toronto,
Retiring President, who Presided During the Sessions and at Banquet Monday Night.

This must be signed by the applicant, and is the condition on which membership is given.

Injustice of Wholesaler to Consumer.

My decision, under the circumstances, that anyone interested in a retail business is not eligible to become a member of a Wholesale Grocers' Guild, and therefore, even if the application has been passed cannot be a member, will, I trust, receive your approval and endorsation. The wholesale trade has recognized the injustice, and has endeavored to enforce the rule, especially so far as preventing the wholesaler from selling to the consumer, and hence the rule, making any merchant having a retail counter, ineligible for membership in the Wholesale Grocers' Guild.

The evolution in trade in recent years has, as you all well know, gradually put upon the market, in package form, many lines of goods that were formerly sold in bulk. These goods being put up under well-advertised brands, and in more or less attractive packages, have gradually attracted the attention of the consumer, and to-day we find a large percentage of goods, that were formerly bought and sold in bulk, now being bought by consumers in packages, and here it might not be out of place to remind the consumer that to some extent at least, the enormous sums of money spent annually in advertising food products and putting them up in expensive packages, are paid for by the consumer, and this, to some extent, adds to the cost of living. This reference to the evolution of trade in package goods is not to discuss the wisdom of a trade in package goods, but to point out the effect it has upon our business, as distributors of food products. The essence of it all, the indubitable fact to be remembered, is, there can be no competition in the same brand of goods without the annihilation of that brand. The reason is, the retailer and the wholesaler cannot work for nothing, and will not interest themselves in the sale of a proprietary article, the margin upon which will not carry its fair share of the expense of distribution.

Secret Rebate Question.

While I regret to say, judging by their action, some manufacturers have not given this matter very serious consideration, I am pleased to say many manufacturers have, and it is a well-known fact that the great volume of trade is in the protected brands.

This condition of trade has had to be faced, and carefully dealt with, because it gives an opportunity for dishonest competition. It gives an opening for the unscrupulous employer and the dishonest employe. It opens the field for the secret rebater and contract breaker, for, as you know, the secret rebater in prices and discounts on proprietary goods is essentially and necessarily dishonest, because he is obliged to carry on his nefarious business dealings secretly.

The secret rebater deceives himself into the belief that he is making money by securing business on which there is a present diminished profit. He deceives himself into the belief that he can keep from his customers and the public the fact that he is a criminal in the eyes of the law. If a proprietor, he deceives the manufacturer, whom he is in honor bound not to deceive, and he deceives his competitors who are in honor bound to maintain good faith with him.

A Criminal Act.

The commercial traveler who, without the knowledge of his principal, sells pro-

Our artist's impression of the president and some of the guests at the head table during the banquet on Monday night.

prietary goods at cut prices, or gives a rebate off the stipulated price to a merchant or a merchant's clerk, is unquestionably a criminal in the eyes of the law, and the merchant or clerk who buys from a commercial traveler and secretly accepts rebates is unquesionably a criminal in the eyes of the law, the penalty in either case being, a fine of $2,500 or two years' imprisonment, or both. The language of the Act is definite and plain, and it would appear certain that even the owner of the goods, if he bought on the condition that the goods should be sold at a fixed price, would be held to be criminally liable if he gave a rebate to a buyer. It is reasonable to believe that the court would hold such an Act as a secret rebate. It would certainly be a breach of faith and a moral crime.

Comparison With Railway Methods.

I may say further, that to sell a proprietary article, having a recognized fixed value, at a less price to one person than to another, is as much a discrimination and as morally wrong, as it would be for a railway company to charge one shipper for the same quantity of goods, carried under the same conditions between the same points, a lower rate of freight than it would charge another shipper. The railway that would do such a thing would not only be heavily fined, but would be exposed by the press, and held up to the world as a corporation without a soul—as a dangerous enemy of public rights, entitled to the severest execration and condemnation, and perhaps be threatened with the cancellation of its charter. The Dominion Railway Commission would certainly soon bring such a company to a speedy recognition of its responsibility to the public.

If it is legally wrong for a railway company to charge more or less than the right price for freight on an article, it should surely be morally wrong for a firm or individual to charge more or less than the right price for the article itself. If this be granted, (and I do not see how it can be denied) then the only question that remains is, can the right price of an article be ascertained, for if it can, then the price so ascertained should, undoubtedly, me enforced just as rigidly as the rate of freight. It must at once be admitted that an absolute standard for like commercial commodities is impossible, because a uniform quality of commodities can neither be made nor maintained, but these conditions do not apply to proprietary goods. A proprietary article can be, and frequently is, of a uniform standard quality, and such an article should have a uniform standard fixed price, and this price should be established and enforced in the recognized channels of trade, and should govern the manufacturer, the wholesaler, and the retailer.

Suggests Trade Commission.

To accomplish this, there should be a properly constituted Government commission, with powers commensurate with the requirements, and corresponding in scope and authority with that of the Dominion Railway Commission. I would, therefore, strongly recommend and urge the creation of such a commission by the Dominion Government. When goods are placed upon the market, they become articles of commerce, in which the public have an interest, and when fixed prices are established they should be subject to the examination, adjustment and approval of such a commission, and then they should be properly enforced. The interests of all parties concerned could, in this way, be properly looked after and protected. I conceive it to be the duty of a Government to extend to every citizen equal rights and privileges so far as it is possible to do so under legislative and administrative authority. There is no question I know of which is of more importance to the consumer.

Act Regulating Combines.

If the consumer has reasonable grounds for believing that he is being charged exorbitant prices for goods, he has the means of initiating an investigation under the Hon. Mackenzie King's Act, passed by the Dominion Government for the investigation and regulation of combines. This is an admirable Act up to a certain point, but it stops being readily effective at that important point where a properly constituted permanent commission would take up the investigation and conduct it to a satisfactory conclusion.

This feature was urged upon the Hon. Mr. King when the bill was before the House, but he had doubts as to whether the views of the country were sufficiently formed on the subject to support such advanced legislation. I am confident that public opinion would now justify and endorse the creation of a permanent commission to investigate and regulate business conditions, which, it must be admitted, is of the utmost magnitude and importance to the people.

Under the workings of such a commission, it would have been impossible for the Standard Oil Company to have accumulated such enormous sums of money, and it would have been equally impossible to require an expenditure of over $20,000 for the wholesale grocers to have established the fact that they were doing a reasonable and legitimate business.

Some of Year's Accomplishments.

Allow me to say that, in the absence of such necessary legal machinery, we have endeavored to adopt methods that will carry out many of the objects to which I have referred, and have succeeded to a considerable extent in placing the business on a higher, more honorable, and more satisfactory basis. We have succeeded in getting the great majority of the principal manufacturers of proprietary lines to sell their products on the "Contract Selling" or "Protective" plan. We have succeeded in getting the trade of Ontario to agree to uniform terms, and to abolish discounts for cash, and instead, allow a reasonable rate of interest for the payment of an account before it is due. I trust all

provinces will also adopt these terms, because it has been found that where a discount for cash is given, it has been impracticable to adhere to the stipulated time for the allowance.

The Retailer's Profits.

Retail trade, in this way, can depend upon receiving equal and uniform treatment, which should prevent the cutting of prices, and restrict competition to fair and legitimate business methods. It should be one of the highest aims of the wholesale trade to require all fixed prices so arranged as to afford their retail customers a reasonable profit. For example, no retailer should have to pay 50c a dozen for an article that has to be sold at 5c each, or $1 a dozen for an article that has to be sold at 10c each. If he does, he is doing business at less than cost. Goods to be sold at these figures should not be invoiced at more than 40c and 90c, respectively. To these prices, freight and all other expenses must be added, which leaves a very small profit to the retail merchant.

The Retailer a Necessity.

It must be borne in mind that the retailer is a necessary convenience to the public. Thoughtless people, who talk loudly about the producer selling direct to the consumer, and doing away with the middleman, do not seem to be able to look beyond their own environments. A few rich, or rather, fairly well-to-do people, who do this loud talking, may be able to buy direct from the producer, but what about the great majority, and especially the poor, who can only buy as necessity requires?

To say that one-fifth of the population of cities like Montreal or Toronto, or, indeed, any of our large cities, could buy direct from the producer, would be an assertion which could only be honestly made by someone fit for an asylum. The great bulk of the people must have the retail store to go to, and the cream of the business done otherwise, only impairs the service of the great majority, making the quality of the goods kept by the ordinary store poorer, and the cost greater.

Injurious to Community.

It is doubtful if this mistaken cupidity of the few is an advantage even to themselves. Certainly, as a rule, it is not, whole it is injurious to the rest of the community. The same conditions and the same reasoning apply to the wholesale distributing trade. How almost impossible it would be for anyone commencing a retail business to buy the goods required, if he could not go to a wholesale house, where what he wants is assembled together in large quantities, under the most economical system, instead of having to apply to the thousand and one producers of each article, at greater expense.

While there may be exceptional instances of individual benefit, it has been established beyond question that the regular channels of trade afford the maximum of economy and convenience, and secure an army of experts who select for the consumer, wholesome and suitable goods. If these established channels must, on the grounds of public economy and convenience, be retained, they should be kept in the state of highest efficiency. I would recommend that appointment of a committee to confer with the manufacturers and the retailers, to consider the whole question and define as clearly as possible the rights and duties of each, the manufacturer, the wholesaler and the retailer.

I have endeavored, and I trust successfully, to show that the established channels of trade should be maintained

The Alberta Vice-President, Wm. Georgeson, looked as hale and hearty as the west he came from.

in their highest efficiency, and if so, the retail trade should be as fully protected as possible. It is clear that if the great body of retail merchants are to be protected, they should not be subject to undue or unfair competition. The wholesaler should sell only to the retailer, and the retailer should buy from the wholesaler and sell to the consumer, and the manufacturer should sell only to the wholesale distributer.

Cost of Living Problem.

The high cost of living is one of the absorbing topics of the hour, for which, the idea is prevalent, that the grocer is chiefly responsible. So far as the wholesale trade is concerned and the articles dealt in, this is not so. Please bear in mind that the wholesale grocer does not handle farmers' produce, such as flour, meat, poultry, vegetables, fruits, cheese, butter, milk and eggs, except such of these as are canned, and I am safe in saying in the most absolute terms that the profit for distributing canned goods, both wholesale and retail, is never unreasonable, and is frequently less than the cost of the service. If you eliminate these articles of daily consumption, and consider only the articles which the wholesale trade deal in, you will find that there has been very little advance in prices.

W. G. Craig, of Kingston, then president of the Ontario Wholesale Grocers' Guild, in his address in 1910 quoted figures which showed prices had not materially advanced. In bringing the figures quoted, up to date, I find that the position then taken can still be maintained. These figures show that tea, sugar, currants, raisins and rice have advanced, but these advances have been world-wide, and complaint cannot fairly be made as the result of conditions affecting the Canadian trade alone. Apart from these articles, there has been practically no increase in the price of food products usually handled by the wholesale trade, and I desire to add that there is not a trust, combine or merger in the wholesale grocery business.

The Retailer Upheld.

It is true there have been heavy advances in the articles produced by the Canadian farmer, such as I have mentioned, for which, however, the retail grocer cannot honestly be held responsible. There is no class that labors so strenuously with so meagre compensation as the retail grocer, nor is there any class that caters so fully to the wants of the public. He is daily up in the morning purchasing produce, while the rest of us are asleep, and working at night after we have retired. To succeed, he requires to work continuously, with the utmost vigilance, and few of us realize how much our convenience and health depend upon his efforts.

It must, I think, be admitted that protection adds to the cost of living, while it also adds to the population and to the comforts and happiness of life. I think it may be accepted as an axiom that **if we are to have a high standard of living, we must have a high standard of employment and abundance of it.** This can only be done by the establishment and maintenance of all kinds of industrial pursuits, which create what we call the "home market." I quote from the editorial page of the Globe of January 10, as follows:

> "Sir Edmund Walker never said a truer word than when, after pointing out that last year our imports increased over eighty millions while our exports declined four millions; he added that we must enlarge the volume of products we have to export, and either lessen our imports by curtailments of expenditure or by manufacturing at home, many of the articles we buy from abroad, especially from the United States.

(Continuel on page 39).

The Management of a Retail Business

CASH DISCOUNT AND CREDIT.

By H. C. Carson, F.S.S.

We have now reached June, the sixth month of operation of these two stores, and, as forecast in last week's article, the shopkeeper No. 2, has found real difficulties staring him in the face. Of his accounts payable, amounting to $2,317.67, all but $900 is past due, and statements received indicate that a number of his creditors are growing tired of his dilatory tactics.

He is compelled to crave their indulgence, which, of course, is granted, but naturally further purchases are not encouraged. His chief necessity now is to sell so much as possible for cash, and to collect his outstanding accounts receivable. But cash customers are no longer attracted to his store. It has lost that spick and span appearance which is at least an outward semblance of prosperity, and those who have the cash invariably exercise the function of choice as to where they will spend it.

Cash Trade Disappearing.

His trade, therefore, is almost wholly restricted to credit patronage, and under the circumstances it would seem that the less goods he sold, the better off he would be. But he has not realized this. Nor has he realized that insolvency may be brought about by other means than an excess of liabilities over assets. And so he blunders on in his stupid way, extending more credit while his is shut off at the buying end.

In the meantime his stock has been seriously depleted (purchases amounting to only $150) both in quantity and variety, and he cannot fill his customers' orders completely, even if he would. His sales on credit for June have amounted to $1,500, and for cash to only $200. His collections, notwithstanding special effort put forth, have reached only 20 per cent. of the total amount due, or $650, out of which he has been compelled to settle his local personal accounts, $300, as shown previously, store expenses for the month, $150, and living expenses, $50, being half his usual amount. To 12 of his creditors he has forwarded remittances of $30 each on account, as a peace offering, and all thankfully received by them, no doubt, but with a mental reservation, in all probability, to secure the balance as speedily as possible, and to sell him only for cash in future.

A Belated Regret.

The full seriousness of his situation has at last dawned upon him, and as he proceeds to cast up his accounts at the end of the month, he is filled with regret that he did not stick to the trade at which he had been trained—a skilled mechanic—instead of venturing on the troublesome sea of business, without even an elementary experience to guide him through the commercial shoals and quicksands. Scores are wrecked in the same way each year.

Business capital consists of two things—knowledge and money, the latter being more the adjunct or accessory than the former, and the records of the mercantile agencies show that inexperience is the basic cause of a big majority of the failures. The accounts of No. 2 stand as follows:—

Merchandise.

Stock on hand June 1	$2,375.00
Purchased during month	150.00
	$2,525.00
Sales $1,700 at 75 per cent cost.	1,275.00
Stock on hand June 30	$1,250.00

Receipts and Disbursements.

Cash on hand June 1	$33.00
Received on acct.	650.00
Cash sales	200.00
	$883.00
Paid creditors on acct.	336.00
Wages and other expenses	150.00
Personal accts. and cash	350.00
	$836.00
Cash in hand June 30	$47.00

Balance Sheet.

Assets.

Cash in hand	$47.00
Acct. receivable	4,083.64
Merchandise	1,250.00
Fixtures	1,000.00
	$6,380.64

Liabilities.

To sundry creditors	$1,807.67
Net worth	$4,572.97

The books show, therefore, that he is worth $1,072.97 more than when he commenced business, that he is apparently solvent, but, nevertheless, in such a condition that he cannot continue business successfully. His stock is lower than the original installation by exactly 50 per cent., and he owes nearly $2,000, all past due, with only $47 cash in hand.

Consults His Creditors.

He has only one alternative, and he takes it. The state of affairs is laid before his creditors by his solicitor. They are kindly disposed towards him, for he has been honest in all his transactions, and offer to assist him in liquidating the business. His competitor, No. 1, offers 80 cents on the dollar for the stock, which is accepted with the approval of the creditors, and the landlord is generous enough to pay him $500 for his fixtures. With the proceeds of stock and fixtures, amounting to $1,500, and cash on hand $47, he pays his creditors off, all but $260.67, which balance he contrives to collect from his outstanding accounts, making settlement in full.

He has retired from business, a sadder, but wiser man. Instead of $3,500 cash with which he started, he now owns accounts receivable with a face value of $3,822.97, and is free from debt. It would serve no useful purpose to pursue his course further. He is probably back at his trade, which he should never have left, while his lawyer is making the usual effort to collect the delinquent accounts. If he nets $1,500 from these he will be lucky, on which basis his six months' venture will have cost him $2,000, in lost capital.

The Merchant Prospering.

Merchant No. 1, in the meantime, continues to prosper. He is adhering to the rules he has laid down for his guidance, and his trade is increasing week by week in consequence. His business is now well organized. His credit is established, and we will leave the trading and financial end of the enterprise, and take up, next week, improvements in equipment and system, which will enhance the efficiency of his service, reduce waste to a minimum, and otherwise add to his reputation as a successful merchant.

R. G. Smith and L. L. Adams have opened a grocery store on Eighth St., New Westminster, B.C.

Chas, George has purchased the grocery business of D. Hurley & Son, at Glencoe, Ont.

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THE SUGAR SITUATION.

In our last issue, an advance of 10 cents per cwt. in sugar was briefly announced. Another advance of a similar amount took place on Saturday.

This movement of strength in the sugar market was not altogether unexpected by those who have followed the situation closely. It will be remembered that during January, when the majority of the trade were expecting big declines to come in sugar, we emphasized the fact that there was a big shortage of sugar in the world and that until production made up that shortage, sugar could be expected to hold high.

The outcome of the Brussels Convention, however, gave reason for caution. Russia is allowed to export 200,000 tons yearly of her surplus raws. England wanted this increased to 500,000. The convention has decided to allow an increase of 150,000 tons this year and 100,000 next year. It was generally expected that at least 150,000 increase would be allowed this year, and the fact had already been discounted in the markets.

Attention has turned to the Cuban crop, which is not turning out very favorable. Up to February 6, the total receipts were 157,000 tons less than to the same date in 1910, and which serves as a strong feature unless this deficiency is made up in whole or part later on.

There is a big shortage of sugar in the world. We know exactly what can be expected from Russia. The Cuban crop is backward. A strong spring demand for sugar is expected.

These are reasons that speculators have faith in the future, and are likely to continue so, while consumption holds up.

A LIFT FOR THE RETAILER.

It is gratifying to find some daily newspapers who have the good sense to appreciate the retail merchant as a prominent part of the community and who realize that a profit must be made on the goods he sells. When a prominent paper like the Montreal Herald comes out in defence of the merchant, the matter deserves some special reference.

> "An interesting but misdirected experiment," says the Herald under the caption, 'Business and Philantrophy,' "was made in New York the other day by a well-meaning but, it is to be feared, impracticable clergyman who combined business and philantrophy in a crusade against high prices for food. He opened a store in the east side of the city in which all the necessaries of life were to be sold to the poor at cost price. The store was next door to a small grocery kept by a German woman, who protested vigorously against the sale of groceries at cost so near to her, on the ground that she had to pay rent, rates and taxes and had a living to make. The woman's argument was so conclusive—there were no allegations of extortionate charges against her—that an agitation followed, and the Rev. Madison C. Peters, one of New York's best known clergymen, was constrained to move his at-cost-for-cash store to another locality, where it is quite likely he will meet with further trouble. He does not seem yet to realize that his resourceful combination of charity and business is antagonistic to the general sentiment of the community, notwithstanding the fact that there are in the city hundreds of thousands of needy poor who are oppressed by the high prices of food. A benevolent movement for the relief of this class is to be commended, but a movement supported by the purses of the wealthy and philantrophic and organized on the basis of charity to compete with legitimate business cannot hope to succeed unless it confines its operations to persons who are the proper objects of charity. No merchant can carry on business and support himself and family by selling goods at cost."

The spirit of the above is to be highly commended, and it is to be hoped other influential newspapers will come to see the injustice of their unfair high cost of living crusade against retailers—for the sake of popular opinion—who are not only the backbone of any community, but who are recognized the world over as absolute necessities.

ROLLED OATS UP AGAIN.

Another advance of 10 cents per bag has taken place in rolled oats. This is the second upward movement of a similar amount from the low point reached during December.

The higher values do not come as a surprise to those who have been following our market reports. We pointed out even while the market was declining, that the lower values were unwarranted in the face of the steady market for the raw material, and that a reaction could be expected when price-cutting had subsided.

Such has been the case. Following an advance of 10 cents per sack in late January, another increase in price took place on Saturday last. The raw material holds up strongly and rolled oats can be expected to rule steady to firm.

WESTERN WHEAT SITUATION.

At last something definite seems to be coming out of the petitions of the western grain growers for lower freight rates to United States wheat centres for the surplus grain in the country.

It has been definitely reported during the last week that tariffs have been filed with the Interstate Commission allowing similar rates for barley and flax to Minneapolis and Duluth as are in existence to Port Arthur and Fort William. These new rates, it is under-

stood, will be effective on March 7. This agreement will be effective on all railroads, and in addition, the C. P. R. has also filed a through tariff on wheat and oats, which will go into effect on the same date. Barley and flax shipped after March 7 to Minneapolis will have no restrictions placed upon it.

The reduced rates to Duluth, which went into effect some time ago, in connection with grain shipment, were for export purposes only, but now that this further concession has been obtained, it is expected that the movement south will be heavy. It means that farmers will now be given a chance to dispose of the great bulk of the tough grain to be found in the prairie provinces, as a market will be found in Minneapolis.

The buyers for such quality will, of course, be milling companies, and the grain will be shipped direct to them, thus calling for no elevator storage.

It has been reported by both the C. P. R. and C. N. R. that all foreign cars may be used for shipments to the south, and if these are not sufficient, local cars may be utilized.

A WEIGHTY ARGUMENT.

The editorial on Selling Milk from Horseback in last week's issue has called forth an expression of opinion from a Grocer reader.

It was intimated in the editorial that selling milk from horseback got around the license charged for selling from "vehicle or store" in a certain city.

Our reader claims that "horseback" is a "vehicle". He reasons thus: "Horseback" is a "conveyance" and a "vehicle" is a conveyance, therefore "horseback" is a "vehicle," using the axiom that things which are equal to the same thing are equal to one another.

But is "horseback" a vehicle? Webster's dictionary says a vehicle is "that in which anything is or may be carried." This might, one would think, include the saddle. But Webster, with a desire no doubt to create a controversy, qualifies himself and says further it is "any kind of carriage moving on land either on wheels or runners." This word comprehends coaches, chariots, gigs, sulkies, waggons, carts of any kind, sleighs or sleds.

But never a word about horseback. It may be presumed that Webster did not anticipate the milk license in the city under the limelight, when he defined the word, or the method some would use to evade the by-law.

Be this as it may, the city council where the law is gotten over through a technicality, doesn't appear to be taking steps to bring the horseback system of delivery under the vehicle section. The members of it have either been outwitted by the new delivery man or they are badly fooled.

The controversy nevertheless remains. Is horseback milk-delivery vehicular delivery? If not, what is it?

BUY A WATCH.

Cumbersome methods in business should be discarded and replaced by those of a scientific and systematic character. The retailer or any other business man who sticks to the years gone by for his methods is going to have a difficult row to hoe in the present and future.

A story was told by one of the speakers at the National Canners' Convention in Rochester, N.Y., last week, which well illustrates the point.

A young man had inherited a grandfather's clock from his grandfather. For years the big clock had not been running and stood in the garret covered with dust and minus considerable varnish. At last the grandson decided the clock would be a useful and attractive bit of furniture were it going.

It was beyond his skill, of course, to start the works. He determined to take it down to the town jeweler and have him look it over. Not being in very affluent circumstances he could not afford cartage very well so decided early one morning to carry it to the clock maker. All went well till he was turning a sharp corner and accidentally bumped into a pedestrian with the result that men and clock went sprawling on the pavement.

The pedestrian picked himself up with much ill humor and rebuked the one who was the cause of his trouble.

"For God's sake, man, why don't you buy a watch!" he inquired in wrathy tones.

It is up to all of us to discard our "grandfather's clock" in business and getting down to the less cumbersome and more systematic "watch".

START LEAP YEAR DAY SALE.

The last day of February presents another opportunity to the grocer and general merchant to work up something special which will serve to arouse greater interest in the store and also work for better business.

February 29 is "Leap Year Day" or the "Extra Day" of 1912. It behooves the merchant to take full advantage of this extra day presented to him to boom sales to the greatest possible extent. Whatever sales made this day are "extra" in assisting the dealer to beat his 1911 record.

If the "Leap Year" idea has been used extensively in a town or neighborhood since the opening of the year, it might be well to name this your "Extra Day Special." Repetition of an advertising scheme or heading soon causes it to lose its attractiveness. Thus the reason for the "Extra Day" idea.

It is well to have something special for this day. Some attractive figures might be quoted on a few articles. Better still make it a day on which to introduce some new line or lines which you have recently stocked and with which your customers are not yet well acquainted. Use your window, interior display and advertising towards this end.

Some special variety of goods might be featured, such as teas and coffee, canned goods, cereals or dried fruits. "The Extra Day is Canned Goods Day" or "The Extra Day is Dried Fruit Day," might serve as an advertising slogan, while window and store could be made to work in unison with this idea.

The success of an extra day enterprise depends to a great extent on adoption of a catchy slogan.

The value of such special days in making sales should not be underestimated. When properly carried out they are a material help in improving business.

EDITORIAL NOTES.

Don't count your collections until they are made.

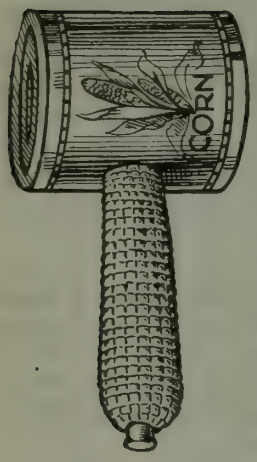
* * *

Henry Johnson, Jr., the author of our articles on store management, receives a great many letters from readers of The Grocer for an expression of opinion. As he is answering these in the order received, those who do not see their questions taken up as soon as sent to us, will understand the reason. Mr. Johnson is desirous of hearing from any Grocer reader for suggestions, advice or opinions.

Many Canadians at Canners' Convention

More Than Hundred Interested in Canning Industry Inspect Great National Exhibit of Canners' Machinery and Supplies—Growth and Development of This Important Trade—Food for Thought for Retailers — Progress Made Through Publicity Campaign.

(Staff Correspondence.)



The President's Baton.

ROCHESTER, N. Y., Feb. 15.—That Canadians are much interested in the association of National Canners and allied industries was clearly demonstrated by the fact that more than a hundred from the northern section of the continent were in attendance at the fifth annual convention held here from Feb. 5 to 9.

The convention was the greatest on record. It was the best from the standpoints of attendance, enthusiasm and in the quantity and importance of machinery and supply exhibits.

This convention of National Canners' Association, Machinery and Supplies Association and Dried Fruit and Canned Goods Brokers' Association embraces members from all over America. The size to which it has grown, as indicated by the attendance of between 4,000 and 5,000 visitors, shows the enormity of the canned goods business and the importance of it from a food supply consideration. Prominent speakers, not only in the industry, but those connected with the Chemistry Bureau of the Department of Agriculture, Institutes of Technology, Industrial Research, as well as the Commissary General of the United States army, told of the development of the canned goods trade during recent years, the advances made in quality and the part borne by canned goods in the feeding of an army.

Canadians Inspect Exhibits Closely.

Probably the biggest feature of the convention, so far at least as the Canadian canners present were concerned, was the exhibit of machinery and supplies in the Machinery Hall at Exposition Park. These included tin cans, labels, solder, paste, seeds, salt, corn huskers, all kinds of canning machinery, apple corers, parers and peelers, canned corn shakers and other articles the ordinary person never dreamed existed. To many visitors the exhibit was a revelation. There was never a moment that Machinery Hall was not extensively populated during the three days of the convention. The Canadians present included heads of many large firms and their employes, and every bit of machinery was carefully inspected by them all.

President W. R. Roach, of Hart, Mich., called the convention to business on Tuesday morning. Facts and figures of great interest to the retail trade, who have the selling of canned goods in their hands, were presented by various speakers illustrative of the phenomenal advances in demand, production, quality and use.

Speakers showed how this article of diet had revolutionized the feeding of an army, and how it has lessened the chances of starvation to a great extent among sailors, fishermen and explorers, who meet with misfortunes on the sea.

Samuel Haserot, a Cleveland, Ohio, canner, pointed out that nowadays canned goods consisted of only pure, fresh fruit or vegetables, with addition of salt, sugar and spring water, sterilized by intense heat, and with no chemicals whatever present. These statements were substantiated by United States Government officials, whose duty it is to test the food supply of the nation to determine whether or not foods are manufactured under the Food and Drugs Act.

Canadian canned goods are recognized to be the equal, and in cases superior in quality to United States foods, so that the retail dealer can have no hesitation in increasing their sales.

Protecting the Nation's Health.

The famous Dr. Wiley, chief of Bureau of Chemistry of the Department of Agriculture, was one of the principal speakers at an open meeting in Convention Hall.

He spoke on The Conservation of National Health, and emphasized the necessity of Governments, as well as individuals, doing their utmost to prevent the existence and spread of deadly contagious germs. Had he had the governing of conditions relative to good and bad health, he would have made good health contagious, instead of disease.

The chief blame for spreading of disease he laid to governments, federal and municipal. In places where strict measures were in force, and where efforts were made to conserve health, disease was at a premium. Down in Indiana there was an official who looked after this. One could not now find a fly in a grocery store there, so strict and careful were the laws.

Canners Packing Better Goods.

"Canners are finding out," he remarked, "that it doesn't pay to can poor

Canadians Present at Canners' Convention

J. J. Nairn and W. R. Drynan, Dominion Canners, Hamilton; C. E. Innes, Simcoe, Ont.; S. Pearce, Hillier, Ont.; W. A. Staley, Welton, Ont.; A. A. Morden, Wellington, Ont.; J. E. Jervis and A. MacKeigan, Strathroy, Ont.; J. A. Fuller, West Lorne, Ont.; Jas. Chaseley, Belle River, Ont.; C. F. Smith, Picton; Thos. W. Kinney, Picton; W. G. Duttan, Aylmer; W. T. Macpherson, Petrolea; G. M. Brunet, St. Eustache, Que.; Arthur Allen, Frankford, Ont.; F. J. Watson, Frankford, Ont.; W. C. Cronk, Huntington, Que.; G. A. Willis, Hamilton, Ont.; M. F. Smith and E. S. Thomas, Oshawa Canning Co., Oshawa; D. J. Waterous, Brantford; A. T. Gahan, Ontario Canning Co., Sarnia; H. A. Clark, Montreal; Chas. H. Saylor, Homer S. White, A. V. Sykes, W. H. Lusk, Ed. B. Purtelle, H. Y. Cooper, F. C. Cooper, of Bloomfield; H. W. Bedell, Picton; H. M. Chapman, Weston, Ont.; W. E. Blandford, Mrs. W. E. Blandford, Thos. A. Brown, Mrs. Thos. A. Brown, F. Lavery, of Hamilton; S. Edgar Masten, Bloomfield; C. A. Williamson, London; Thos. W. Smith, Hillier; Ralph Smith, Bloomfield; D. Friar, Hillier; J. Wall, Wm. Wall, C. G. Murray, Hamilton; H. S. Drake, Port Robinson; J. H. Boyle, Cobourg; J. S. Edgecombe, Bowmanville; F. J. Schenck, Hamilton; H. E. Edgecombe, Dunnville; J. C. Danheiser, F. Becker, Burford; W. J. Flynn, St. Catharines; Ed. Todd, Norman Todd, Grimsby; W. A. Crockett, Hamilton; W. McDougall, Lakeport; Jas. B. Campbell, American Can Co., Montreal; J. R. Hay and Chas. B. Seawright, Essex; E. E. Ball, Strathroy; Jas. W. Corner, Hamilton; C. Fretz, Vineland, Ont.; A. W. Crow, Fenwick, Ont.; Thos. Flynn, Trenton, Ont.; D. S. Whittall, Montreal; W. A. Carson, Napanee; Geo. B. Jacobs, Winona; J. Wagstaff, Hamilton; Jas. D. Usher, Queenston, Ont.; W. P. Eby, Eby, Blain, Ltd., Toronto; Jno. W. Hyatts, Picton; Geo. Lauzon, St. Eustache, Que.; Jos. Brunnette, St. Eustache, Que.; Thos. G. D. Bell, Grimsby; L. J. Laurin, Ste. Dorothee, Que.; W. J. Briggar, T. Upton Co., Hamilton; W. M. Miller, Port Hope; Jno. Tombs, C. H. Dougall & Co., Montreal; Jno. A. Flynn, Garden City; J. F. Logan, St. Catharines; Wm. Taylor, Owen Sound; Fred. D. Lea, Simcoe; A. J. Richards, Simcoe; S. Saunders and W. Saunders, Exeter; Messrs. Staley and Graham, Frankford; Mr. Boulter, Niagara Falls; B. Edgecombe, Dunville; H. Edgecombe, Tilbury; Mr. Wright, Picton; J. B. Orser, Colborne; Mr. Jacobs, Winona; Mr. Searight, Essex; Mr. Hurbert, Laing Packing Co., Montreal; C. H. Kilborne, American Can Co., Montreal; J. Bethune, G. W. Willis and Mr. Crockett, all of American Can Co., Hamilton; Mr. Williamson, Napanee, Ont.

goods, and that it doesn't pay to can water. They are now giving us nutritious foods, which prevent the diminishing of vitality, and hence, infectious diseases. For one is not so liable to contagion or sickness whose vitality is great."

An important address was given by Geo. B. Wason, president of the National Wholesale Grocers' Association of the United States, on the need of business men in our governments.

The Need of Business Men.

"It was the duty of every good merchant," he said, "to see that the country is represented by business men. You cannot persecute the great industries. They are necessary to the stability of the country. Members of governments were too often prone to overlook this and listen to the general surface talk."

Importance of Publicity.

More time was given to the question of publicity than to any other. During past year this has been a prominent duty of the secretary, but for the future much more extensive plans have been made.

Canners, supply men and brokers, as well as wholesale grocers, are all keen on extending this phase of the work. It will work to their mutual benefit, and a fund of $100,000 is being looked forward to.

In the past there has been a great deal of prejudice against canned goods, aided to a large extent by the daily press. "Cases of sickness," as J. P. Olney, of Rome, N. Y., put it, "have been known to be attributed to ptomaine poisoning, if the patient had eaten canned goods at any time during a period of two years."

Poisoning Cases Exploded.

One of the important duties of Frank E. Gorrell, the secretary, has been the following up of such reports, and out of 150 cases of ptomaine poisoning reported, not a single one was found to be due to use of canned goods. The Publicity Fund is for the purpose of investigating such reports, and for removing the prejudice the people have to a large extent against canned goods. The American Can Co., through its general sales agent, H. W. Phelps, New York, made a large contribution to this fund. The brokers, supply men and wholesalers are all assisting in the work. Addresses on the value of this publicity campaign were given by J. P. Olney, Rome, N. Y.; H. W. Phelps, American Can Co.; C. L. Jones, president National Brokers' Association, Peoria, Ill.; Walter B. Timms, of wholesale grocery firm of Austin,

(Continued on page 48).

DOMINION WHOLESALERS IN CONVENTION.

(Continued from page 34).

Our great excess of imports is evidence that we are going into debt at a rapid pace. There is need for much care in the selection of subjects for exploitation, so that we may pay interest on the capital borrowed abroad, and reap a reasonable margin of profit besides."

To this, I think, every earnest, thoughtful Canadian will subscribe.

The Grange Alliance.

A rather curious incident occurred in the proceedings of the recent meeting of the Dominion Grange, which were exceedingly interesting, bearing in mind the high color given to the discussion, when a speaker advocated an alliance between the farmer and the laborer. How the farmer is going to pay lower prices for his supplies by high wages being paid to the artisan, or the laborer get cheaper food by the farmer getting higher prices for his products, is a question I cannot readily solve. Personally, I would welcome such an alliance. It would lead to a compromise of views and would be educational and beneficial. What we want is the closest alliance among all classes, exercising due regard for the interest of all concerned, and thus tend to make us a prosperous, a happy, and a contented people.

There are many matters of interest to the trade, to which I would like to refer, but my address is already too long. Let me remind you, in conclusion, that the objects of the Guild are:

"To foster and promote the interest of, and goodwill among its members, and on broad and equitable lines to advance the welfare of the wholesale grocery trade of the Dominion of Canada.

"To eliminate or minimize abuses, methods, and practices inimical to the proper conduct of the business.

"To establish harmonious relations between manufacturer, jobber, and retailer, to the end that the jobber be universally recognized as the best channel through which the manufacturer can distribute his products to the retailer.

"To assist in the enactment and enforcement of laws, which, in their operation shall deal justly and equitably with the rights and interests of the consumer, retailer, jobber and manufacturer.

"To have business conducted on legitimate lines, to discourage dishonest practices and the subsidizing of jobbers' employes by manufacturers."

These objects should be observed if we are to have the confidence and respect of each other and of our fellow citizens. We must lay broad and deep the principle of honesty in business, and act upon it, as the foundation of our daily life and conduct. With unswerving devotion to what is right, let us build a character for ourselves that will make our homes happy; enable our children to follow our example with pride and satisfaction; prepare us as a Christian people, not only to uphold the stability and integrity of the state, but inspire us with a firm belief in that great truth that "Righteousness exalteth a nation."

References to the Address.

Archibald Miller congratulated the president on his address and referred particularly to terms of credit adopted by Ontario wholesalers, but suggested eliminating the interest clause. It should in his opinion be net 30 days without discount for cash.

F. T. Smye and H. C. Beckett also referred in complimentary terms to the address. Mr. Beckett proposed that it be printed in pamphlet form and distributed among the trade. He made a motion to this effect.

Wm. Georgeson, Calgary, suggested that the report be printed and circulated to-morrow morning so that the members will have an opportunity to study it and discuss it intelligently.

Zeph. Hebert added his commendation to the address. Many good ideas were expounded and the address should prove beneficial to all. It certainly should be printed and spread broadcast.

T. B. Escott, London, concurred also in this view and it was decided to print the address and circulate it in pamphlet form.

Address by Zeph. Hebert.

"The Essentials of a Credit Man" was the subject of an address next read by Zeph. Hebert, Hudon, Hebert & Co., Montreal. It was as follows:—

Essentials of a Credit Man.

An address containing much food for thought was that given by Zeph Hebert, Hudon, Hebert & Cie., Montreal, on the "Essentials of a Credit Man." It was as follows:—

"At the request of our worthy president, I have prepared a paper, the subject of which is: 'The Essentials of a Credit Man.' Of course, the opinion that I have formed in this respect may probably not be shared by everyone. Nevertheless, it is by the interchange of views and ideas that the real and true notion of a thing may be brought to light.

"What I consider to be the real characteristics of a credit man are, first and above all, intuition and keen insight.

"If one is not gifted so, I claim that

he lacks the essential elements which constitute the ideal credit man.

"Tuition and experience are undoubtedly very valuable assets, but, if they are not backed up by the true essentials, they lose much of their usefulness.

"It comes to this, that the credit man must be able and apt to size up a prospective client in a very short time. And he cannot do so unless he is endowed with those attributes, which are inherent to his functions.

"Now, how is the credit man to perform his work, and what has he to find out in one that wishes to enter upon business intercourse with his firm?

What is Left Unsaid.

"He has to allow the man who asks for credit to speak and lay before him his reasons for his doing so. And, as regards this, he must be so well up in his work that whatever the applicant does not say or forgets to say, he must very quickly notice and use skill in finding it out.

"Now, let us take, for instance, a young man who wishes to start a business of his own, and who calls on the credit man of a firm, with the intention of soliciting a line of credit.

"What has the credit man to find out about him? Very often these beginners have very little capital, and, therefore, if the credit man finds out that it is desirable to open an account to one of them, on what grounds is he justified in doing so?

"The financial responsibility being very little, then there must be another responsibility which is, of course, the moral one.

"And what constitutes this last responsibility? Knowledge of the business, good schooling and training, sound judgment, honesty, ambition, energy, working power.

"If one has all the above, then he is worthy of confidence, and he can be trusted for a line of credit.

When Insight is Needed.

"It is there and then that the credit man has got to use his intuition and keen insight which will enable him to appreciate fully his man and rest satisfied that he has all those characteristics which command confidence.

"One may reasonably remark that, in no few cases, many of the possessors of the so-called moral responsibility may lack some of the features already pointed out.

"I admit this, as it is not every one's privilege to be so endowed, yet some of those traits may exist in one in such a marked degree that they may offset those wanting.

"Again, the credit man has got to bring fully into action his essentials, so as to determine if the commanding features are of such a nature as to overwhelm the shortcomings.

"The innate credit man soon finds it out, or rather he has that feeling that guides him either the one way or the other.

"These essentials will naturally bring to one assurance and self-confidence, which will enable him to take a very quick decision.

Depend on First Impressions.

"Now, once a decision has been taken, it always proves bad policy to change it, as, as experience has taught, the first impression is always the best.

"One may say that there are many clients that the credit man never sees, and, therefore, where does his intuitive power come in? The reply is that he has got to exercise it through the instrumentality of the traveling salesmen, and to be enabled to do so, he must have studied very minutely each and every one of them as regards the bent he may have in reference to the sizing up of one.

"Therefore, when a new client is recommended by a traveling salesman, the credit man being fully aware as to what extent he can place reliance in the aptitudes of a particular salesman, in this respect, can at once determine the worth of the recommendation and act upon it.

Early Action Advised.

"In a general way, the credit man must ever be vigilant, as nothing should escape his notice. He must follow every account very closely and detect at once any laxity or remissness which ought to be investigated immediately, and acted upon, if need there be.

"Even those accounts that are considered to be indisputable and absolutely safe must, as a matter of principle, be watched carefully.

"In this respect, although the intuitive power of the credit man need not be exercised to the full extent, yet, it ought not to relax all the same.

"The functions of the credit man are of such a nature that he should be picked out with great care by every firm.

"Indeed, in a business organization, he is called upon to fill one of its most important parts.

Places Credit Man Before Salesman.

"A full pledged credit man is worth more to a firm than the ablest salesman, and this, on account of his functions, which require great tact. It is he who opens up accounts, who lays down the policy to be followed in connection with each and every one of them, and who may also, when he thinks fit, close any undesirable one.

"Oftentimes he will be called upon to grant favors to clients, either with renewals or in exercising tolerance. Therefore, any mistake he may make in this direction may have the effect of having a firm lose a good client through lack of tact or judgment.

"On the other hand, through want of judiciousness, if too lax with a customer, it may bring about a loss to the firm.

"That is why in many business houses the functions of credit man are always held by a member of the firm.

"It is obvious that the credit man can help very largely to the development and progress of his firm, just as he can, on the other hand, prove to be harmful to it.

"To resume, the functions of the credit man are so important and they are of such a particular nature, that he who wishes to discharge them properly must be endowed with the essentials already pointed out: intuition and keen insight."

A resolution was passed that Mr. Hebert's address be printed in the minutes and circulated was moved by A. H. Pafford, Davidson & Hay, Toronto, and W. C. Cross, Hall & Fairweather, St. John, N. B., who referred to it in most complimentary terms. President Hugh Blain and H. C. Beckett added their appreciations.

TUESDAY MORNING.

On opening the Tuesday sessions, H. C. Beckett, Hamilton, Ont., discussed the Contract Selling Plan of placing proprietary articles on the market. He read from report of the Ontario Guild meeting last July, which was adopted by the Ontario trade and signed by the members. This explained the character of the system whereby manufacturers fixed the price of their product to the retail trade to prevent cutting.

The Rights of the Trade.

E. F. B. Johnston, K.C., followed with an address on "The Rights of the Trade and Manufacturers." It will be remembered, Mr. Johnston was the defendant counsel in the Wholesale Grocers' Guild case, which was concluded three years ago.

One of the chief contentions of Mr. Johnston was that men could unite for the purpose of self-preservation; that in the work of self-preservation prices might be raised. But, he declared, prices could not be unduly enhanced simply and solely with that one object in view. Neither could a body of men unite to create a monopoly in restraint of trade.

"In all movements," he said, "underlying whole schemes there were some

principles that must be considered on the erection of the foundation, having respect to the future.

"The whole success of a body of men depended in the first place on unity. The United States and Dominion of Canada were a combination of units. Unless unity exist among the various parts the whole will fail. Workmen who unite succeed because they acknowledge a sovereign head, with the result that they are standing to-day against capital in a way they never stood before."

Unity Must be Permanent.

Besides unity, continuity was necessary. "The working out of the final end needs unity for 365 days in the year, and not simply at your conventions here once a year. Continuity has built railways against all obstacles. Persistent struggle has given us our civil and religious rights, and it is needed in your association," said Mr. Johnston.

"The individual in the association, to make it successful, must be subservient to the government of the body. There should, too, be an observance of trust and confidence and business morality, and lastly, no organization can succeed unless possessed of business courage.

"These result in the object desired and ultimate success of such a body of men as the Grocers' Guild.

Law Gives Right to Unite.

"You have the right by law to unite. You can form a union at any time under any circumstances, if you bear in mind that what you do in your union is necessary to your self-preservation.

"If men unite for the sole object in view to raise the price of sugar from 5 to 7 cents per lb., then that is a conspiracy against trade and is illegal.

"But if necessary for your self-preservation and the general welfare of the trade, I take it, that the law justifies the reasonable raising of prices. Combines are not illegal on that basis. They are only illegal when they unduly enhance prices or prevent competition.

"When prices are raised under the two methods named, although the results may be the same, the motive power is entirely different. One is done without any necessity therefor, and is illegal; the other becomes necessary in the interests of trade, and is legal."

Trade a Condition, Not Fact.

Mr. Johnston gave some strong arguments why changes in methods of trade were necessary to illustrate the contention that trade was not a 'law,' but merely a 'condition.'

"Trade is not a law," he said, "nor a contract, nor a principle, nor anything existing as a fact. Trade is a condition of affairs, an evolution of certain conditons resulting from the manufacturing, wholesaling and retailing of goods.

"What was good trade 40 and 50 years ago is not good for to-day. We improve conditions, and in order to succeed it is necessary to improve the conditions of trade.

"The law says if that is the object it is not illegal to unite and not punishable. You have to meet the varying changes in conditions that you or the retailer or consumer do not suffer. You have the right of co-operation with certain lawful principles in view. You have the right to co-operate for purposes of economy, better facilities for running your own business and right to co-operate in the interests of wholesale grocers in Canada.

The Making of Profits.

"You also have the right to make your terms and profits, so long as you are not unreasonable. You are justified in making them more advantageous to your general welfare, and in doing so you are beyond the reach of the law."

Fred Smye, of Hamilton, took an active part in the deliberations.

The complication of trade through wholesale and retail channels made much consideration necessary. The wholesaler and retailer in a way were agents of the manufacturer. The latter wanted, of course, to get as much profit over cost of production as possible. But he has competition to meet and so must place his product at a reasonably low figure to secure his share of business. Whole salers had to purchase through the manufacturer and pass the goods on to the retailer at a fair margin, and at the same time see that the retailer could sell those goods as cheaply as possible to the consumer.

Making Living Profit.

"Your test should be: 'Is the price enough to enable me to have a fair profit?' You must go on amending until you have that living profit. As long as the increase is not more than a living profit it does not come within the law. If you are ever called to court, that is the point you will have to explain."

The Wants of the People.

The speaker next took up the now time-worn question of Cost of Living.

"It is alleged the cost of living is too much," he said; "that it has increased too much, due to combines or conspiracies. Take any of you who were in business 25 years ago. Are you making as much profit as you did then?

"Twenty years ago rent which was $15 or $16 is now $25 and more. A very important reason for the advance in cost of living is the increased wants of the people. Theatre seats then were 50c, whereas now they are $1.50 to $2. Commercial travelers cannot go about the country unless they pay about double what they did 20 years ago. The day was when we would be content to wear the old fullcloth tweeds produced on a hand loom at 25c or 30c a yard. To-day we must have our tweed at $1.50 and $2, and the tailor charges us more for making than the cloth costs.

Desires of Humanity Reign.

"If we could limit the desires of humanity we would have lower wages and cheaper goods. The mode of life, the method of dressing have all been advancing and wages are a great deal higher to enable people to live."

Relation With Manufacturer.

"If you succeed you must exhibit the greatest good faith to yourselves and to the manufacturer. But you will have interlopers. You will find that while 99 out of a hundred are endeavoring to carry out their contracts and agreements, the one will be cutting prices and betraying the association. It is better to have 50 men and all honest than 500 with one dishonest. If an individual member interferes with the smooth running process, the whole fabric will be disorganized. The beginning and the end of an undertaking must be seen at the same time.

"You want a handling profit on the goods. You must have a margin for losses, interest, discounts; you want a margin of safety for the future. That is your position. The manufacturer wants the highest price he can get because you can only get the article through him. If there were no competition, prices on many goods would be much higher than they are."

Advises Conferences.

Touching on the Contract Selling Plan, Mr. Johnston could not see any objection to a fair and full discussion with the sugar, tobacco, canned goods men, etc., because prices would then be dealt with from actual knowledge of conditions. By seeing the manufacturers and laying before them exactly your position a great deal of good results would follow. Leave them to fix their own prices, so

long as you can agree with them on your margin of profit.

"The manufacturer has what you haven't. Bulk of the manufacturers have bonuses by way of a protective tariff, which benefits them by lessening competition from outside sources. But you lose by having to carry a more valuable stock than otherwise would be the case if competition were greater."

Commission on Trade.

A board or commission was suggested similar to the Railway Commission to settle matters of dispute or argument in trade. The only place to settle such matters now is in the criminal court, whereas they should be settled in civil courts.

Mr. Johnston made a strong arraignment of the Combines and Investigations Act of 1910. "It must have been hewn out of a block of wood by a broadaxe," he declared. Six men had power to hale a suspect before a judge, who, if he thinks there is enough evidence, commits him to a Board of Investigation for trial on stated facts, gazetted, etc. If the alleged offence is continued after 10 days a fine is imposed at so much per day. Later on the defendant may be acquitted in court. "There we have two tribunals and different verdicts and different penalties for the same offence—a state of law which is an outrage."

Term "Combine" Not Defined.

The same Act, he stated, gave different definitions of combines. It would be only justice, he considered, that if the alleged "combine in restraint of trade" were found not guilty, the six complainants should shoulder the costs.

In closing, he urged the trade to be honest with themselves in the observance of the Secret Commissions Act, which should be made clear to everyone.

A vote of thanks, moved by H. C. Beckett and Z. Hebert, was tendered Mr. Johnston.

TUESDAY AFTERNOON.

Association Loyalty.

F. T. Smye gave an address on "Association Loyalty," which was the opening of the session on Tuesday afternoon. His address was as follows:

"The subject which has been assigned to me is one of such wide scope and so inexhaustible and far-reaching that it embraces the whole conduct of our everyday business life. Loyalty in every sense is the foundation of national and commercial honor. It has been from time immemorial, and will continue to be, the base through all ages, therefore, I say it is a large subject, and if the few thoughts that one person could compile can only create some light on the importance of individual and collective loyalty, as applied to the grocery business of our Dominion, will feel amply compensated for the privilege of speaking to you to-day on this subject.

"In reviewing the trend of trade in this vast and growing Dominion we can look back to the days when Canada had but few wholesale grocers and when the business conditions were not so strenuous as they are now, the volume was smaller and the business was carried on with small expense, and there was no such a thing as an association or trade conventions, but some of those pioneers tell us that they had trade evils to contend with in those days, principally price-cutters who demoralized profits while they remained in business, but who, as a rule, generally made a failure and were soon gone and forgotten.

Number of Houses Increased.

"To-day, however, conditions are different, the volume of business and the number of houses have vastly increased with the growth of the country, and it has become more vitally important to form associations to regulate the distribution of the many millions of dollars of foodstuffs which are handled by the wholesale grocers of the country, and it is a serious responsibility which has been placed upon you to establish the commercial status of the grocery trade so that our successors can build wisely on the foundations we are laying; and I feel that our progress is slow, owing to the lack of interest in many of the provinces, but it is never too late to mend our ways.

Association's Work in South.

"In reading accounts of the progress made in the last few years by the National Wholesale Grocers' Association of the United States, I cannot help but feel that we are very lax in our duties as business men of Canada when we do not follow their glorious example. The National Wholesale Grocers' Association of the United States have a most complete organization, with head offices in New York, where a competent staff is employed to keep the entire trade posted, and although the expense of such an organization is great, the outlay of each individual firm has been repaid a thousand-fold; the interest is maintained by the appointment of committees to carry on the various sections of the work and by the appointment of directors in almost every jobbing point, thereby assuring uniformity in the work, and that is where we fail. One province knows nothing whatever of what is going on in other provinces, through lack of organization, and the time is now, at this meeting, for us to do something towards better organization throughout the Dominion.

Where Much Trouble Arises.

"If we neglect our duty in this regard we cannot help but have confusion, and the longer you hesitate the worse it will be for us all. We must cultivate a greater degree of confidence in our competitors. Trade jealousies are the cause of most of our trouble; we are too ready to believe ill of our neighbor and to take the word of our travelers, who, in turn, are loaded, instead of personally interviewing your competitor to find out his side of the case. And if you will adopt this method you will discover very often that there is no foundation whatever to your charges. Many cruel injustices are practised by hasty judgment, and those of you who have experience know this to be so.

Classes of Jobbers.

"In my experience as a Guild officer, in the work of having agreements signed for the betterment of trade conditions, I have found that the jobbers of this province are divided into three classes, viz.:

1st. The houses who sign an agreement and who back up the officers of the Guild and are ready to make sacrifices.

2nd. The houses who sign up, but who are lukewarm, and at the first provocation, whether real or imaginary, fall down.

3rd. The houses who sign anything presented to them and who never intend to keep their word.

"Of the first class there is nothing we can say too praiseworthy. They are the men whose good name cannot be bought with filthy lucre and who have builded their business integrity on a solid rock, which no tide will ever wash away, and when this battle of life is past we will say, 'Well done, good and faithful,' and will write their obituary in classical language.

The Good Example.

"To the second class I would suggest that they look around them and figure out the houses who are the most successful in their business, and you must conclude that it is the house who stands for good business morals who always succeeds. Make up your mind to back up your association in their commendable work, and even at personal sacrifice, as it will be only temporary, as with class one and two united, class three will be so ostracized that it will soon be promoted to the higher grade. The house that wavers is the food on which the crooked house feeds and often destroys the whole structure. Dare to be a Daniel, dare to stand alone, where business honor is at stake.

Conscience and Cowards.

"To the third class, embracing the agreement-breaker and secret rebater, we are forced to say they have the contempt of every honest man, and in their inmost soul they must hate themselves 'for conscience makes cowards of us

all.' We are glad to say, however, that this class, whereas they create all the trouble, they are in the great minority, and it is our duty to stamp out this evil with all our might. We have laws that can reach this class, but we have been too generous in our nature to enforce them, but there is an end to everything, and we hope that we will eventually be able to eliminate this class from the grocery trade of Canada. We have tried educational methods; let us continue them, for, 'while the lamp holds out to burn, the vilest sinner may return.'

A Plea for the Future.

"Move away from cliques that are crooked, to the hilltops of mightier thought. Don't try to undermine your rival; it only comes home to you. You don't need to do this; have confidence and go on. Let us be nation-builders—be men of sight, for opportunity is knocking everywhere. As someone has written: 'Thank God for a country of good hard work, where men raise blisters and do not die of gout, where it is not birth or rank, but get-up-and-get that makes great men.'

"May we grow, may our present be happy, and may the future be one of steady progress, and may we understand that that which is worth having costs time, costs labor and sometimes blood."

Loyalty to Manufacturers.

An address by H. C. Beckett, of Hamilton, on "Loyalty to Manufacturers," followed, in which expressions of opinion were made regarding the standing by contracts made between manufacturer and wholesaler, and the consideration of the wholesaler by the manufacturers.

The Bulk Sales Act.

"The Credit Exchange" was the subject of an address by L. J. Ball, secretary of the Ontario section of the Canadian Credit Men's Association, in which he touched upon the operation of the system and the Bulk Sales Act. The Grocer has in previous issues gone into this subject fully, but extracts from Mr. Ball's address will be interesting.

"The Credit Men's Association," he said, "stands for one Federal law covering bankruptcy, as opposed to as many provincial laws as there are provinces. We stand for a law under which a judgment secured against a debtor in any one province will hold against him in any other province. We stand for a law to prevent the giving of cheques without funds in the bank to cover them. We have now under preparation a Bulk Sales Act, which will be introduced at the present session of the Ontario Legislature, by which any trader, in order to dispose of his goods in bulk, must get the written consent of at least 60 per cent. of his creditors, otherwise the purchaser can be held for any of his liabilities. Such an act has already been passed in Manitoba, Saskatchewan and British Columbia, and will, I believe, come before the Legislature of Alberta at this session.

"You listened yesterday, with much pleasure and profit, to a very able address by Mr. Hebert, on "The Qualifications of a Credit Man." He referred to the need in a successful credit man of experience, tact, knowledge and intuition. The purpose of our association is to help the credit man broaden his experience, as well as develop along all the other lines mentioned and, at the same time, help him to better safeguard

Secretary Stanley Cook saw the funny sides to the banquet addresses.

the interests of his firm in the matter of etxending credits."

The "Selling Direct" Question.

General discussions took place regarding some manufacturers selling direct to the retail trade in small, as well as large quantities, members considering this to be unfair to the wholesalers who were asked to compete with the same goods at wholesale prices. It was maintained that the best system to pursue in such a case would be to appoint manufacturers' committees from the various guild members in each province and confer with the manufacturers in question. Assistance could also be given by the Dominion Guild, if necessary.

Canned Goods Delivery.

The question of contracts with the Dominion Canners was also on the board, particularly in respect to the percentage of delivery on wholesalers' orders. As pointed out in The Grocer some weeks ago the canners, who, by the way, were complimented on their methods in the past, will this year deliver sixty per cent. of tomatoes, peas, corn and beans based on orders of last year. The Dominion Canners were represented by J. J. Nairn, R. L. Innes and W. R. Drynan. In event of the canners not being able to supply the entire orders, wholesalers will, after getting their percentage, be free to buy in the open market, as many were forced to do last season on account of short packs.

W. P. Eby, Toronto, raised the point of the number of brands of canned goods and considered the interest of the trade would be best served by lessening it as much as possible. It was frequently the cause of delayed delivery, delays in checking, etc.

W. R. Drynan stated the canners were anxious to reduce the number, and suggested the wholesale trade cutting out private brands. This would be appreciated by the canners.

Supplying the Retailer.

A. E. Provost, Provost & Allard, Ottawa, asked the convention to consider the advisability of placing the retailer upon a similar contract basis as the wholesaler. Thos. Wilson, Groceries Limited, Toronto, opposed this on the grounds that each wholesaler should be responsible for what percentage of retailers' orders he should deliver. Competition was too keen, he maintained. This was the general impression. Members told of having to go into the open market to purchase tomatoes at a much higher price than $1.15—the opening—and to supply their trade with 100 per cent. although it meant an actual loss to them.

The New Officers.

After the passing of a number of complimentary resolutions to the president, committee in charge of the banquet, etc., the election of officers was made with following results:—

President—Archibald Miller, Whitehead & Turner, Quebec, Que.

Provincial Vice-Presidents:—

British Columbia.

Percy Wollaston, Jr., Wilson Bros.

Alberta.

W. Georgeson, Georgeson & Co., Calgary.

Manitoba.

H. B. Gordon, the Codville Co., Winnipeg.

Ontario.

Thos. Kinnear, Toronto.

Quebec.

Zeph. Hebert, Hudon, Hebert & Cie., Montreal.

New Brunswick.

W. C. Cross, Hall & Fairweather, St. John.

Nova Scotia.

R. M. Symons, R. B. Seeton & Co., Halifax.

Dominion Secretary—J. Stanley Cook, Montreal.

Wholesalers in Attendance.

Among those Canadian wholesalers present at the convention were the following:—Fred. T. Smye, Balfour, Smye & Co., Samuel Vila, James Turner Co., H. C. Beckett, W. H. Gillard & Co., Hamilton, Ont.; R. F. Randolph, A. F. Randolph & Sons, Fredericton, N. B.; J. F. Edgett, Reed Co., Ltd., Moncton, N. B.; Archibald Miller, Whitehead & Turner, Quebec, Que.; Jas. R. Gardner and H. W. Chamberlain, the F. J. Castle Ltd., Ottawa, Ont.; J. H. Gilmour, Gilmour & Co., Brockville, Ont.; R. J. Carson, Kingston, Ont.; Wm. C. Cross, Hall & Fairweather, Ltd., St. John, N.B.; A. Foster, The Young Co., North Bay, Ont.; Hugh Blain, F. J. Eby, W. P. Eby and H. D. Eby, Eby, Blain, Ltd., Toronto; J. Medland, Medland Bros., Toronto; F. W. Humphrey, Toronto; James Macpherson, Glasco Co., Hamilton; Jno. H. Ince, Perkins, Ince & Co., Toronto; A. McPherson, Elliott Marr & Co., London, Ont.; Samuel Screaton, E. Adams & Co., London, Ont.; W. Georgeson, Georgeson & Co., Calgary, Alta.; Jno. Ross, St. Catharines, Ont.; W. G. Armstrong, The Young Co., North Bay, Ont.; W. T. Duncan, The Young Co., Sudbury, Ont.; A. H. Pafford, Davidson & Hay, Toronto; Armand Chaput, L. Chaput Fils & Cie., Limited, Montreal; Cyrille Paradis, Langlois & Paradis, Quebec, Que.; A. St. Laurent, A. Carrier & Fils, Levis, Que.; A. Desrocher, Lalonde & Desrocher, Montreal; Thos. Jobin, Jobin Marrin Co., Winnipeg, Man.; F. J. Healey, Geo. E. Bristol Co., Hamilton, Ont.; Alph. E. Provost, Provost & Allard, Ottawa, Ont.; H. T. Wilson, Groceries Ltd., Toronto; Mr. Logan, Davidson & Hay, Toronto; Z. Hebert, Hudon Hebert & Cie, Montreal; Jno. Dillon, A. M. Smith & Co., London; J F. Smyth, Windsor, Ont.; W. Ince, Perkins, Ince, Toronto; Ross Humphrey, Toronto; Thos. Kinnear and T. H. Kinnear, Toronto; Frank Sloan, John Sloan & Co., Toronto; J. S. Roger, J. B. Renaud & Cie, Quebec, Que.; W. G. Craig, Kingston, Ont.; S. Gagnon, Gagnon Garaut, Limitee, F. Armstrong, Warren Bros., Toronto.

COMPETITORS MEET ABOUT BANQUET BOARD

Pleasant Entertainment on Evening of First Night of Wholesalers Convention—Addresses by Guests in Response to Toasts.

Toronto, Feb. 15.—The banquet given on Monday evening by the Toronto wholesalers to the visiting delegates at the Dominion Wholesale Grocers' Guild convention was a pleasing diversion to the steady work done during the day.

The King Edward meeting room of Monday was transformed into an elaborate banquet hall. The guests, apart from the visiting wholesalers, included Sir John Gibson, Lieut-Governor of Ontario, Archdeacon Cody, W. P. Gundy, Toronto Board of Trade, and a large number of representatives of manufacturing concerns.

Hugh Blain, president of the Guild, presided and in many happy speeches introduced the various speakers. Mr. Blain referred to the recent honor conferred by the King on Sir John Gibson, and to his life of patriotic and zealous devotion to his country. Sir John, was given three hearty cheers and a tiger, when he rose to acknowledge the compliments.

"The wholesale grocers' association was," he wittily remarked, "composed of that division or class that might be termed, 'the boys' and the good fellowship existing had taken all the stiffness from any formality that might have been present at first."

Again he said referring to H. C. Beckett: "I used to meet him occasionally on the streets of Hamilton some years ago and always congratulated him that he was still at large." He gracefully and modestly acknowledged the president's compliments on the honor of Knighthood he recently received.

Advocates Technical Education.

Archdeacon Cody replied to the toast to Canada. He explained his connection with the trade by being among the ranks of the consumer, and the consumer was necessary to the wholesaler. His address was along lines of morality and ethics in business and was greatly appreciated. He strongly advocated young Canadians gaining technical knowledge and the learning of French as well as English to assist them in their business. For such, he maintained, Canada presented a fair field and a splendid opportunity.

W. P. Gundy, vice-president of the Toronto Board of Trade, who was mistaken frequently during the evening for Wm. Georgeson, of Calgary, was another of the speakers. He showed the connection of the Board of Trade with the advancement of trade and commerce. Its duties included getting good roads, efficient canal service, opening of unexplored territories, pulp lands, waterpowers, etc.

Zeph. Hebert, Hudon, Hebert & Cie, Montreal, who contributed many suggestions during the convention, also replied to toast to "Our Guests." Mr. Hebert referred in terms of commendation to the principles involved in Archdeacon Cody's address, and pleasantly remarked that when next he came to Toronto he would give his address in French and would expect all to be able to listen to him intelligently. He noted the very friendly relations between the Quebec and Ontario wholesalers—this entente cordiale was necessary to their welfare at large. Competition would of course ever exist but business could be carried on in a pleasant manner and those elements eliminated that proved disadvantageous. The fundamental principles of right and justice were conducive only to good results to all concerned.

Music and songs interspersed the program and added to an enjoyable evening.

WHOLESALERS SELLING DIRECT.

Retailers Confer on the Subject—Left To Individual Towns and Cities.

Toronto, Feb. 15.—W. J. Mellen, president of Brantford Retail Grocers and J. A. McIntosh and Jno. O. Carpenter representing the Hamilton Grocers were in the city on Tuesday, attending the convention of the Dominion Wholesale Grocers' Guild. They held a conference with local men on the question of wholesalers selling direct to hotels and other consumers, a matter which has frequently of late been discussed by associations throughout the Dominion.

They decided that in view of the differences in conditions existing at different centres, it would be well to leave this matter in the hands of each individual association. As every town has certain conditions peculiar to itself, the question is such as could hardly be handled to the best advantage by the trade as a whole.

M. Moyer, of Toronto, represented the Retail Merchant's Association at the conference.

Another Advance in the Sugar Market

Following 10 Cent Increase Noted in Last Issue Market Advances Another 10 Cents on Saturday—Outcome of Brussels Convention Affords Little Relief —Cuban Crop Backward—Evaps. Hold Firm Position—High Price of Potatoes Increases Bean Consumption—Prunes Firmer in Winnipeg But Easier in Montreal—Primary Markets in Rice Strong.

QUEBEC MARKETS.

POINTERS—

Sugar—Now at $5.55 per cwt.

Prunes—Easier.

Shelled Walnuts—Decrease.

Montreal, Feb. 15. — Notwithstanding the fact that February is said to be a quiet month in the trade, business has been brisk throughout the week. Several markets offered new features.

Sugar advanced again and shows tendencies towards further movement.

Shelled walnuts, owing to the special delivery of crops, have declined two cents.

SUGAR—Just previous to going to press last week the sugar market advanced 10c and again showed an increase of a similar amount on the Saturday following. Tendencies are towards further advancement.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, Imperial	5 40
Granulated, Beaver	5 45
Paris lump, boxes, 100 lbs.	6 35
Paris lump, boxes, 50 lbs.	6 45
Paris lump, boxes, 25 lbs.	6 65
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES—Market is unchanged for all grades of syrup and molasses. Demand is seasonable, with a fair supply, prices being steady at quotations.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03¾
Corn syrups, half-barrels	....	0 03½
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
Cases, 5-lb. tins, 1 doz. per case	....	2 75
Cases, 10-lb. tins, ½ doz. per case	....	2 65
Cases, 20-lb. tins, ¼ doz. per case	....	2 60

DRIED FRUITS—Dried fruit market is devoid of new developments. Demand is active and most prices for the present remain unchanged. Prunes are showing signs of activity, but prices have eased considerably during the week.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 06¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
30-40	0 16	0 18
30-40	....	0 15
40-50	....	0 14
50-60	....	0 12½
60-70	....	0 12
70-80	....	0 11½
80-90	....	0 11
90-100	....	0 10
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

NUTS—With the exception of two changes, there are no special market features to report in nuts. General steadiness is the rule. Shelled varieties are moving well and are likely to maintain this attitude for some time. The price of shelled walnuts decreased this week, owing to the increased supply by special delivery.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenobles, per lb.	0 15½	0 16½
Walnuts, Marbots, per lb.	0 12½	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

TEA—A fair trade is passing in tea, considering the fact that February is always a dull month in the tea business. Prices show no quotable change for the week. The market undertone, however, is still strong.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuev gunpowder, pinhead	0 30	0 50

COFFEE—Coffee market has developed no new features this week. Prices remain unchanged, with a normal demand. To all appearances the market has settled down for some time.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES—Prices remain quiet and unmoved. Business is brisk, but of a hand-to-mouth order. The spring trade, which begins early in March, promises to be very interesting.

	Per lb.	
Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE AND TAPIOCA—Market is featureless this week. Demand is steady and the situation remains firm.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

CANNED GOODS.

TORONTO.—Lent, which opens on Wednesday, will bring an increased consumption of canned fish, to the benefit of the grocer. He should do his part by featuring salmon, sardines, smelts, herrings and lobsters.

Other lines of canned goods should be in good demand from now on also. Vegetables are scarce and high in price and the canned article should for this reason be brought into favor. Fruits should also do well.

One jobber points out that demand apparently had not been so keen for fruits this year as last. The plenitude of apples as compared with the extreme scarcity last year is one reason offered.

"I think," he said, "that if demand had been as heavy as last year, the situation in many lines would not be extremely acute." As it is, several lines are in limited supply. Special mention might be made of raspberries and strawberries, the pack of which was so small last year.

TORONTO.

FRUITS.	Group B.
3's—Apples, preserved	1 80
3's—Apples, standard	1 17½
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries) standard	1 47½
Gal. —Blueberries (huckleberries) standard	5 97½
2's—Gooseberries, preserved	2 00
Gal.—Gooseberries, solid pack	8 80
2's—Grapes, white, Niagara, preserved	1 55
Gal.—Grapes, white, Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow, flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal.—Peaches, pie, not peeled	4 40
Gal.—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears, heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal.—Pears, pie, peeled	4 55
Gal.—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums, heavy syrup	1 45
3's—Plums, heavy syrup	1 45
Gal.—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, Green Gage, light syrup	1 00
2's—Plums, Green Gage, heavy syrup	1 30
3's—Plums, Green Gage, standard	1 90
Gal—Plums, Green Gage, standard	4 05

Group A is 2½c higher than above.

	Group—B	A
2's—Cherries, black, pitted, heavy syrup	1 95	1 97½
2's—Cherries, black, not pitted, hy. sy	1 55	1 57½
2's—Cherries, red, pitted, hy. sy.	1 95	1 97½
2's—Cherries, red, not pitted, hy. syrup	1 55	1 57½
Gal.—Cherries, red, pitted	8 55	8 57½
2's—Cherries, white, pitted, heavy syrup	2 65	2 67½
2's—Cherries, white, not pitted, hy, syrup.	1 65	1 67½
2's—Currants, black, heavy syrup	2 00	2 02½
2's—Currants, black, preserved	2 30	2 32½
Gal.—Currants, black, standard	5 30	5 32½
Gal.—Currants, black, solid pack	8 30	8 32½
2's—Currants, red, heavy syrup	2 00	2 02½
2's—Currants, red, preserved	2 30	2 32½
Gal.—Currants, red, standard	5 30	5 32½
Gal.—Currants, red, solid pack	8 30	8 32½
2's—Gooseberries, heavy syrup	2 27½	2 30
Gal.—Gooseberries, standard	7 02½	7 05
2's—Lawtonberries (blackberries) hy. sy	1 80	1 82½
2's—Lawtonberries, preserved	2 00	2 02½
Gal.—Lawtonberries, standard	7 05	7 07½
2's—Pineapple, sliced, heavy syrup	....	2 27½
2's—Pineapple, grated, heavy syrup	....	2 27½
2's—Pineapple, whole, heavy syrup	....	2 27½
3's—Pineapple, whole, heavy syrup	2 35	2 37½
2's—Raspberries, black, heavy syrup	....	2 27½
2's—Raspberries, black, preserved	2 37½	2 40
Gal.—Raspberries, black, standard	7 27½	7 30
Gal.—Raspberries, black, solid pack	9 52½	9 55
2's—Raspberries, red, heavy syrup	....	2 27½
2's—Raspberries, red, preserved	2 27½	2 30
Gal.—Raspberries, red, standard	7 27½	7 30
Gal.—Raspberries, red, solid pack	9 52½	9 55
2's—Rhubarb, preserved	1 55	1 57½
3's—Rhubarb, preserved	2 30	2 32½
Gal.—Rhubarb, standard	3 55	3 57½
2's—Strawberries, heavy syrup	2 02½	2 27½
2's—Strawberries, preserved	2 07½	2 27½
Gal.—Strawberries, standard	7 27½	7 30
Gal.—Strawberries, solid pack	9 52½	9 55

VEGETABLES.	Group B.
2's—Beans, red kidney	1 15
2's—Beets, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's—Beets, whole, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	1 10 1 15
Gal.—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal.—Pumpkins	3 12½
3's—Squash	1 15
Gal.—Squash	3 35
2's—Succotash	1 15
3's—Tomatoes	1 65 1 80
Gal.—Tomatoes	4 80
3's—Turnips	1 15

Group A is 2½c higher than Group B

2's—Asparagus Tips	2 55	2 57½
3's—Beans, golden wax	1 40	1 42½
2's—Beans, golden wax, midget, Auto brand	1 10	1 15
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 40	1 42½
Gal.—Beans, golden wax	4 25	4 27½
2's—Beans, refugee or valentine (green)	1 10	1 15
3's—Beans, refugee (green)	1 40	1 42½
2's—Beans, refugee midget, Auto brand	1 30	1 32½
2's—Peas, extra fine sifted size 1	1 77½	1 80
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach, table	1 60	1 62½
3's—Spinach, table	2 25	2 27½
Gal.—Spinach, table	6 00	6 02½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, dozen	....	2 50
½-lb. flats, dozen	....	1 60
1-lb. flats, dozen	....	2 55
Other salmon prices are—		
Humpbacks, dozen	....	1 35
Pinks	....	1 35
Cohoes, per dozen	1 90	2 00
Red Spring, per dozen	2 10	2 25
Northern River Sockeye	....	2 45
Lobsters, halves, per dozen	....	3 00
Lobsters, quarters, per dozen	....	1 75

CANNED POULTRY AND SOUP.	
Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

ONTARIO MARKETS.

POINTERS.—

Sugar.—Now up to 5.65 per cwt.

Rice.—Primary markets strong.

Evaps.—Firm.

Toronto, Feb. 15.—The upward trend of the sugar market has supplied perhaps the most interesting market feature during the last week. Following the 10c advance recorded briefly in our last issue, refined prices increased another 10 cents on Saturday last. The market shows considerable strength at advance, attention having been directed to the rather backward showing being made by the Cuban crop. Buying has been on heavy scale since strength became apparent. Refiners and jobbers note brisk movement.

The approach of Lent brings certain kinds of foods into prominence. Substitutes for meats will be in good demand. These the dealer should feature. Honey, dried fruits, and canned goods should sell well with the grocer who brings these lines to the attention of customers. The dealer should not fail to cater to those people who observe this season.

SUGAR.—Following the advance of 10 cents per cwt. briefly announced last issue, refined prices were increased an additional 10 cents on Saturday, bringing present local quotations up to $5.65. This was not altogether unexpected in face of how situation has been shaping of late. The big world's shortage was a factor that had to be kept in view, while the unlikeliness of Russia offering much relief and poor reports regarding the outturn of the Cuban crop all had their firming tendency. The Brussels convention has allowed Russia to increase her exports 150,000 tons, which amount was probably discounted before finally arranged. England wanted it increased to 300,000 tons. Now that this factor has been cleared away, the Cuban and West Indies crops will be turned to as a guide to the market. Cuba is not showing up well compared with 1910, the last good year. In the face of this and the probability of a good spring demand, the tone of the market is quite strong.

Extra granulated, bags	c 65
Extra granulated, 20-lb. bags	6 75
Imperial granulated	5 45
Beaver granulated	5 45
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 05
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 85
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	5 85
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 55
Paris lumps, in 50-lb. boxes	6 65
Paris lumps, in 25-lb. boxes	6 85

SYRUPS and MOLASSES.—The fact that syrups and molasses are in good demand during Lent should be kept in mind by the retail trade. They should look carefully after their stocks and give these lines due prominence. Wholesalers report a brisk movement at present time.

	Per case.
Syrups—	
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03⅜
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	....	0 45
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS.—While there is in special briskness in dried fruits, a fair movement is in evidence. Demand is fairly well distributed. Figs and dates are still moving well.

Primary markets on all lines rule steady to firm, with steadiness expected to continue locally.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 15
70 to 80, in 25-lb. boxes	....	0 10
80 to 90, in 25-lb. boxes	....	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08	0 08½
Apricots—		
Choice, 25-lb. boxes	0 21	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Dried peaches	0 17	0 18
Dried apples	0 08½	0 09
Evaported apples	0 10	0 10½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	....	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08¾
New Dates—		
Hallowees—		
Full boxes		0 05¾
Half boxes		0 07
Package dates, per 1 lb.	....	0 07
Fards, choicest	0 09½	0 10½

TEA.—An indication of the confidence in the stability of tea market is afforded by the continuance of activity and steadiness since the beginning of the year. In spite of goodly increases shown in shipments for this season so far, all apparently has been well absorbed. Prospects are now for more

moderate supplies over the end of the season, and although prices are still abnormally high compared with many years past, the more general opinion is that prospective receipts will not be in excess of trade requirements.

One tea firm says of the market: "1912 opens with the tea markets of the world in a still stronger position than they were at the commencement of 1911. Consumption generally continues to increase while supplies are not as elastic as distributors would wish. The trade, however, has now become accustomed to the higher range of prices, and owing to the strong probability that for a year or two, at least, prices will not have a serious setback, buyers are purchasing with more confidence."

COFFEE.—This year's sale of valorization coffee has had little, if any effect upon the market. The committee after delivering the 700,000 bags sold this year will still control 4,400,000 bags. It is pointed out that the small crops of Brazil coffee will not continue indefinitely, and when a large crop comes, possibly within the next two years, the situation will change again to one of supply and demand. The present crop is known to be small and the next crop will not be much larger: after that however, some change can be looked for. The lessened consumption is a factor that has also to be taken into account.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 26	0 27
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Guatemalo	0 25	0 26
Jamaica	0 25	0 26
Chicory	0 12	0 13

SPICES.—Trade is gradually taking on more life after the dullness noticeable at the beginning of the year. Peppers show every indication of continuing their present steadiness. Nutmegs and allspice are steady also.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	
Curry powder	25—00		
Ginger	22—27	65—0 85	75—0 95
Mace	50—85		0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16¾ 0 17¾

NUTS.—Shelled varieties are moving freely. Nuts in shells are rather quiet. A general tone of steadiness prevails both locally and in primary markets.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras		0 08½
Peanuts, green, jumbo		0 10

RICE and TAPIOCA.—Cables and correspondence from abroad note strong markets on all deliveries of rice. Reports from Burmah note damage to crop by harvest storms. Demand is normal for both rice and tapioca.

		Per lb.
Standard B, from mills, 500 lbs., or over, f.o.b. Montreal		3 65
Rice, standard B		3 75
Rangoon	0 03¾	0 04
Fancy rangoon		0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 05½	0 06
Tapioca—		
Bullet, double goat		0 08
Medium pearl	0 06½	0 07
Flake		0 08
Seed	0 06½	0 07

BEANS.—Beans continue steady to firm. Stocks are not large while demand is good. The high price of potatoes tends to bring about a larger consumption of beans.

Prime beans, per bushel	2 40
Hand picked beans, per bushel	2 50
California lima beans, lb.	0 08

EVAPORATED APPLES.— Evaps. are firm in the opinion of local dealers and gradually becoming cornered up with stocks by no means large. Production last year was average, but the high prices of dried and canned fruits in general has worked for a big consumption of this line. The West has been taking considerable quantities while a fair amount has been worked for export. The market is regarded as firm.

MANITOBA MARKETS.

POINTERS—

Sugar—Advance.
Syrup—Firm.
Prunes—Advanced.
Evap. Apples—Advanced.

Winnipeg, Feb. 15.—With annual bonspiel in full swing, members of various wholesale houses are busy finding enough time to play the games, entertain visitors, and look after business. The first and second events are, however, looked upon as sacred as they occur only once a year, and consequently all work that can be possibly shelved till next week is being put away, and the most of the time devoted to entertaining country customers in town, and discussing situation of the trade.

The prevailing feeling is one of optimism, and with the granting of lower rates to the south by the Interstate Commission, the country will be relieved considerably of the tension it has been living under during the last three months. All are now enthusiastic and look for record year if present predictions can be reckoned on.

Sugar performed the "ballooning act" by taking two sharp advances of 10c each within three days. While some had expected a slight advance.

Other lines to show advances are evaporated apples and prunes. Former shows an advance of ½c per pound, and the latter as high as 1c over old quotations.

SUGAR—As stated above, this line has been performing some ascension feats during the week, and as a result prices are now quoted at 20c per hundred over the figures used last week. The first advance took place on Tuesday and the latter on Saturday, and market remains firm and fairly active.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and B.C., in sacks	6 15
Montreal, yellow, in bbls.	5 80
Montreal, yellow, in sacks	5 75
Icing sugar, in bbls.	6 55
Icing sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 35
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 05
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 05

SYRUP—Active and steady. Demand is holding up well and a successful winter's trade has already taken place.

Syrups—		
24 2-lb. tins, per case		2 23
12 5-lb. tins, per case		2 68
6 10-lb. tins, per case		2 56
3 20-lb. tins, per case		2 57
Half barrels, per cwt.		3 85
Barbadoes molasses, in half bbls., per gal		0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

DRIED FRUITS—Predicted advances in prunes has arrived and prices are quoted this week at 1c above last week's, and market continues to hold strong. Raisins are also being watched carefully, but as yet no advance has been announced. Stocks in these lines are light enough to warrant advance.

	Per lb.
New Prunes—	
90-100s, 25, s.p.	0 09¾
90-100s, 10s, s.p.	0 10¼
80-90s, 25s, s.p.	0 09⅞
80 90s, 10s, s.p.	0 10⅞
70-80s, 25s, s.p.	0 10½
70-80s, 10s, s.p.	0 11⅜
60-70s, 25s, s.p.	0 10⅞
50-60s, 25s, s.p.	0 11⅜
40-50s, 25s, s.p.	0 12½
New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11½
Camel 6-crown table figs, about 10 lbs.	0 12½
Camel 6-crown figs, about 50 lbs.	0 12½
Camel 7-crown table figs, about 100 lbs.	0 14½
Camel 9-crown table figs, about 10 lbs.	0 16
Emmanuel 3-crown	0 08½
Emmanuel 4-crown	0 08¾
Emmanuel 5-crown	0 09¼
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s, 28s, s.p., per box	2 20
Fine selected, 28s, s.p., per box	2 25
4-crown layers, 28s., s.p, per box	2 35
4-crown layers, 14s., s.p., per box	1 20
4-crown layers, 7s., s.p., per box	0 60
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

EVAPORATED APPLES—Here again considerable strength is noted and the first of series of advances expected have taken place. Quotations show price ranges from 10½c to 11c flat, Winnipeg, to be in vogue, and many look for rapid advances as supplies are being reduced and will soon be in hands of a few firms who will doubtless demand their price.

COFFEE—Coffee remains unchanged from last week. Market is still strong and active.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16¾

BEANS AND PEAS—Present indications all point to firm prices on these lines, and there appears to be no chance of market easing for some time.

Beans, 3-lb. picker, per bushel	....	2 65
Hand picked, per bushel	....	2 75
Peas, split, 100 lbs.	....	4 00

NEW BRUNSWICK MARKETS.

St. John, Feb. 15.—In so far as markets are concerned, past week with local grocers was fairly quiet, and no unusual features presented themselves, although general trade was steady and more encouraging. Beans remain firm and some firms are quoting slight increase over last week, and general increase is looked for soon. Sugar advanced ten cents on Wednesday last, followed by a similar advance on Saturday.

Much interest centres in potatoes, for which from $2.60 to $2.90 is now being asked, with chances of further increase particularly strong. Some dealers are asking a solid $3 retail, and have paid from $2.75 to $2.90 wholesale, and there seems a readiness to purchase at these prices, because of the indications for higher markets.

Eggs are slightly easier, although there is no change in price, but as the demand is good and chances for new laids in the cold weather none too bright, there is a possibility of another jump before long. At present 35 cents is the highest being asked for hennery stock, and particularly in the country market the supply during past week has been good, in face of fairly cold weather.

In butter market the prices quoted at last week's writing are still in force, although it is only in an exceptional case that more than 35 cents is being asked.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 21	0 26
Butter, creamery, per lb.	0 29	0 34
Buckwheat, W. grey bag	3 00	3 10
Cheese, new, lb.	0 15¾	0 16¼
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 70
Cornmeal, barrels	....	3 55
Eggs, hennery	....	0 35
Eggs, case	0 28	0 35
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 45	6 50
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 36	0 37
Oatmeal, rolled	....	5 50
Oatmeal, std.	....	6 10
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 60	2 90
Raisins, California, seeded	0 10½	0 11
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 80	5 90
Austrian, granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	6 50	6 75

NOVA SCOTIA MARKETS.

HALIFAX, Feb. 15.—While wholesale grocery dealers report business a little slack at present time, retail grocers say that trade is exceptionally good for this season. Trade is well distributed among the various lines, with the exception of canned fruits. Some dealers attribute falling off in these lines to plentiful supply of apples. Dealers say, however, that the demand for this class of goods will come later on. Local dealers have good stocks of evaporated apples on hand, but there is little demand for them at present.

There was an advance on sugar this week. Standard granulated was marked up five cents to $5.75, while United Empire was raised to $5.65. Bright yellow was advanced five cents to $5.55, and No. 1 yellow from $5.20 to $5.25.

Rolled oats are firm, and are in good demand. The price is ten cents higher than last week, the quotation being $5.80 per barrel now.

MANY CANADIANS AT CANNERS' CONVENTION.

(Continued from page 39).

Nicholls & Co., New York; B. M. Fernald, ex-governor of Maine, and others.

Raising Health Standard.

The importance of the industry and the necessity of it was perhaps best illustrated in three points dwelt on by the new president of the National Canners' Association, Samuel F. Haserot, of Cleveland. They are as follows:

"First—The men engaged in the canning industry, as represented by the associations gathered here, have reduced and are reducing every day the cost of living.

"Second—The men identified with these associations, in studying out the details of their business ventures, have increased the average health of the nation.

"Third—This same element, by study, by investigation and by the introduction of intensive cultivation and labor-saving machinery, has increased the food outlook, from the standpoint of quantity, for the nation.

"The constant cry which is going up as to the high cost of living can in no sense be directed to the things in which these associations have been most largely interested. The preservation of the bounty of nature, when it is at its best and at its height, you will agree, has presented the opportunity to carry from one season to another the life-giving elements that, without this industry, could not have been presented to the people; not only in the case of strawberries brought from the gardens in June and July, not only in the case of sweet corn, so generally in use from the gardens and the fields for perhaps two months in the year (an inheritance of the six nations), but in the case of other desirable products of the fields and the gardens enrolled in the list of food necessities."

The new president of the Dried Fruit and Canned Goods Brokers' Association is Joseph H. Kline, Cleveland, Ohio, and Thos. A. Scott, Cadiz, Ohio, will again guide the destinies of the supply men.

Visitors Royally Entertained.

Among the pleasing features of the convention were an intertainment with refreshments and dancing given the visitors on Wednesday night at Convention Hall, and a theatre party tendered by The American Can Co. at the Lyceum, on Thursday night. "Rebecca of Sunnybrook Farm" was the play, and Mr. Phelps and his assistants had a difficult time hunting up seats for everybody.

The selection of next year's convention city has been left to a committee, but the prospects are that either St. Paul or Cincinnati will win out as strong representations from both these places were made.

NEWS OF INTEREST TO THE TRADE

Hiram W. Chamberlain, who has been president of F. J. Castle Co., Ltd., wholesale grocers, Ottawa, Ont., since its inception, has purchased the capital stock and on March 1 will take over the active management in succession to J. R. Gardner. Mr. Chamberlain has been an Ottawa resident for 16 years. He was Ottawa manager of the Toronto General Trust Co. for some years and later with the Royal Trust Co., Montreal. Mr. Gardner will give his entire time to the extension of his insurance business.

* * *

Harold Spafford, formerly of Spafford & Mahler, grocers, Chatham, Ont., and for some time past on the staff of J. H. Burnie & Co., grocers, has left for Edmonton, Alta., where he will become manager of the grocery department of the J. H. Morris Co.

* * *

The Toronto Retail Grocers' Association will hold their annual banquet on Wednesday evening, Feb. 28. It will be held at the Arlington Hotel, King St. West and from prospects will be not only a pleasant but profitable event.

* * *

Last week grocers of the Brantford Retail Grocers' Association went over to Hamilton and met their confreres in the trade there. The Hamilton grocers won the game. It was a progressive euchre contest.

Pricing Advanced Goods in Inventory

Important Question Raised By Winnipeg Reader — Percentages of Gross Margins and Expenses—A Retail Firm That Asks Candidly For Co-operation of Consumer.

*By Henry Johnson Jr.

——— Canada, January 2nd, 1912.
Henry Johnson Jr., Canadian Grocer:—

Dear Sir:—On one previous occasion I have trespassed on your kindness by writing you for information regarding one of your articles, all of which I have read with much interest. Many of the points with which you have dealt have been of particular interest to me.

As the time for our annual inventory is approaching there is a matter which, for the past year or two has given me considerable food for thought, and on which I would like to get your opinion, namely, the basis on which goods should be priced on stock sheets, which have been bought some considerable time previously and on which marked quotations have advanced very considerably.

As an example this year, take canned tomatoes. Realizing that opening prices looked particularly good last fall, we bought heavily at from $2.65 to $2.74 F.O.B. Winnipeg, and are at present retailing for 15c per tin, with prospect of an advance in the near future.

As, generally speaking, we do not figure on much more than 20 per cent. on cost as a profit on canned vegetables, writer feels that he should be justified in taking these into stock at about $2.90 per case, which, at retail price of 15c, would allow a somewhat better margin than the 20 per cent. on cost above mentioned.

I feel that as we are, of course, obliged to reduce the figures on any lines which may have declined since time of purchase, we should be justified in putting on at least a proportion of any advance which may have occurred on other lines, provided that the retail price is such as to show as much as, or a little more than, the usual percentage of profit. Canned lobster is another line re which very much the same situation obtains.

Trusting I have made my meaning clear, and awaiting your opinion in this connection, believe me,

Yours very truly, W— A— E—

I am only sorry that the mass of correspondence which reaches me prevents me from handling such matters as these more promptly; but I can only answer letters in rotation of their dates, in justice to each correspondent. But I trust I am not too late now for any use.

Profits on Selling Price.

There is obviously some error in W— A— E's statement, as these tomatoes show the following percentages of gross margin, not on the Cost but on the SELLING PRICE of $3.60 per case —15c per tin:

If bought at $2.65 per case, 26.39 per cent. minus.

If bought at $2.74 per case, 23.88 per cent. plus.

If bought at $2.90 per case, 19.44 per cent. plus.

These margins are surely good enough for anybody on such a staple; even the last not being unreasonable, though I should plan to advance until I had a full 20 per cent. margin, or over.

These same costs per case show on the COST, as follows:

If bought at $2.65 per case, 35.85 per cent. minus.

If bought at $2.74 per case, 31.48 per cent. minus.

If bought at $2.90 per case, 24.17 per cent. plus.

So it looks very much as if W—A—E— meant to write on "selling price" where he has said "cost." Of course, I have given the margin-on-cost figures merely as a mathematical demonstration, because that is never the way to compute margins.

Replacement Value Should be Basis.

Goods should be priced on the inventory sheets just as nearly as possible on replacement values—what it would cost to buy and lay down those goods at date of inventory. This because such is the only logical method. As this correspondent says, we have to reduce our values when the market declines, so we should take unto ourselves the benefit of any enhancement in values.

If all this were not true, our inventories might readily give us a false indication of our condition. We could so easily fool ourselves into feeling that we had done well after a protracted period of declining values, and we could also so readily make a poor showing if we did not take advantage of any considerable increase in the general values of goods.

Make the Safest Error.

We must, however, be very careful about this thing. Let us err, if we must err at all, on the safe side. Let us be sure to take cognizance of all shrinkages, but let us hesitate to advance our values unless, as W—A—E— says, we intend to advance our selling prices to correspond. It is much better to be in a stronger position than our records show than it is to be in a weaker position than we think we are.

I hope this may be the information W— A— E— is looking for. If so, it is, perhaps, "better late than never."

* * *

Henry Johnson Jr., Canadian Grocer,—

Dear Sir:—Allow me to thank you for information given in recent issues. I was trying to get at the cost of doing business in the directest method. I am still of the opinion that donations such as are donated for good will, should be charged in the expense account, say ¼ of 1 per cent. of gross sales; bad debts, as long as the conditions are as now, ½ of 1 per cent. of gross sales; advertising expense, 1½ to 2 per cent. of gross sales. As we figure percentage of expenses of gross sales same way should be for gross profits. I hope you will still continue your good work and wish you another Happy New Year.

McA— W—

As stated in my previous review of this man's correspondence, expense is cost of doing business. If one so desire, he can run all shrinkages and losses into expense, but to my mind it is better to run them into the Loss and Gain account where they will show up individually. It is all right to estimate ¼ per cent. here and ½ per cent. there as a kind of buffer, for the sake of safety and conservatism; but these figures must go to a final definite adjustment to meet actual conditions in every inventory, and a new start on the basis of those actual conditions must be made each new year. In other words, we should take what we find at the end of one year as a kind of "dead reckoning" by which to guide our business during the coming year; then we must readjust our course again in the light of what we find is actually the situation.

I am glad I have been helpful; thank my friend for his good wishes, and shall be exceedingly glad to have him call on me at any time again.

* * *

A Candid Statement.

As an example of frankness in making an appeal to customers for their thoughtful co-operation, here is something from the Model Grocery Company, Pasadena, California; a concern I personally know well and one I know to be successful. This through newspaper advertising:

> Please anticipate your wants and order goods enough to last a few days at a time, especially of staple

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

articles. It is sometimes impossible for us to deliver an order RIGHT AWAY, when you wait the eleventh hour to place the order; where would we as a grocer be, if we ordered our supplies that way?

If possible, please so regulate your orders that they can be delivered on our regular delivery run; it costs lots of money to make these special trips.

We make three regular trips each day inside of the mile circle. We make two deliveries each day inside of the two-mile circle, and regular trips to all outside points. And if there is a store in the country that gives you any better service they will have to go some.

Please do not ask us to deliver any order less than 25c and always more if possible; it is expensive to make the delivery, even though we are going your way.

Please let us have your co-operation, your pleasant good will; don't scold or abuse our clerks; they are all human, and striving to please you; you will get far better results to work with them.

Good service is essential to any business; but why not frankly ask for the co-operation of the buyer? Should she not realize that pampering service is expensive and that she must inevitably pay the cost of her want of systematic ordering? Maybe the idea is worth spreading further.

Opportunities in House Cleaning Brushes

Considerable Business Going to Mail Order Houses That Could be Done by Dealers Throughout the Country — Some Special Brushes That Will Sell Well in Many Places — Sales Can Easily be Created for Them in Spring Months.

There is a good deal of business going to mail order houses in housecleaning brushes that should be secured and developed by grocers and general merchants throughout the country.

The large catalogue houses are not only selling these house-cleaning utensils but through them they secure other business which the grocer and general dealer should take care of. The only trouble is that these dealers do not stock or attempt to create demand for such goods.

During the spring house-cleaning campaign particularly, women are on the look-out for time-savers that will do the work not only more quickly but better than by the use of a rag or some other home-made device.

Special Brushes That Will Sell.

Every general dealer and most grocers of course handle scrubbing brushes, boot and stove brushes and probably a few others. There are, however, as many opportunities in others as in these.

For instance the floor-waxing brush used for waxing hardwood floors is one that should prove a good seller if it were stocked, displayed and its usefulness represented to customers.

Among the other specialties sold in large quantities by the mail order houses are the bannister brushes and hair floor brooms. The use of these can be readily appreciated from their names. There are also window brushes for cleaning windows with water and window cleaners of rubber for rubbing off the water. Many stores use these themselves but neglect opportunities to sell them to customers.

Cornice dusters for ceilings, walls, etc., glass jar brushes for cleaning fruit jars and bottles; plate brushes for silverware and bowl brushes for the lavatory could all be sold if stocked and displayed. A good brush to stock in the autumn for winter trade is the radiator brush, a narrow long handled brush that will clean with the least trouble all parts of a hot water radiator.

What General Merchant Can Do.

That all these can be sold, is proven by the extensive business the catalogue houses are doing in them. These houses are selling by means of the catalogue and have not the opportunities of the general merchant or grocer who can not only advertise them himself but can display and talk their usefulness to possible purchasers.

Have Stock Ready by March 1.

The house cleaning season will soon be with us again. Every dealer should have his stock ready by March 1 so that early customers will not have to be turned down. During March and April frequent window displays of brushes and brooms will aid sales. While brooms are all-the-year-round sellers yet many will require new brooms for their spring cleaning. By all means, however, brushes of all kinds should be stocked and displayed within the next two months. This will be their big season and the most should be made of them.

Where One Dealer Made Money.

Here is a specific instance where brushes such as mentioned above were made a paying sideline.

A grocer in a medium sized town who had never handled them was called on by a representative of a brush and broom manufacturer.

"I don't handle brushes," he replied shortly when the salesman attempted to interest him.

The traveler knew there was no valid excuse for not doing so. He pointed out that this line was well within the grocer's scope and as the housewife was interested in them the chances for promoting sales were excellent. He pointed to the handsome profits in selling brushes and at last induced this dealer to take a trial order.

He included in his first order a few dozen scrub, shoe and stove brashes as well as window brushes, banister brushes, hair brooms and some other lines.

"Now don't chuck them in a drawer or some other place where no one will ever see them," advised the traveler; "give them some display space. The profit is large enough to warrant it."

The grocer followed his advice. It was scarcely more than a month before that house received a repeat order.

Six months after this department had been worked into a profitable and extensive one. A separate portion of the store had been set aside for display. The grocer now thanks this salesman for giving him a start on a profit making side line.

INSULT TO INJURY.

Joseph E. Widener, the Philadelphia horseman and collector, told a horse story at a dinner in New York.

"There's a grocer out Elkin's way," said Mr. Widener, "who is notorious for his wretched horseflesh.

"The grocer's boy is rather a reckless driver. He drove one of his master's worst nags a little too hard one day, and the animal fell ill and died.

"'You've killed my horse, curse you!' the grocer said to the boy next morning.

"'I'm sorry, Boss,' the lad faltered.

"'Sorry, be durned!' shouted the grocer. 'Who's going to paly me for my horse?'

"'I'll make it out all right, boss,' said the boy, soothingly. 'You can take it out of my next Saturday's wages.'"

Eisenberg & Co., of Detroit, have leased the upper flat of the Ferriss Building, Windsor, and will establish a cigar factory, manufacturing high grade Havana cigars. Mr. Eisenberg has been sales manager for the Surety Cigar Co., of Detroit.

Cold Weather Hampers Fruit Trade

But Milder Conditions are Overcoming Difficulty — Firming Tendency in Some Lines Due to Cold—Potato Market Less Excited—Imports of European Stock Will Help to Steady it —Root Products Generally Firm and Scarce—Grapefruit Continues High.

Trade in fruits and vegetables was again quite seriously interfered with by extremely cold weather in many parts of Canada. The low temperature held up shipments to country dealers in many cases, while even in the cities considerable risk was run in sending goods to the trade. However, with the advent of milder weather, this difficulty has been overcome.

The effects of cold is reflected to a certain extent in the prices of some fruits. For instance, the frost in California, which affected oranges adversely, firmed the price of navels, while Floridas in sympathy have been steadied. Lemons are even more susceptible to frost than oranges, and California stock incurred marked damage, which has caused higher prices. Western Canada draws her supply from this source, while eastern Canada depends mainly on Sicily lemons. Sicily lemons are also firmer and higher, for demand from all countries has been heavy, more especially America.

There is more reason to believe perhaps that potato market, which has been soaring for some time, will now become less excited. At some centres dealers believe that market has probably reached settling point, at least for the present. European stock is now on the way in considerable quantities, and can be brought in at figure that should steady market, provided Canadian consumer takes kindly to them. European potatoes have been in such keen request by America that recent despatches indicate firming in markets across the water. New Brunswick has sent out large percentage of her crop and holders in that province continue firm in their ideas. Manitoba, which had a better crop than usual last year, has potatoes at considerably lower figure than eastern markets, but the cold weather prevents their shipment at present.

Carrots, beets, onions and other root crops were generally short crop in Canada last year. Stocks at most centres at present are small and the strong market likely to continue.

Further shipments of marmalade oranges are awaited at some markets. Grapefruit is in light supply and high in price.

MONTREAL.

GREEN FRUITS—The green fruit market is becoming exciting and promises interesting results. The prices show tendency of advancing all around, as result of shortage in stocks, accounted for by the cold weather. Business is brisk considering the season. Florida grapefruit, which is scarce and has been advancing rapidly of late, again shows an increase.

Apples—		
Spies	4 50	5 50
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	2 50	3 00
Limes, a box	1 25	1 50
Oranges—		
Florida	....	4 00
Navels	2 75	3 00
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas	....	4 00
Tangerines, per strap	....	5 25

VEGETABLES — Vegetable market has developed no new features this week. All lines rule high and show no tendencies towards decline. Demand is limited, as result of the high quotations, but offers a promising outlook. Potatoes are still high, with few signs of an advance or decline.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 25
Carrots, bag	....	1 25
Cabbage, dozen	....	1 00
Cauliflower, dozen	3 00	3 50
Celery, Cal., 6 doz. to crate, crate	8 50	9 00
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	....	2 50
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	3 75
Half crate	....	2 25
Canadian reds, 100 lbs.	....	4 00
Radishes, dozen	....	1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, new, bag	1 50	1 75
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	....	5 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

GREEN FRUITS—Trade has again been hampered considerably by severe cold weather. Shipping of fruits has been interfered with, so that goods both coming in and going out were held up, while at times it has been so cold as to make it unsafe to send goods any distance about the city.

Marmalade oranges are pretty well cleaned up, but further arrivals are expected shortly. Navels and Floridas have been coming along in larger volume and improved quality in some cases.

Grapefruit holds firmly and the high price has, no doubt, been responsible for smaller consumption during season. Lemons are firmer and meeting with good demand.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 50	3 00
Oranges—		
Marmalade	2 50	2 75
Florida	....	3 50
California navels	3 00	4 00
Mexicans	2 00	2 25
Valencias, 714's	....	5 50
Valencias, 420's	4 25	4 75
Tangerines, strap	....	6 00
Grapefruit—		
Florida, case	5 50	6 00
Jamaica, case	3 25	3 50
Grapes, Almeria, per keg,	5 00	6 00
English hot house grapes, lb.	0 65	0 75
Cranberries, bbl.	....	13 75
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida Strawberries, box	....	0 65

VEGETABLES — Potatoes show a slightly higher price than a week ago, New Brunswick being quoted at $1.90 to $1.95, and Ontario at $1.75 to $1.85. Situation for a long time has been strong and the tendency upward. As noted last week, the excitement in this line is probable to subside. Many dealers believe that market has probably reached settling point, at least for present. The import of European stock is likely to steady the market, especially if it is of such quality as to win the favor of the consumer. First arrivals are expected around the middle of the month.

Quite early in the fall, the small crops of beets, carrots, parsnips and onions in Ontario and pretty well throughout Canada was referred to. This shortage combined with cold weather has gradually been firming prices on these lines. Stocks of all locally are small, especially onions. No wavering in steadiness can be expected. Valencia onions are re-

ported slightly firmer. Shipments of California celery will increase within few weeks.

Boston cucumbers, dozen	....	2 25
Boston head lettuce, dozen	....	1 50
Canadian beet, per bag	1 10	1 25
Cabbage, barrel	2 25	2 50
Carrots, bag	1 10	1 25
Turnips, bag	....	0 50
Celery, per dozen	....	1 00
Celery, Cal., per case, 6½ to 8 doz.	....	8 00
Parsnips, bag	....	0 90
Potatoes, N. B.	1 90	1 95
Potatoes, Ontario, bag	1 75	1 85
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags	....	2 25
Sweet potatoes, hamper	1 75	2 00
Mushrooms, 1-lb. boxes	....	0 75
Can. hothouse tomatoes, lb.	....	0 32
New lettuce, per dozen	0 30	0 35
Green onions	....	0 25
New radish, per dozen	....	0 50

Wide Awake Methods in Retail Stores

Chatham Dealer Who Imports Early Strawberries at Loss to Secure New Trade—Classified Ad. Page in Newspaper Used by St. John Grocers—Merchants to use Auction Sales to Boom Trade — A Family Competition.

This Loss is Profitable.

Chatham, Ont., Feb. 15.—A local grocer makes a feature of handling the first strawberries of the season. To do so, he has to import extensively, at a time of year when such shipments are very precarious.

Imported fruits, and particularly imported strawberries, are rather risky commodities. This particular dealer states that, after paying duty and express charges and allowing for loss occasioned by fruit going bad, he not infrequently finds he is handling the imported berries at a loss.

"Nevertheless, we will continue to handle them," he adds. "Even though the direct transaction may involve a loss, there is a great advantage in the long run. The imported berries start a great share of the summer preserving and fruit trade in our direction. People who want early strawberries practically have to come to us. When the home grown berries come in, however, the trade of a great percentage of these people comes our way as a matter of course. Home grown raspberries and blackberries follow the strawberries almost without a break; then peaches, plums, pears and all the later fruits. We make a dead set on the fruit trade right at the beginning of the season and start it coming our way—and it keeps on coming.

"Of course, the handling of early stuff constitutes an advertisement for the store, and proves helpful to our general business as well."

Uses Classified Ad. Page.

St. John, N.B., Feb. 15.—On the "classified ad." page of the evening daily papers each day is to be found the advertisement of the "Two Barkers, Ltd." and it is a feature which is read with interest by a great many careful housewives. They conduct four stores in St. John now, one each in King Street West, Brussels, Main, and Princess Streets, and they so plan their affairs that the prices in all four stores are similar and "specials" are offered simultaneously. Hence, it is more easy to feature the store news from each store in combination with the others and for this purpose under a four-column head, an inch and a half with that width is used and the "special offerings" are displayed in a wide variety each with its price affixed.

The same ad. generally runs for two days. For instance under the heading "A Few of the Bargains for Saturday and Monday" are listed articles of different kinds carried in the grocery trade. It is reasoned that many people are interested in the page where the classified "ads." are displayed, as it is one which contains information of importance on many matters, and thus with a spread of four columns an advertisement is certain to attract attention.

Auction Sales to Bring Trade.

Wallaceburg, Ont., Feb. 15.—With a view to attracting the trade of the farmers, the merchants of Wallaceburg, through the Board of Trade, are making arrangements for the holding of regular free auction sales.

The scheme is to hold a regular auction market at which goods of all kinds will be sold at auction. No charge will be made to the farmers for the services of the auctioneer. The scheme has been tried in a number of United States cities and was first brought to the attention of the board of trade by ex-mayor Hugh Stonehouse, a prominent merchant.

The Board of Trade viewed the plan favorably. T. D. McGuire was appointed auctioneer and an initial grant of $25 made toward the enterprise.

Family Hunted for the Pork.

Vancouver, B.C., Feb. 15.—"Advertisers should live up strictly to what they advertise," was the remark of a merchant to The Canadian Grocer, when discussing general matters. "For instance, I had a customer in the other day, who, while he did it in a jocular way, evidently had a serious complaint back of it all. He was giving a large order, and was casting his eye along the displays to see if there was anything that might tickle his palate, when his eye caught a line of——pork and beans.

" 'Do you know we have an interesting contest at our house every once in a while,' he said, with a twinkle in his eye.

"I was not at first aware that the contest had anything to do with me or my store, and I instantly took quite an interest. I enquired what it was, and said it must be nice for the children.

" 'Yes, they enjoy it immensely,' he replied. He went on to tell me how they always anticipated it, in fact it was when the last order was delivered from my store that the last session took place.

"In the end it developed that he had ordered several tins of these pork and beans. Then they got a Saturday Evening Post and turned up the Van Camp advertisement where a nice plate of pork and beans are shown, with a fine slice of pork right across the top. It seems he has offered a box of candy to the one who finds a slice of pork like what is shown in the advertisement. At first he thought he had a good joke, for hardly any pork was found in the tins. But the children did not have to buy the pork and beans and they hurried through all the tins in their vain quest. He began to find that he was soon out of pocket more to supply pork and beans for the contest he had inaugurated than if he had bought the candy straight away. So he bought the candy and called the contest off.

" 'That pork and beans stunt is the funniest of them all,' he said. 'Why in the world they advertise pork and beans when in most cases the park could be put in a thimble is more than I can tell.'

"He went at it in a nice way, though some customers think we are positively taking advantage of them. One woman deliberately declared that it was because pork was so dear that none was in the tins and that we effected quite a saving. Some times I have thought of suggesting that manufacturers should have a notice on their labels asking that complaints be made direct to the factory. It would often make it much easier for us. The only person the dissatisfied patron can complain to is the dealer. It troubles the new man, but we old stagers learn in time to have excuses for every shortcoming."

Hewitt & Armstrong, grocers, Medicine Hat, Sask., have moved into their new store on Main street. Among the fixtures installed are included an electric coffee mill, electric scales, cash register, and silent salesman.

Rolled Oats Advance 10c. Per Bag

In Accordance With Last Week's Prediction—Raw Market Still Holds Up — Cereals in Good Demand—Fair Domestic Trade In Flour—A Sale of 100,000 Bags of Flour to Bakery Firm—Domestic Flour Trade is Fair—Cornmeal Continues Firm.

Another advance of 10c. per bag, or 20 cents per barrel, is announced in rolled oats by millers this week. This is in keeping with what we stated last week, that market showed marked strength, and that millers were about to announce another increase in price. This is a total upward move of 20 cents per sack from the low point reached during December's decline. Trade is quite brisk from millers to retailers, while consumptive demand under favorable weather conditions is brisk.

There are no special features in Manitoba flour to report. Domestic consumption is on fair scale at present time. Feed of all kinds is extremely scarce, and in keen request by retail country dealers, and this fact serves somewhat to increase volume of flour from millers to retailers, as most mills will sell feed only on conditions that a certain ratio of flour be taken also.

One extremely large sale of flour to a bakery firm is reported this week. It is said to amount to 100,000 bags, the contract being spread over a year's time. Competition for such orders as these is indeed keen.

The Canadian wheat visible last week increased 203,000 bushels, and oats increased 589,000 bushels. The International Agricultural Institute estimates the production of wheat in the southern zone as 290,987,000 bushels, compared with 275,817,000 last year.

Wheat weakened slightly at beginning of week, under expectations of increased shipments from Argentine.

MONTREAL.

FLOUR.—Firmness prevails in flour. The market has not varied this week in either price or demand, although interesting results have been predicted.

Winter wheat patents, in bags		4 80
Straight rollers, in bags		4 30
Manitoba 1st Spring wheat patents, bags		5 60
Manitoba straight patents, in bags		5 10
Manitoba strong bakers, in bags		4 90
Manitoba second, in bags		4 40

CEREALS.—The price of rolled oats has increased and still oats show signs of further movement. The supply, though fair at present, might offer a shortage later on, owing to scarcity of milling oats. Fort William and Port Arthur millers claim they can only find a limited supply of raw material, and soon will not be able to meet the demand. The market is now becoming interesting, and should be carefully followed.

Fine oatmeal, bags		2 64
Standard oatmeal, bags		2 64
Granulated oatmeal, bags		2 64
Bolted cornmeal, 100 bags		1 80
Rolled oats, jute bags, 90-lb.		2 50
Rolled oats, cotton bags, 90-lb.		2 55
Rolled oats, barrels		5 05

TORONTO.

FLOUR.—Past week has brought about no change in flour prices, nor is there any change in the general situation. The wheat market, which has had tendency to strength for some time, showed slight weakness early in the week, on expectations of larger shipments from Argentine.

Ontario wheat is still in scarcity supply, and winter wheat flours hold steady. Straight roller is quoted at $4 to $4.20 per barrel. One miller states he finds it hard to get $4.10 per barrel locally, although $4.20 is being received in Montreal.

Domestic trade in flour is reported fairly brisk for season.

Manitoba Wheat.		
1st patent, in car lots		5 50
2nd patents, in car lots		5 10
Strong bakers, in car lots		4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 00	4 20
Blended	4 50	5 00

CEREALS.—In accordance with what we said last week could be expected, rolled oats have advanced 10c. per bag, the change being announced on Saturday. Raw market holds up well, reflecting steady tone to rolled oats.

Cornmeal, as reported for the past couple of weeks is firm. For American corn, some houses are asking more.

Demand in cereals is on brisk level.

Rolled oats, small lots, 90-lb. sacks		2 50
Rolled oats, 25 bags to car lots		2 40
Standard and granulated oatmeal, 98-lb. sk		2 75
Rolled wheat, small lots, 100-lb. bbls.		2 90
Rolled wheat, 5-barrel to car lots		2 80
Cornmeal, 100-lb. bags	2 00	2 15
Rolled oats in cotton sacks, 5 cents more.		

A RUSKIN OPINION.

A Grocer reader sends the following: In his book, "Sesame and Lilies," Ruskin says: "It is very curious to watch the efforts of two shopkeepers to ruin each other, neither having the least idea that his ruined neighbor must eventually be supported at his own expense, with an increase of poor rates (taxes), and that the contest between them is not in reality which shall get everything for himself, but which shall first take upon himself and his customers the gratuitous maintenance of the other's family."

ONE OF EARLY SUBSCRIBERS.

The MacLean Publishing Co.—Enclosed you will find express order for $6.00, covering amount due to Dec., 1911. As I have now retired from the grocery business, I would thank you to cancel my name from your list, but I must express my admiration for your journal, as I always considered it the best and most useful paper any grocer could have. In severing my connection from your good selves I think I can almost take the credit of being one of your earliest subscribers, as I had been connected with the grocery trade in Victoria from 1872 to 1909 continuously.

With best wishes and success to The Grocer.

FRED CAME.

1319 Douglas St., Victoria, B.C.

Making Money in Handling Confectionery

St. John, N. B., Dealer Points Out How He Has Secured New Accounts by Means of this Department—Newspaper Advertising a Great Help.

By G. P. Colwell.

It is possible for the grocer to develop a large and profitable trade in confectionery, by displaying it in large quantities, and advertising it as a prominent feature of the store.

I do not mean by saying in large quantities, that he must buy a ton or two, but sufficient to make an attractive show window. Mr. Grocer, the confectionery department is well worth spending some time and money on. It is rightly a department of the grocery store and not that of the drug store; why wait for so many of your customers to go to a druggist and pay from fifty to eighty cents a pound for the same goods you could profitably sell for forty or fifty cents, and deliver them to the home of the buyer, before he or she is ready to go for them?

Brought Business After Marriage.

A good line of confectionery will bring to your store a class of people that no other line will; it will bring the young men and the young ladies. I have now trading with me three newly married couples who when single came to my store for the box of chocolates for the sweetheart. I consider the confectionery dept. got me these three.

Advertising Brings Results.

The following advertisement is a sample of what we do to interest the consumer through the newspaper. It was in a space 3 inches square and brought extra good results.

> Lovers of Turkish Delight here is your chance to buy a pound of that Delicious Sugar Coated Pure Fruit Juice Candy at a price that will suit your pocket book. Special price for Saturday, only 15c pound. Colwell Bros. If you can't come, telephone.

Advertising in the daily papers may seem expensive to one who never tried it, but this advertisement under contract costs me a little over forty cents each night.

This special ad. brought us in on the Saturday of that week $15 worth of extra business. My profit on this special was more than six dollars besides bringing to my store a class of people that we could could not have got there under any other means. Not only did I sell these people this one particular article in confectionery but several kinds not advertised. It also helped to sell a considerable amount of groceries.

These are some of the reasons why I think every grocer should handle confectionery. By using special ads of this character one will be surprised at the turnover in the run of a few months.

AMENDMENT TO INSPECTION ACT.

Hon. Geo. E. Foster is introducing into the House of Commons an amendment to the Inspection and Sale Act. His resolution reads that it is expedient to amend the Inspection and Sale Act by providing, (a) for the inspection of feed imported into Canada, and of flour, meal or feed manufactured, sold or offered for sale therein; (b) that every bag or package of flour, meal or feed shall be marked with the name of the manufacturer or packer, the place of packing and the weight of the contents, and (c) for the imposition of penalties for offences in contravention thereof.

Abuse of Credits Result in Failures

Traveler Points Out That Too Many Grocers Are Lenient in Matter of Credit—Last Man to be Paid—Case Where Doctor, Butcher and Dry Goods Man Got Preference.

Montreal, Jan. 25.—(Special)—A traveler who has had varied experiences with wholesale and retail grocers recently relieved himself of some of the opinions he has formed in his frequent rounds of the trade. The representative of The Canadian Grocer induced him to talk on the subject of why some grocers fail and his ideas in this direction may prove of interest to readers.

His first cause of the business downfall of many grocers was the abuse of the credit system.

"Look about you," he continued, "and what do you find? Every merchant demands cash but the grocer. The boot man wants his money with every sale. So does the dry goods man, and the butcher and baker. The house furnisher may allow credit but there is more reason for his giving credit than the grocer.

"The tendency of to-day is toward cash payments. In the financial considerations of the average family the grocer usually comes last, because other retailers have demanded cash payments they have cultivated this practice in their customers. If one of the latter has a hard luck story he saves it for the grocer, because his experience has taught him that the grocer is sympathetic and "will stand for a touch."

Collections Become Difficult.

When a family's circumstances become straightened, money has to be carefully handled. And in doling out the limited sum it is remembered just what merchants demand cash and the grocer is usually called upon to "bear with us for a while until things begin to look brighter" Thus the man who is making the smallest profits is asked to carry the heaviest burdens.

"If the grocer is called upon to supply many customers of this kind," said the traveler, "it will not be long before there is a red flag hanging from his door. Sentiment is sentiment and business is business, and no one will admit that the grocer should alone be asked to play the part of the good Samaritan. Of course he must decide what attitude he will assume on this question of credit which, I claim, when not properly attended to is the grocer's greatest menace.

"Besides, when everyone else is asking cash, when there is a general tendency to educate the public into this system of doing business, why should the grocer stand aloof and still follow the old and often dangerous method that has been handed down from that period when barter was the business system and actual money was rather scarce?

Doctor and Butcher Came First.

"I need only mention by way of illustration an instance that was brought to my attention only a few days ago. The husband of a family received an injury and was for a time unable to work. A doctor attended regularly. In two weeks a grocery bill of sixteen dollars had accumulated and in answer to the grocer's request for payment, asked for supplies for an additional two weeks assuring him that a payment would be forthcoming. When the month had come the woman stated that she had too many other bills to pay. There was the doctor and the butcher. The children had to have heavier clothes and boots for the winter.

"The result is that the grocer must wait and it is hard to tell when he will have recovered this bill.

"Of course this is only a mild case, but it is quoted to show that the grocer should demand that he is placed upon

Lenten Season Opens on Wednesday

Expected to Bring Big Demand—Two Special Fish Days Next Week—Wholesalers Finding Rush of Business — Retailers Stock Fairly Heavy on Pickled and Smoked Lines—Frozen Fish in Good Demand—Market Expected to Rule Steady to Firm.

Wednesday next, Feb. 21, is opening day of Lent. The present activity on all markets indicates that busy season is close at hand. While many retailers have been preparing their stocks for some time now, there are always belated orders which bring a special rush just previous to opening day. The next six weeks can be expected to be busy ones as there are retailers who handle fish at this season who do so at no other time of the year. Besides this, those retailers who have regular fish department put more energy behind it during Lenten season.

There has been a big demand from retailers for pickled, prepared and smoked lines. Dealers generally get in good stocks to start off Lent with. The frozen lines, which are big sellers just now, they buy as they require. This is at least the method of many dealers.

Receipts of fresh fish at eastern points are small compared with other years. Halibut is in stinted supply. With a good demand, fish in general, as Lent advances, with some special exceptions, can be expected to rule steady to firm.

QUEBEC.

MONTREAL—Now that Lenten season is drawing near, dealers find themselves in midst of rushing trade. The demand, in sympathy with season, has greatly increased, and market presents a scene of activity. Supplies are sufficient to meet the call in all lines, except Labrador herring and green salt cod, which are scarce, the latter being almost entirely off the market. Oysters have already offered a shortage, having suffered greatly by extreme cold at beginning of season. The week has seen no change in prices, but judging from large demand and small stock in some lines it is evident an increase is close at hand.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	....	0 04½
Less than case	....	0 05
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 08	0 08½
Herring, frozen, per 100 fish	1 65	1 75
Mullets	0 04½	0 05
Pike, round, per lb.	0 05	0 05½
Pike, dressed and headless, lb.	....	0 06½
Steak cod	0 05½	0 06
Mackerel	....	0 11
Dressed perch	....	0 10
Dore or Pickerel	0 07	0 08
B. C. red salmon	0 08½	0 09
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 10
Extra smelts, per lb.	....	0 14
Lake trout, per lb.	0 09½	0 10
Tomcods, bbl.	2 25	2 50
Whitefish, large, per lb.	0 08½	0 09
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb..7, 8, 10,	11, 12
Dry pollock, 100 lb. bundles, per bundle	6 60
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotia herring, No. 2, bbl.	....
Lake trout, kegs	6 50
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs. 7 50	8 00
No. 1 green pollock, per 200 lbs.	7 50
Salmon, B. C., red, bbl.	14 50
Salmon, B. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador,, trcs., 300 lbs.	21 00
Salt eels, per lb. 0 06½	0 07
Salt sardines, bbls.	5 50
Salt sardines, half bbls.	3 00
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. brls.,	0 10½

SMOKED.

Bloaters, large, per box	1 25
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque oysters, per bbl. 8 00	12 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	

NEW BRUNSWICK.

ST. JOHN.—Catches of fish about the province during the last week have been better than usual, owing to a great extent to the fair weather which has prevailed. Gaspereaux have become more plentiful than at last week's writing, and smelts on north shore have been secured in very large quantities. W. S. Montgomery, of Dalhousie, said this week that he alone had bought more than 40,000 pounds in one day, and in ten days had bought eight carloads of smelts, all caught in Restigouche river. Other firms, among them Donald McGregor, R. J. Miller, Edward Crockett, A. & R. Loggie, and others, have also dealt extensively in smelts from north shore, so that it will be seen some fine catches have been made. The catches in the Kennebecasis river have not been nearly so large, but of late have been better than usual.

Local dealers are greatly interested in the proposal to establish a shad hatchery in the St. John river, with a view to restoring this line of fish to the numbers which were known some years ago in those waters. It is proposed to have a floating hatchery and to have it so that eggs can be secured at different points.

ONTARIO.

TORONTO.—With opening of Lent only a matter of days now, the trade in fish is extremely brisk. All lines are coming in for their full share of attention. Two lines with a tendency to firmness are halibut and qualla salmon, because stocks and offerings are limited just now, pointing to probable shortage later on. Winter-caught lake fish are fairly plentiful, with exception perhaps of pike and pickerel. Present indications, according to local dealers, point to general market holding pretty steady and firm during first part of Lent at present.

FROZEN FISH.

Gold eyes	....	0 05
Pike	....	0 05
New pink sea salmon	0 09	0 10
Whitefish	0 09	0 11
Red salmon, headless and dressed	....	0 11
Halibut	0 10	0 11
Smelts, extra, per lb.	....	0 15
Smelts, No. 1, per lb.	....	0 10
Red salmon, round	....	0 10
Sea herring, 100	....	2 25
Mackerel, per lb.	....	0 12
Mullets	....	0 04
Bluefish	0 10	0 11
Lake herring	0 03	0 05
Steak, cod, per lb.	....	0 06½
Flounders, per lb.	....	0 05
Tullibus, per lb.	....	0 05½

FRESH CAUGHT FISH.

Steak cod	....	0 08
Haddock	0 05	0 07
Trout	....	0 08½

SMOKED.

Kippers, per box	....	1 15
Bloaters, per box	....	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 90
Cod, Imperial	....	0 06½
Quail-on-toast	....	0 07
Fillets of haddie	0 11	0 12
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10

Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65
PICKLED.		
Lake herring, per keg	....	4 00
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, bbls.	....	6 00
Labrador herring, half bbls.	3 00	3 25
Shrimps, 1-gallon cans	....	1 25
PREPARED.		
Shredded cod, 2 doz pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Skinless cod, 100-lb. boxes, whole fish, box	....	7 50
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NOVA SCOTIA.

HALIFAX.—The lobster fishing on the Nova Scotia coast this season is practically a failure. Majority of fishermen have had their traps destroyed by storms, and those who have traps are not setting them. The toothsome lobster is now selling at a record price. Few lobsters were offered for sale on the Halifax market this week.

Fresh halibut is now on local market, the first for several weeks. The fish are of medium size and of fine quality. The price is high and demand limited on that account.

Packers of boneless fish are now doing a rushing business. Demand is good and dealers have large orders on hand.

The stock of smoked salmon on hand is light, with fair demand. Salt codfish is now the market leader. Heavy shipments are being made daily to local points, mostly choice grocery cod.

How to Maintain the Quality of Oysters

Condition of Oysters Cannot be Improved, But Can be Maintained—Should be Kept Well Iced From Time Received — Freezing Impairs Flavor—How to Care for Shell Oysters.

Absolutely nothing can be done to improve the condition of oysters.

This is what oyster men, who should know, say of the common bulk oysters which the grocer sells. It is a quite common thing for dealers to be given advice on methods which may be used to "doctor" the slightly impaired oyster back to a perfect condition. The use of soda, of washing and dozens of other methods have been put forward as a sure thing, but it seems that they all fail in the desired aim.

Decline Can be Prevented.

But the quality or vitality of the oyster may be preserved or maintained. For instance, if the quality of a can of oysters has been slightly impaired it is impossible to bring them back to their once perfect condition but they may be kept from being still further weakened.

The grocer should not, however, wait for the vitality of the oyster to be weakened in the least. If he takes proper care of his stock when it is in proper condition it will remain so. It is astonishing the number of grocers who do not give proper attention to their oyster stocks, with the result that the quality is affected, and frequent complaints are made by customers.

Knowledge Easily Applied.

"Any ordinary small boy can take just as good care of the oyster stock as any one else," said one dealer, "so that the retailer has absolutely no excuse for allowing his stock to be affected."

Keep the oysters away from direct contact with water and ice. The old-time method of adding water and throwing a cake of ice into the oyster tank to keep the bivalves cool, all helped to diminish the quality. The oyster shouldn't be washed. Nothing should be added in an attempt to improve them. But to hold the present quality see that the space around the oyster tank is well iced. That is what preserves vitality. They should not be allowed to freeze. Keep them at a temperature that is cool but that does not congeal. And be sure to scald a package before putting more oysters into it. If these directions are followed oysters can be kept properly, customers will be better satisfied and so will the dealer.

Although freezing does not spoil oysters, still it weakens them and impairs the flavor, and this should be guarded against.

Something About Shell Oysters.

So much for the solid meat oysters. Unfortunately the sale of shell oysters in Canada is as yet decidedly small. There are also some points to be observed in the care of these.

The oyster in his own bed has the good sense and instinct to lay always one way up, or approximately so, and we must duplicate these conditions.

The packers make a point of "setting" the oysters, at is termed— that is, flat side uppermost; in the transport it can easily happen that an ugly jolt will disturb this arrangement, which should be remedied at once upon their arrival home. The oyster does not, like other fish, come to the surface to breathe; therefore, deny him all the fresh air you possibly can, smother him down in the dark barrel with a damp cloth or sack, keep his surroundings cool and spotlessly clean, and he will reward your care by recommending himself and making many more customers for you.

Care Will Bring Good Results.

There has in the past been a certain amount of dissatisfaction expressed at times by dealers in handling oysters. The changing from the old method of half water to that of solid meat eliminated some of this. If dealers will but take proper care of their stock so as to maintain the quality and satisfy their customers they will find the sale of oysters gratifying in results.

LETHBRIDGE MERCHANTS' ANNUAL.

Lethbridge, Alberta.—At the annual meeting of the Lethbridge Business Men's Association, W. J. Nelson was elected president; J. W. Bawden, vice-president, and B. L. Cope, secretary-treasurer. The executive consists of A. L. Johnston, E. J. Sehl, George Kerr, W. A. Dodman, E. Kirkham, L. H. Fowler, H. G. Clark, H. A. McKillop, A. C. Price and E. A. Cunningham.

The occasion was featured by a banquet, presided over by the newly-elected president, Mr. Nelson. Addresses were given by Mayor Hatch, E. A. Cunningham, F. W. Downer, Dr. Stewart, M.P.P., H. A. McKillop, past-president, B. L. Cope, secretary-treasurer, and others.

Mr. McKillop pointed out that the objects of the association were principally protection to the merchants in the matter of extending credits, the instigation of and check on by-laws relating to trade, protection in the matter of unjustifiable subscriptions to which the business men are constantly a prey; protection of the community against fake advertising, and numerous other questions arising out of local trade conditions, which necessarily call for co-operation of similar organizations in other towns and cities.

Secretary B. L. Cope stated that live merchants throughout the country were giving the credit end of their business more and more attention.

"During the past few years," he said, "retailers have endeavored to fortify themselves by closer co-operation through the establishment of local credit associations or rating bureaus, as they are frequently called, which keep a record of the habits of pay of the credit buyers of that particular community. While considerable benefit has been derived from these local organizations, it is only a slight measure of what can be derived by a strong provincial effort to check the ravages of the transient, the rudderless rover who is the greatest menace to our business interests. He is in the city to-day, in the country to-morrow, and the next day somewhere else, and behind him, more pungent than the fumes of gasoline, we get the odor of a myriad of unpaid bills."

Produce & Provisions

The Acute Egg Situation is Relieved

Increased Offerings From Southern States Breaks the Strong Market—Easier Tendency at Hand, Which Will Continue as Weather Moderates—Storage Eggs are at an End—Butter Steady and Marking Time—New Zealand Becoming a Factor in Supply—High Price Reduces Consumption—Lard in Good Demand.

The mild weather, which it was pointed out last week, would alone bring relief to the acute situation in eggs, has in part arrived. Down in the Southern States, where an early increase in the production of new laids was expected, but which failed to materialize on account of the set in of extremely cold weather, the temperature last week began to moderate with a consequent increase in the yield of eggs. Offerings from that section have accordingly been larger, and at considerably reduced prices, making it possible for Canadian dealers to import from across the line. Several large shipments have been brought in and are on the way, thus affording relief to the strong market which has ruled during the past few months. At the beginning of the week many Canadian markets were practically bare of eggs, as storage stocks are well to an end, and the Canadian hen has been far from industrious of late. Supplies are now on a more plentiful scale, however, and the market can be expected to ease accordingly as the weather in the Southern States and here moderates and the egg production increases.

Butter is steady and marking time. The market has reached such a high figure that consumption is being materially curtailed. Small stocks and light receipts are the rule, while an increase in home production cannot be expected for a month or so hence. New Zealand, as reported last week, is becoming a factor in the supply, a large amount being reported due in Vancouver during the next week or so, while some New Zealand stock is also on the way from England.

From several centres in Canada comes report of improvement in the movement of provisions over a week ago, but trade is as yet rather quiet. Under the high values in butter, lard is naturally finding a good demand.

MONTREAL.

PROVISIONS.—The provision market still remains firm, with a good seasonable demand. Nothing exciting has taken place in this market for some time, but there are tendencies towards a change noticeable.

Pure Lard—		
Boxes, 50 lbs., per lb.	0 11¾	
Cases, tins, each 10 lbs., per lb.	0 12¾	
Cases, tins, each 5 lbs., per lb.	0 12⅞	
Cases, tins, each 3 lbs., per lb.	0 12¾	
Pails, wood, 20 lbs. net, per lb.	0 12¾	
Pails, tin, 20 lbs. gross, per lb.	0 11⅞	
Tubs, 50 lbs. net, per lb.	0 12	
Tierces, 375 lbs., per lb.	0 11¾	
One pound bricks	0 12¾	
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 08¾	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08¾	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08⅞	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09	
Pails, wood, 20 lbs. net, per lb.	0 08¾	
Pails, tin, 20 lbs. gross, per lb.	0 08¾	
Tubs, 50 lbs. net, per lb.	0 08⅞	
Tierces, 375 lbs., per lb.	0 08¼	
One pound bricks	0 09½	
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50	
Bean Pork	16 50	
Canada short cut back pork, bbl. 45-55 pieces	22 00	
Heavy short cut clear pork, bbl.	22 00	
Clear fat backs	23 00	
Heavy flank pork, bbl.	22 00	
Plate beef, 100 lb. bbls	7 50	
Plate beef, 200 lb. bbls.	14 50	
Plate beef, 300 lb. bbls.	21 50	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	
Long clear bacon, heavy, lb.	0 10½	
Long clear bacon, light, lb.	0 11½	
Hams—		
Extra large sizes, 25 lbs. upwards, lb.	0 11	
Large sizes, 18 to 25 lbs., per lb.	0 13	
Medium sizes, 13 to 18 lbs., per lb.	0 14½	
Extra small sizes, 10 to 13 lbs., per lb.	0 14½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½	
Breakfast bacon, English, boneless, per lb.	0 14	
Windsor bacon, skinned, backs, per lb.	0 16	
Spiced roll bacon, boneless, short, per lb.	0 12	
Boiled ham, small skinned boneless	0 24	
Hogs, live, per cwt.	7 00 7 10	
Hogs, dressed, per cwt.	9 75	

BUTTER.—Butter market has perhaps never been in such a doubtful state before, and dealers are not keen on making any definite statements, as it is a toss-up whether conditions will become more satisfactory or whether the consumer will have to pay an excessively high figure.

Stocks have become extremely small, making it necessary for dealers to call upon the New Zealand market for supplies.

This, however, is not altogether a promising outlook, as prices run on a parallel with those of Canada, and past experiences have taught dealers not to put too much confidence in New Zealand butter export. It not only takes three weeks to land: but often the dealer is subject to great loss.

Dairy and fresh dairy rolls have increased this week, and show signs of further advance.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 28	0 30
Fresh, dairy rolls		0 32

EGGS.—It is difficult to say exactly where the egg market stands at present. Local stocks are almost exhausted, and the prices of those remaining on hand have advanced greatly. The prices now ruling will likely last until the end of the week, when the situation will be relieved by import of American eggs, which will help to steady the situation and decrease the price. This market should be followed with the utmost care. The supply of selects has been entirely exhausted.

New laids	0 48	0 50
No. 1		0 38

CHEESE.—There is a steady demand and a firm market for all descriptions, based on small stocks. Prices remain unchanged, and are likely to remain the same for some time.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—This market is quiet at present. The fair demand and supply are on equal basis; but the great calls expected for poultry when navigation opens are likely to meet with a shortage of stocks.

Prices have advanced this week, and show a strong tendency toward a steady increase.

Fowl	0 13	0 14
Chickens	0 13	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—No special activities have been noted in the honey market. The normal demand is met with a ready supply, while prices show no advance. The

Lenten season will, most likely, vary the situation.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08½
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—While trade in pork products is generally reported as showing some improvement, still it has an inclination to quietude. Lard is moving well because of the high price now ruling for butter, while long, clear is also selling quite well.

Live hogs are 10 cents higher this week, and show a steady undertone.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10½	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12¼
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	6 35
Live hogs, local	....	6 65
Dressed hogs	9 00	9 25

BUTTER.—There is no change in butter from last week, but market still rules steady to firm. There is no doubt but that the high figure for this commodity is considerably cutting down consumption. Dealers, as stated last week, see nothing in the near future to shape the market from its present path of steadiness. Prices in Chicago have fallen from the record figure reached a couple of weeks ago.

	Per lb.	
Fresh creamery print	0 35	0 37
Creamery solids	0 33	0 35
Farmers' separator butter	0 31	0 33
Dairy prints, choice	0 28	0 29
No. 1 tubs or boxes	0 25	0 27
No. 2 tubs or boxes	0 22	0 24

EGGS.—Eggs were scarce at beginning of week, but offerings began to increase as the week advanced. Under milder weather in the Southern States, production has been on the increase there, and quite large shipments have been coming along to local dealers. Prices are expected to ease as the weather moderates and the yield increases. Storage and pickled eggs are cleaned up on this market, and new laids will have to be depended on in the future.

New laid eggs	0 39	0 42

CHEESE.—The market holds firm with nothing in view to break it. Stocks are small, with markets elsewhere strong. Trade is routine in character.

Cheese—		
Large		$ 16½
Twin	0 16¾	0 17
Stiltons	0 18	0 18½

POULTRY.—Trade is quiet in poultry just now. Only a moderate amount is coming along. Fowl and chickens are somewhat easier in price just now.

Poultry—alive—		
Fowl	0 08	0 10
Chicken	0 10	0 12
Ducks	0 14	0 15
Geese	....	0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

HONEY.—There is only a fair trade in honey, with no particular market features at present.

Honey—strained—		
White clover, 60-lb. tins, per lb.		$ 11
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		$ 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 06
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 25	3 00

Wall Paper Dealers Should Study Designs

To His Advantage to Study New Ideas—Kinds of Designs in Popular Favor To-day—Colors That Agree With the Eye—Paper for a Bedroom.

The change in designs of wall paper is one of the features of the business to-day with which every dealer should be well acquainted. New ideas in wall paper must be introduced by the retailer just as the introduction of many other new lines must fall upon his shoulders. It should, therefore, be one of his chief aims to know what styles are coming in and whatever tendencies may be felt in the trade.

The latest collection submitted by professional wall paper designers shows figures of an order frequently connected with stripe motives, leaving considerable spacing. This allows the introduction of background treatment which very often forms the chief attraction of patterns. As many as five and six fine blocks are employed in the making of these backgrounds. Much appreciation is shown for dimity and clothy effects, and very little metals is being used by wall paper manufacturers to-day except in cheaper grades and even then quite sparingly. Colors are rather subdued than formerly, dark reds have practically disappeared. One reason for this change is that the demand for cheap reds several years ago was so great that many people found that color being cheap was so fleeting that a prejudice against it became widespread. Large sales are made now in colors of the Scotch oatmeal variety. This is a duplex ingrain and is much superior to the ordinary ingrain which, though a little cheaper is difficult to hang, very fleeting as to color and subject to stains through chemical action of an unprepared wall.

Plain Stripes Good Sellers.

Plain stripes are very much in favor. They lend themselves to cut out border treatment so much featured at present.

The cut out border is one of the new ideas in wall paper and is being shown in a large number of designs. It is decidedly an innovation and is attracting wide interest. The lower part of the border has been cut away leaving its principal design standing out boldly against the paper. The idea has been worked into many designs and a general note of approval has been expressed concerning them.

The actual work of cutting out the required design is done by means of a die, but the extra labor required is compensated for by the result secured. With this idea there is usually a cut out base border and the corners are made in separate pieces.

The Bedroom Design.

The harmonizing of purpose and design is being aimed at more generally than usual and many striking and tasteful effects have been achieved. For instance the usual plan for a bedroom is to create a light and cheerful design in both pattern and color. The paper and furnishings of the room are made to harmonize as much as possible, the idea being carried out even to the color of the rug, the adornments hung on the wall and so on. The result is most pleasing and when done in particular colors creates a soothing, restful and at the same time rather cheerful feeling that the designer strives for in his plans for a bedroom.

A Scientific Work.

This planning might well be said to be based on psychological principles. It is a fact that certain colors have particular effects on the mind, and it is the realization of this and a knowledge of how to use it that makes the designer's efforts a success when turned in this direction. The wall paper salesman might profit considerably by taking a page from this book. But more will be said about the peculiar requirements of the wall paper salesman.

BOOK ON TRADE MARKS.

"Things to Know About Trade Marks," is the subject of an informative book on trade marks issued by the J. Walter Thompson Co., advertising agents. The purpose is to give the main features of the law relating to trade marks and to illustrate their application by examples of trade marks now in use. It includes conditions of registration, how to apply for it, procedure of the patent office, registration in foreign countries, classification of merchandise, what may and must not be included in trade marks, etc. An entire chapter is devoted to trade marks in Canada.

OCEAN BRAND

HADDIES

The Lenten Season fast approaching means a large demand for fish. Will you be prepared to meet it? Don't set about "trimming your lamps" at the eleventh hour. You know what that means. Clear a few boxes off your counter, and make way for the big sellers, and you'll not regret it.

A FEW OTHER LINES:

Boutilier's Fillets **Ocean Brand Bloaters**
Ocean Brand Kippers **Canada Pure Boneless Cod**

GET IN TOUCH WITH US

The Halifax Cold Storage Co., Montreal

Protect Your Customers

The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	Per case $5.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs.	
2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS, Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 10c size, per dozen	0 90
" breakfast cocoa, ½'s.	0 38
" No. 1 chocolate, ½'s.	0 32
" Navy chocolate, ½'s.	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ & ½-lb. cakes, 35c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 41c lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 3 and 6-lb. boxes, 32c lb.; Vanilla sweet chocolate, 1-6-lb. cakes, 6-lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 100 bdls., tied, 5s, per box, $3. The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26
½-lb pkgs, White Moss	0 27
¼-lb pkgs, White Moss	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd.	0 27½

GUNNS QUALITY

Hams
Breakfast Bacon
Boneless Backs
Kettled Rendered Leaf Lard

Appetizing and Satisfying

PON-HONOR GUNNS FOOD PRODUCTS

STANDARDS OF EXCELLENCE PRODUCED UNDER OUR OWN EXCLUSIVE PROCESSES

ALWAYS IN DEMAND WITH HIGH-CLASS TRADE

GUNNS LIMITED

PORK AND BEEF PACKERS, COOKING AND SALAD OIL MANUFACTURERS

WEST TORONTO

CANADIAN, U.S. AND FOREIGN MANUFACTURERS get in touch with

The Largest and Most Progressive WHOLESALE COMMISSION HOUSE in CANADA

Nicholson & Bain, Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

P.S.—DO IT NOW.

½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and Toronto

	Per Case
Eagle Brand, each 4 doz.	$5 75
Gold Seal Brand, each 4 dz.	4 90
Challenge Brand, each 4 dz.	4 15

Evaporated Milk.

Peerless Brand, "Hotel," each 2 doz.	$3 90
Peerless Brand, "Tall," each 4 doz.	4 40
Peerless Brand, "Family," each 4 doz.	3 65
Peerless Brand, "Small," each 4 doz.	2 00

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case	6 20

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	0 32
Nectar	0 30
Empress	0 28
Duchess	0 27
Ambrosia	0 26
Plantation	0 23
Fancy Bourbon	0 22
Bourbon	0 20
Crushed Java and Mocha	0 18
Crushed Java and Mocha, (ground)	0 08½

Package Coffees.

Gold Medal, 2-lb. tins, whole or ground	0 30
Gold Medal, 1-lb. tins, do	0 31
Gold Medal, ½-lb. tins, do	0 32
Anchor Brand, 2-lb tins, do	0 31
Anchor Brand, 1-lb. tins, do	0 32
German Dandelion, 1-lb tins ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English breakfast, 1-lb tins ground	0 18
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins ground	0 30
Flower Pot, 1-lb. pots, gd.	0 22

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices.

	Per doz.
MacLaren's Imperial—	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.

Presentation (with tumblers) $3 per doz.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices per doz.

Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.

"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—

12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25

Tins—

5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.

Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs, 11-lb bars, lb.	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

PASTES.

THE C. H. CATELLI CO., LTD. MONTREAL, CANADA.

Alimentary Pastes.

"Swallow Brand" (Hirondelle) Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 pkgs, 1 lb.	0 06
Cases of 25 lbs. loose	0 05½
Egg noodles, cases, 50 pkgs., ½-lb.	0 06½
Egg noodles, cases, 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs. loose	0 06
Marguerite, all var., pkgs. only	0 05

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.

Post Toasties—No. T3, $2.85.

Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz.	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40
100 boxes	44 00
24 No. 3 jars	33 60
12 No. 5 jars	27 00

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal.

Tierces, lb.	0 10
20-lb. pails	2 10
20-lb. tins	2 00
60-lb tubs, per lb.	0 10¼
3-lb. tins, 20 to case, lb.	0 11
5-lb. tins, 12 to case, lb.	0 10⅞
10-lb. tins, 6 to case, lb.	0 10¾

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box	0 44
5-lb. box "Standard" box	0 27½

Awarded Highest Honors at all Expositions

Made in Canada

Put your efforts behind well advertised goods

If Grocers and General Merchants will do this it will be an easy matter to simplify business. What applies to Baking Powder applies equally well to other lines of goods.

More money would be made by getting things "down fine," as the saying is. How much easier and how much nicer it would be to handle and push one brand only of a well-known and well-advertised article. We spend a fortune every year in advertising

MAGIC BAKING POWDER

because we believe it to be absolutely the best Baking Powder possible to produce, and if our efforts were properly followed up by Merchants it would soon be unnecessary to carry a dozen or more kinds—good, bad and indifferent, as most dealers are doing now. Throw out the worthless ones.

Our 1912 Advertising Campaign will be more extensive and far reaching than ever. Each and every dealer in the Dominion of Canada can benefit by this enormous expenditure if they care to do so.

E. W. GILLETT COMPANY LIMITED

Winnipeg TORONTO, ONT. Montreal

WARNING—Beware of unscrupulous imitators that advertise and label the mixture they call baking powder as containing no alum.

10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard," box 0 30
10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELL-O—THE DAINTY DESSERT.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDERS.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-RUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 60

Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn 0 07¼
40 lbs. Canada pure corn starch 0 05

(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS, Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—1-lb. cartons, boxes of 40 lb.	0 05
Finest Quality White Laundry-3-lb. canisters, cases of 48 lbs.	0 06¼
Barrels, 200 lbs.	0 05¾
Kegs, 100 lb.	0 05¾
Lily White Gloss—1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks 8 in case	0 08
6-lb. toy drums, with drumsticks, 8 in case	0 07½
Kegs, ex crystals, 100 lb	0 06¼
Brantford Gloss—1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—Boxes of 40 fancy pkgs, per case	3 00

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CHATEAU BRAND

CONCENTRATED SOUPS

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.

No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO., Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case $2 40
5-lb. tins, 1 doz. in case, per case 2 75
10-lb. tins, ½ doz. in case, per case 2 65
20-lb. tins, ¼ doz, in case, per case 2 60
Barrels, 700 lbs. $0 03⅜
Half barrels, 350 lbs. 0 03½
Quarter barrels, 175 lbs. . 0 03¾
Pails, 38½ 1 75
Pails, 25 lbs., each 1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO CUBES.

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MILK.

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co., Per case.

Canada First Evap. Cream, family size $3 50
Canada First Evap. Cream, medium size 4 80
Canada First Evaporated Cream, hotel size 3 70
Canada First Evaporated Cream, baby size 2 00
Canada First Condensed Milk 4 55
Beaver Condensed Milk ... 4 00
Rosebud Condensed Milk . 4 25

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's 2 doz. to case, per doz. 93
3's 2 doz. to case 1 45

Winnipeg.

2's Tins, 2 doz. cases, per doz. 1 20
3's Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's, 2 doz. case, per doz ... $1 35
3's, 2 doz. case, per doz. .. 1 95
5's, 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's, ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90

H. P. Pickles—
Cases of 2 doz. pints ... $3 35
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.

Large, packed in 3-doz. case $2 25
Medium, packed in 2-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.

Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½ pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.

Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan... .... 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s .. 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6½s and 12s ... 46
Stag, 51-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7½s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50

What's the Matter

with your sales of Macaroni? Are they low? If so, we can put them up. You cannot be stocking goods which give complete satisfaction.

"Swallow Brand"
(Hirondelle)

is just what you want, and the price is right. Gives you a good profit and does not weigh heavily on the housewife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

YOU ARE SURE OF
FRESH TOMATOES

all winter, Mr. Grocer, and, furthermore, you will have no loss from the decayed or crushed variety if you entrust us with your business. Write about

"CROWN" BRAND
OUTDOOR GROWN
6 BASKETS TO THE CRATE
Each crate thoroughly examined before shipping.
All crushed Tomatoes removed.
Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.
30 William Street, Montreal

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS.

—CLUB—
Jelly Powder

It is not a question of any kind of jelly, it is up to you to supply your customers with the best and the best all the time. To do this it must be

CLUB

that you offer. Indisputably the best at the price because each carton contains an extra delicious Custard Powder, which is also quality through and through.

S. H. Ewing & Sons
MONTREAL
"The House With a Character"

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

FROM YOUR STANDPOINT

perfection is made up of four things: Making, Baking, Packing and Selling.

Mooney's Perfection Cream Sodas are made right, baked right, packed right and sell right.

Popularity and Perfection go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks the right kind.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.

THERE IS A DEMAND FOR
MAPLEINE
(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

Starlight, 7s 50
Cut Smoking—Great West Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale R't'l.	
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Blue Label, ½'s	.21	.26
Blue Label, 1's	.20	.25
Orange Label, 1's and ½'s	.23	.30
Brown Label, 1's and ½'s	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, 1's and ½'s	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale R't'l.	
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c ...	.24
Green Label, retail at 40c ...	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c .	.42
Gold Label, retail at 80c ...	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen $0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Florida Oranges

THEY ARE SWEET, HEAVY, JUICY FRUIT

CALIFORNIA NAVEL ORANGES, both Volunteer and Rose Brands.

LEMONS—Expect an early advance.

GRAPE FRUIT---Very scarce, have both Florida and Jamaica.

Cranberries, Marmalade Oranges, Grapes, Sweet Potatoes, California Cauliflower, Strawberries, Head Lettuce, California Celery, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

Butter, Eggs AND Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD
Georgian Bay District
WINTER APPLES

WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

In Ontario in
4
months
I sold 7,500,000 Lemons

Tracuzzis Brands are in demand

ST. NICHOLAS
HOME GUARD
KICKING
PUCK

J. J. McCABE
AGENT
TORONTO, : : ONT.

Mention this paper when writing Advertisers.

The BROWN is the Perfect Bag Holder
Size required can be seen at a glance.
Handy, saves time and therefore money.
For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

Fish for Lent

Don't fail to stock up on Fish for Lent

Fish is the best selling line and the most profitable you can handle during cold weather.

Haddies, Oysters, Bloaters, Kippers, Package Codfish.

Frozen Trout, Halibut, Salmon, etc., etc.

WHITE & COMPANY, LIMITED

Fancy Fruits and Vegetables, Fish and Produce

TORONTO HAMILTON

"GOLDEN ORANGE" BRAND

If you want something in Navels that is really Extra Fancy—an Orange that you can honestly recommend to your trade—order Golden Orange brand.

Cuban Grape Fruit

Bright, clean Fruit---heavy pack ---very fine eating.

Tangerines---Lemons---Marmalade Oranges---Haddies---Oysters ---Ciscoes

HOT HOUSE AND SOUTHERN VEGETABLES

Hugh Walker & Son

Established 1861 GUELPH, ONT.

FLORIDA ORANGES

are the best Oranges, because they are juiciest and most highly flavored. Cheaper, because Florida packs in a larger box than any other state. Fresher, because only a week between picking and eating.

"Drink the juice" of Florida Oranges and enjoy oranges. Cut the fruit in half, squeeze the juice and serve in a small tumbler. Order Floridas and

See this mark

FLORIDA CITRUS EXCHANGE

is on every box

W. B. STRINGER Sales Agent

If Mince Meat ever sold at any time then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

Buy Anchor Brand Flour and you will not want your money back; all delighted; all trade bringers, no complaints or quibbles about quality. Join the happy throng. 16

LEITCH ANCHOR BRAND OAK LAKE

Anchor Brand Flour

Manfd. by
Leitch Brothers Flour Mills
Oak Lake, Man.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition LONDON.

Ask your Jobber or apply direct

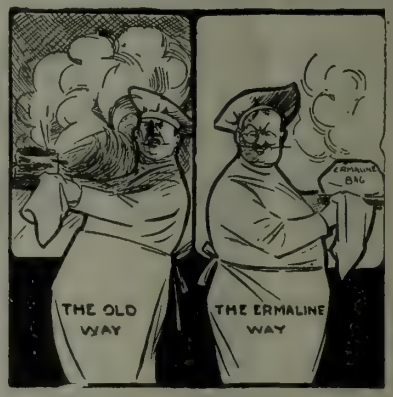
Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

TRY A
Condensed Ad.
IN
This Paper

How Far Will a Dollar Go?

Would you like to know? We can show you how the expenditure of one dollar will not only secure you a certain amount of goods, but will also be the means of creating a great deal of satisfaction amongst your customers. Isn't it worth while spending a dollar or two for the satisfaction at any rate?

The Ermaline Cooking Bag



Dissatisfaction Satisfaction

is bound to produce satisfaction. In fact, it has done so, and hundreds of Canada's best families will tell you so.

SO CHEAP AND YET SO GOOD

Write

Edward Lloyd

Limited

MONTREAL

BOVRIL **The Reason Why** **BOVRIL**

Let us have a straight talk with you. When a traveller calls with samples of a line you or your customers never heard of before you are justified in hesitating about stocking them until you hear more about their quality. But when you are shown goods which **have**

AN OLD-TIME REPUTATION
A GENUINE GUARANTEE OF QUALITY
A GOOD NAME WITH THE PUBLIC

then it will pay you to put in a strong stock, because you can sell them and make a good profit.

That is WHY

you should always have BOVRIL in stock and push it.

Write for Show Cards

BOVRIL **BOVRIL, LIMITED** **BOVRIL**
Montreal, Que.

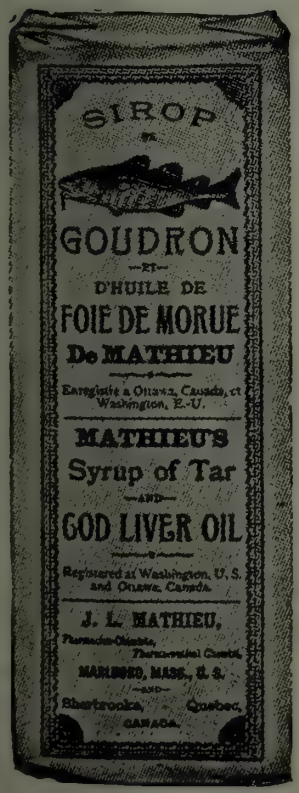
Lucky Pod Dried Peas

For years we have been sole agents for this excellent brand of dried peas. There is no brand on the market equal to them for flavor and quality—and we have tested numerous samples in coming to this conclusion. They afford a very pleasant change in the winter vegetable list, especially when potatoes are scarce and high in price.

Sold in cases of 3 dozen and 6 dozen each.

F. W. FEARMAN CO., Limited
HAMILTON

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

DONALD Says:

"There is NO ALUM present in

QUAKER BAKING POWDER

It is therefore an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by
DR. J. T. DONALD, Dominion Gov't Analyst,
November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
MONTREAL

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

FOR—

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England
Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

When writing advertisers kindly mention this paper.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make this additional salary every week this year and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience—the result is a hand cleaner that will remove any and all stains with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

The Better Display Sells More Goods

Consider, if you can, the feeling of delighted satisfaction the customer has upon entering a store that properly displays foodstuffs. An attractive array of goods in a

SILENT SALESMAN REFRIGERATOR

One of the Famous Arctic Line

will double your sales, because you will be observing the most sanitary and cleanly way of foodstuffs display.

Grocers all over Canada are proving for themselves the advantage of this mode of display. It will pay YOU to investigate.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man. Donnelly, Watson & Brown, Calgary, Alta.

Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario

5% DISCOUNT 5%

On all orders booked before March 15th. These may be booked for delivery up to June 1st.

You should prepare early to meet your customers' demands in their crusade against the menace to public health—the fly.

Wonder Fly Killer

is well gotten up, in a neat tray, and when moistened with water kills instantly every fly that drinks of the poisoned water.

You will find it a ready profit getter, and the stock never grows old. Write for Quotations.

Stock early and be prepared

Dominion Agent: Joseph R. Wilson, 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.: ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

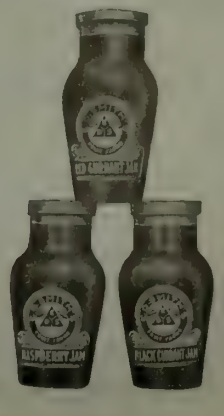
E. D. S. Pure Fruit delicacies in the form of Jams, Jellies and Preserves are made on our own fruit farms at Winona, Ont. Are canned a few hours after being picked, this ensures their freshness and explains why they have always been found so delicious.

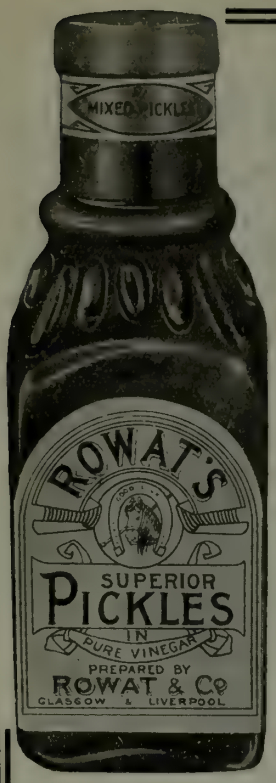
Are advertised everywhere —the most profitable line for any dealer.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.





Rowat's Goods Sell!

The Connoisseur's Choice!

Cater for your particular customer by featuring

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

They are quality goods which never fail to satisfy.

ROWAT & CO.

GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

"King" Brand Jam

The name is a happy one because the goods certainly "rule" over all other makes. Extreme care is taken in their preparation and the consumer can rest assured that they come from a factory where everything is spotlessly clean.

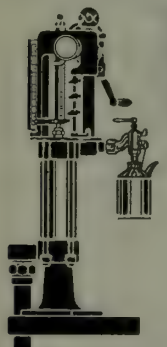
Remember King Brand

when you are giving your next order, because we can pack it to suit your trade, either in pails, cartons or glass.

Our Prices are Right

Labrecque & Pellerin

MONTREAL, QUE.



Wasted Oil Is Profit Lost

Perfect cleanliness in all departments of the grocery and general store is the largest asset to that store's success. If you are engaged in the sale of kerosene or gasolene, it will pay you to observe the most accurate and cleanly methods in its sale.

The Bowser System removes all objections of sloppy, saturated floors, and holds the oil in a tank absolutely leak and evaporation proof, measuring the required amount of oil into the customer's can at a stroke.

BOWSER

Self-Measuring Systems

Full particulars will be sent upon application.

Ask for Free Booklet No. 5.

S. F. Bowser & Co., Inc.

TORONTO

66-68 Fraser Avenue

Take Note and Profit

We will soon have on hand 500 cases of the famous and popular

Bertolotto and Ercole

Tomato Extract

Quality superlative. Price right.

CHEESE

Also coming
100 Boxes Gorgonzola & Parmesan.

OLIVE OIL

How are your supplies? Have you tried the

Bertolli and Invichis Brands?

If not, write immediately for quotations.

H. E. VIPOND & CO.

MONTREAL

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Canada First

Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Brooms **Brooms**

"BROOMS OF QUALITY"

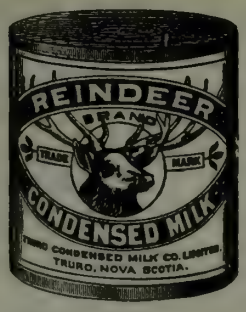
are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



NOW that fresh milk is so high, advise your customers to use REINDEER BRAND MILK for cooking. They all know its good for infants, but some may not have tried it for their own food. REINDEER MILK is perfectly clean and three times richer than fresh milk.

If they need Unsweetened Milk sell REINDEER-JERSEY EVAPORATED to retail at 10c. a can.

REINDEER LIMITED

Factories at

Truro, N. S. and Huntingdon, P. Q.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yeckney Edmonton

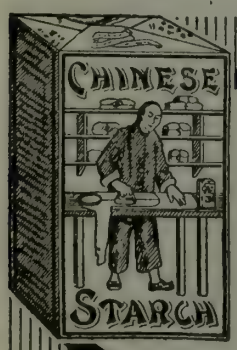
Frank M. Hannum, Ottawa

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.



Chinese Starch

The Starch for Beautiful Work

Develop your starch trade by featuring the starch which gives complete satisfaction. "Chinese" is the starch that customers are so pleased with that they keep on re-ordering it.

AGENTS

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.. The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. **OCEAN MILLS** MONTREAL

Master Mason

Does the name strike you? Perhaps yes, perhaps no, but the goods will certainly appeal to the men who deal with you. Why not announce the fact that you are open to fill their tobacco wants by making a tobacco display, the most effective announcement of all?

Master Mason Smoking Tobacco
Maple Sugar Chewing Tobacco
King George's Navy Chewing "

are all lines of sustained profit.

Write for Price List

The Rock City Tobacco Co.

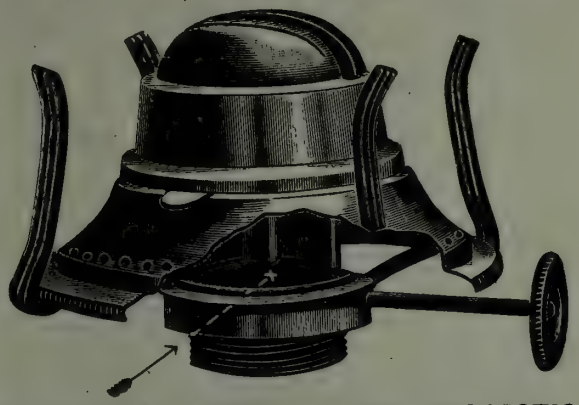
Quebec Winnipeg

Banner All Brass **Lamp Burners**

MADE WITH

BANNER TRADE MARK

COVERED BASE



It is put in the BANNER for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GOOD GOING GROCERY BUSINESS; TURNover average $400 weekly; excellent locality, West Toronto. Apply Box 410, Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

SITUATION WANTED

EXPERIENCED GROCERY AND SPECIALTY traveler is open for engagement for western Canada. Can furnish first-class references. Box 412, Canadian Grocer, Toronto, Ont.

DO YOU WANT A LIVE, PRACTICAL MAN with a printing and outdoor experience, whose education is first-class and executive ability high? Write W. G., Canadian Grocer, Montreal.

TRAVELER, 15 YEARS' EXPERIENCE IN the Maritime Provinces, open to handle line of grocers' specialties. Apply Box 413 Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—A GROCERY CLERK, ONE WHO has had good experience in the retail grocery business and capable of handling assistants. Must be strictly temperate and be able to furnish first-class references from late employers. The Marks-Clavet-Dobie Co., Limited, Port Arthur, Ont.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set. 25 cents postpaid. Technical Book Dept., 143 University Ave., Toronto.

NOTICE

NOTICE IS HEREBY GIVEN, THAT SWIFT & Company have obtained for Canada patent No. 117195, in connection with comb bacon hangers, and The Dennis Wire and Iron Works, of London, Ont., will manufacture this article instead of the American Can Company, of Montreal, and is prepared to supply the same to any person who may wish to purchase it at a reasonable figure. Any person, firm or corporation desiring to purchase this article will kindly communicate with The Dennis Wire and Iron Works, of London, Ont.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited, Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.

183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.

143-149 University Ave.
TORONTO

THE BEST SHELVING FOR YOUR BUSINESS

Note the splendid stretch of shelf space—not a stick or prop in the way—all reserved for the best display of merchandise.
This is one of the many good points of our

Patent Adjustable BRACKETS

They are strong, durable, beautiful in appearance and leave all the space for display of goods.
Write, stating whether your building is brick or frame; and full information will be gladly sent.

The Piqua Bracket Company
SOLE MANUFACTURERS
PIQUA : : OHIO

BE WISE IN TIME

There is a particularly delicate flavor about **Sterling Brand** Goods that has made them prime favorites with your particular customers.

Are you making the most of this? Are you ready to supply the demand? It will pay you well to let **Sterling Brand** Products appear strongly on your early Spring orders.

Just now is a good time to place your orders for lemonade.

THE T. A. LYTLE CO.
LIMITED
Sterling Road Toronto

Always Good

A Grocer is looked down upon by his customers to whom he sells inferior soap. A grocer is complimented who recommends to them the magic cleaner,

Wonderful Soap

which lessens the labour of work day, and makes that duty a pleasure instead of a task. No laundry soap is so good, and none so pure, perfect and uniform in quality as Wonderful Soap.

It whitens all clothes, no matter how dirty, and will not injure the most delicate fabrics.

Packed nicely, making it an attractive window or shelf display stock—and your profit is as the soap—always good.

THE GUELPH SOAP COMPANY
GUELPH - - ONTARIO

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

"EUREKA"

Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Don't Stop at Good--Get Better Profits

Good profits are pleasing, but better profits make things even more satisfactory. You have a big chance now to secure a number of lines for Lenten trade at prices away below the ordinary, and remember—the quality is just the same as if you were paying the higher figure. That's just where you and your customers gain.

FOR LENT

1000 Cases PINK SALMON. Good quality. 1911 pack. **$1.00 dozen.**

800 Cases CANADIAN PACKED SARDINES. At a price to retail at 5 cents, with a good profit.

300 Boxes IMPORTED MACARONI—Blanc et Fils.

Prices for Butter, Eggs and Cheese being so high there will be a great demand for DRIED FRUITS

IN STOCK

1 Carload CALIFORNIA PRUNES.

1 Carload OREGON PRUNES.

All sizes from 30/40 to 100/120 to the lb. Crop 1911. Finest quality. In perfect condition.

1000 Cases EVAPORATED APPLES. EXTRA FANCY. Bought at the right time. **ONE CENT LOWER** than the actual price.

Our Stock of Tea is Complete

Victoria and Princess Louise
are always favorites. Write for samples

Laporte, Martin & Cie.
LIMITÉE

Telephone Main 3766 MONTREAL

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 17
Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Can Co. 10
American Comp Co 26
Aylmer Condensed Milk Co. 73

B

Baker, Walter, & Co 68
Balfour-Smye & Co. 16
Benedict, F. L. 21
Blakie, J. W., & Greening 10
Borden Condensed Milk Co. 3
Borwick Baking Powder 14
Bovril, Ltd. 69
Bowser, S. F. 72
Bradstreets 21
Brant & Co 4
British Canadian Mfg. Agency 22
Brown Mfg. Co 66

C

Campbell Bros. & Wilson 59
Canadian Cocoanut Co. 22
Canadian Postum Cereal Co. 59
Canadian Salt Co. 10
Catelli, C. H. 65
Chaput Fils & Co. inside back cover
Chase & Sanborn 13
Clark, W. 19
Clawson & Co. 20
Clements Co., Ltd. 70
Coles Mfg. Co. 12
Comstock Bros. 73
Crescent Mfg. Co 65

D

Dalley, F. F. Co. 18
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Cocoanut Butters 25
Dominion Match Co. 17
Dominion Molasses Co. 72
Downey, W. P. 21

E

Eby-Blain, Limited 28
Eckardt, H. P 29
Edwardsburg Starch 30
Enever, W H Co., The 20
Eureka Refrigerator Co. 78
Ewing & Sons, S. H 65

F

Fairbank Co, N. K. 3
Farrow & Co., Jos. 12
Fearman, F. W., Co. 69
Furuya & Nishimura 18

G

Gillard, W. H., & Co. 74
Gillett, E. W., Co., Ltd. 63
Gorham, J. W., & Co. 2C
Gorman, Eckert & Co. 16
Gray, John 12
Guelph Soap Co. 77
Gunns, Ltd. 61

H

Halifax Cold Storage Co. 59
Henderson, Thos. 26
Hillock, J. 71

I

Irish Grocer 21
Isaac, Robert 70
Island Lead Mills Co. 22
IXL Spice and Cereal Co. 24

J

James Dome Black Lead 17

K

Kessel Co., F. 21
King, Frederick 24
Kit Coffee Co. 10

L

Labrecque & Pellerin 72
Lake of the Woods Milling Co. outside back cover
Lambe, W. G. A. 20
Laporte, Martin & Cie. 78
Lascelles de Mercado & Co. 70
Leitch Bros. 68
Lemon Bros. 66
Lind Brokerage Co. 20
Lindner & Benner 28
Lloyd, Ltd., Edward 68
Lytle Co., T. A. 77

Mc

MacLaren Imperial Cheese Co. 20 inside front cover
MacLure & Langley 20
MacNab, T. A., & Co. 20
McCabe, J. J. 66
McDougall, D., & Co. 21
McLeod & Clarkson 21
McVitie & Price 25
McWilliam & Everist 66

M

Magor, Sen & Co. 30
Malcolm, Jno. & Son 77
Maple Tree Producers 18
Marshall Brokerage 20
Matthewson's Sons 69
Mathieu, J. L., Co. 69
Menard Motor Car Co 11
Millman, W. H., & Son 20
Minto Bros. 11
Mooney Biscuit and Candy Co. 65
Mott, John P. & Co. 74

N

National Cash Register Co. outside front cover
Nelson, Dale & Co. 14
Nicholson & Bain 61
Nickel Plate Stove Polish Co. 22

O

Ocean Mills 74
Ontario Lantern and Lamp Co. 73
Ontario Peoples Salt & Soda Co. 22
Oshawa Canning Co 25
Oxo Company 79

P

Parker Broom Co. 4
Paterson, R. 14
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S 2
Pickford & Black 21
Pink, E & T 8
Piqua Bracket Co. 77

Q

Queen City Oil Co. 21

R

Ramsay's Ltd. 27
Raymond Bros. 22
Reindeer, Ltd 74
Richards & Brown 6
Robinson & Co., C. E 21
Rock City Tobacco Co. 75
Rowat & Co. 72

S

St. Lawrence Sugar Refining Co. 17
Sanitary Can Co 6
Sapho Mfg. Co. 12
Silver, H. R. 20
Simple Account Saleabook Co. 8
Smalley-Kivan & Outhank 69
Smith, E. D. 71
Smith & Proctor 24
Snap Co., Ltd. 80
Spinelli, & Co, D. 18
Spurgeon, H. G. 20
Stewart, I. C. 21
Stringer, W. B. 67
Stuhr, C. F. 65

T

Tees & Persse 13
Thum Co., O. & W. 65
Tiger Mfg. Co. 70
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works 21
Tooths Extract of Beef Co. 22
Tuckett, Geo. E., & Son Co. 75
Turnbull, J. B. 68

U

Utilities Limited 28

V

Vipond, H. P. 72

W

Wagstaffe Ltd. 15
Waite & Fuller 24
Walker Bin and Store Fixture Co 16
Walker, Hugh, & Son 67
Warren, G. C. 28
Watson & Truesdale 29
Wellington Mills 26
West India Fruit Co. 65
West India Co 14
Western Distributors, Ltd. 20
Western Salt Co. 22
Weston Ltd., George 23
Wethey, J. H. 67
White & Co. 67
White Swan Spice & Cereals, Ltd. 9
Wiley, F. H. 20
Wilson, Jos. E. 71
Winn & Holland 80
Woods & Co., Walter 73
Woodruff & Edwards 78

Make Sure People Know You're Selling OXO CUBES

More people are taking up OXO every day. Your customers see it advertised in the papers. Their friends tell them how good it is, and how much it helps in preparing tasty meat dishes. Perhaps they try a drink of OXO at a restaurant.

Then they want OXO Cubes

Do they at once think of your store as the place to get them? Have you made such good use of the OXO signs and window cards that people just naturally come to you for their supply of OXO?

Corneille David & Co.

Toronto Montreal Winnipeg
Ottawa London, Ont. St. John, N.B.

KNOX GELATINE

No. 1—Women who want **"big moneysworth"** buy KNOX GELATINE because each package makes two full quarts of jelly. No. 2—Women who want Quality and Purity buy KNOX GELATINE because it's finest and purest. No. 3—Grocers who believe in **"giving customers whatever they want"** sell KNOX GELATINE because our advertising makes so many want it. No. 4—Grocers who "push profitable products" push KNOX GELATINE because it's the most profitable. Think over the above four points and you'll find every one is a reason why you ought to PUSH KNOX GELATINE.

"Knox Gelatine Sells and Satisfies"

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y. U.S.A.

Branch Factory:—Montreal, Can.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

—

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

Clean Hands Always

That's a surety when you use

SNAP HAND CLEANER

There's no preparation so widely approved by people who require a thorough hand cleanser. It removes instantly all vestige of paint, grease, tar, ink, or dirt, without injuring the daintiest skin.

Stock Snap and increase your sales.

Snap Company, Limited

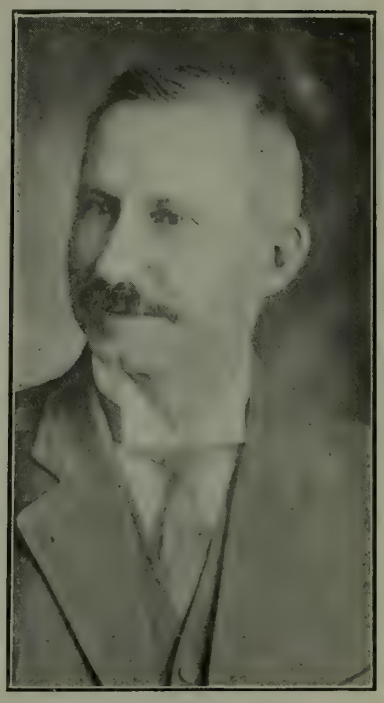
MONTREAL

1842

1912

Vice-President and General Manager
Mr. ARMAND CHAPUT

President
Mr. CHARLES CHAPUT



Sec.-Treas.
Mr. FERDINAND PRUD'HOMME

NEW BOARD OF DIRECTORS OF

L. CHAPUT, FILS & Cie., Limitée.

Director
Mr. EMILE CHAPUT

Director
Mr. B. TRUDEL

Director
Mr. J. W DEZIEL

Director
Mr. O. LOISEAU

Montreal, February 16th, 1912

'For I want what I want when I want it"

How can you figure the sales YOU lose by not selling FIVE ROSES?

How big is the profit that day after day slips past your open door?

Only *one* way to judge of this, Brother Grocer.

—By watching your competitor's *gain.*

Every bag or barrel he sells of FIVE ROSES might have cashed YOU a profit.

And this is trade you can never seduce—

Since FIVE ROSES makes *permanent patrons.*

Every bag or barrel sold brings profit somewhere to a retailer.

Why not get it YOURSELF?

Every bag or barrel makes the *next* sale easy with its further profit.

And this is proved beyond a doubt by the really *sensational* increase in FIVE ROSES sales.

Just think, in 1888 there were only 800 barrels of FIVE ROSES sold in the world—now the Keewatin mills can make 10,500 barrels a day.

Which means only *one* thing, Brother Grocer—

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

Increased sales for the retailer, since we *never* sell direct.

It's the *best-sold* flour—why?

Because it's the best *flour value* for buyer and seller alike.

In the West homesteaders write us that they often go for miles out of their way to be sure of getting their bag of FIVE ROSES.

Think of the stores they drive past on the way—the *lost* sales.

Don't let customers cross the street. Sell FIVE ROSES.

Don't delay—to-morrow's profit can't make up for *to-day's* neglect.

Write your jobber—

Or ask our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

PUBLISHED WEEKLY BY

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, FEBRUARY 23, 1912 No. 8

Diamond Brand
MAPLE SYRUP

Up to a Standard

Not Down to a Price

SUGARS & CANNERS
LIMITED

MONTREAL

Surprise Soap

gives

Valuable Cash Prizes

House Cleaning Competition March 15th to May 15th, 1912

A window can be put in at any time between these two dates. Competition is for—

A HOUSE-CLEANING WINDOW, consisting of any or all the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap given a good display and prominent position.

1st PRIZE	-	**$50.00**	**6th PRIZE**	-	**$10.00**
2nd PRIZE	-	**35.00**	**7th PRIZE**	-	**10.00**
3rd PRIZE	-	**20.00**	**8th PRIZE**	-	**10.00**
4th PRIZE	-	**15.00**	**9th PRIZE**	-	**10.00**
5th PRIZE	-	**10.00**	**10th PRIZE**	-	**10.00**

In addition to these prizes every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Prizes will be awarded as soon after May 15th as the Judges can make the awards.

Conditions of the Contest are:—

(1) The Window must be a general House Cleaning Window Display. As this is the season for advertising this line, a good display of anything that is needed for House Cleaning or doing Washing, either material or apparatus, may be included.

(2) IT IS NECESSARY IN ORDER TO PARTICIPATE IN THE CONTEST THAT THE "SURPRISE" SOAP WINDOW DISPLAY MATERIAL BE USED; AND "SURPRISE" SOAP BE GIVEN A PROMINENT POSITION IN THE WINDOW. (SEE MAILING COUPON BELOW.)

(3) We will furnish on application "Surprise" Soap Window Display material, with full instructions on how to display. It is simple and easy to put up.

(4) Method of Judging Contest.—By Photograph of Display. Every competitor is to have a Photograph taken of the Window Display; and on the back of the Photograph, or attached to the Photograph, a description of the Window should be given, telling how it is made up, the color scheme, and any other items that it is desired to mention to give full description of the Window Display, as well as your name and address.

A small Photograph will answer the purpose, taken either by yourself or friends. It must be plain and distinct.

(5) JUDGES.—The Judges of this Competition will be Mr. H. C. McDonald, Pres., and Mr. J. L. Maude, Secy., of The Canadian Window Trimmers' Association, who have full power to award Prizes according to Section No. 4, that is, Judging will be done from Photographs sent in and Prizes awarded accordingly.

(6) Photograph should be mailed to "Surprise", 69 Front Street E., Toronto, Ont.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.,
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window.

....

.....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

This is the Season for Fish Buying

The Season of Lent has just commenced—and with it the desire of most people for fish. You are serving your best interests by stocking only the best class—on the quality at this season depends the trade you will do throughout the year.

"Thistle" Brand Will Delight Your Customers

The "Thistle" Brand of Canned Haddies are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT or SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "Thistle" brand. Buy it and buy the best.

A big tribute to this brand is that there are times when the demand exceeds the supply. So get your supply in time.

ARTHUR P. TIPPET & CO.

Agents

MONTREAL TORONTO

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver

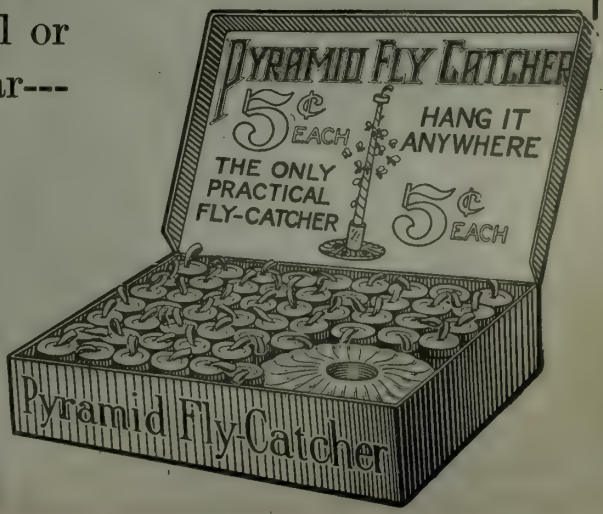
Pyramid Fly Catcher

REGISTERED

Place your order now to insure early delivery. Do not accept a substitute.

This device has taken so readily that we have been unable to fill all the repeat orders at the end of the season---consequently **we** have no old stock.

We will guarantee delivery in April or May---of stock manufactured this year---if you place your order NOW.



Selling Representatives:

MASON & HICKEY, WINNIPEG and CALGARY
J. W. NUNN, VANCOUVER, B.C.
J. FRANCOIS TURCOTTE, QUEBEC

WM. H. DUNN, Sole Importer

MONTREAL, TORONTO AND VANCOUVER

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

The All Attractive

"Meadow-Sweet"

Quite a Winner

MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass? Certainly not, you are too wise.

Write us immediately

The Meadow-Sweet Cheese Co.
21 Bonsecours St., - . Montreal

Interior view of Dominion Register Co.'s Plant, Toronto, Canada, showing portion of register department.

DOMINION REGISTER CO., Limited 90-98 Ontario St., TORONTO

SIMCOE BRAND BAKED BEANS

Are gilt-edged stock for high-grade grocers. They are much superior to those of the home cook, being as wholesome as they are delicious.

They make an excellent substitute for potatoes, so high in price at present throughout Ontario. Baked Beans contain as much nutriment in one tin as is in a pound of beefsteak.

Simcoe Brand Beans are one of the few lines of goods that has not advanced in price, notwithstanding that the beans themselves are very much higher.

Make Baked Beans your "special," and do your best to stir up enthusiasm. Your customers will appreciate the values, and you will appreciate the profits.

Write for our new SIMCOE "Hanger"

Dominion Canners, Limited

Hamilton, Canada

In the course of the past fifty years three generations of dealers have sold COOK'S FRIEND, "The Baking Powder With a Pedigree"—and three generations of users have bought it. The sale is increasing every year. Get after your share of the sales made by the quality and advertising of COOK'S FRIEND.

Purer than the Law Demands.
Contains No Alum.

W. D. McLaren, Limited, Montreal

UNQUESTIONED QUALITY

We co-operate with the dealer in his endeavor to get and hold trade. It's quality goods that attract and hold people to the store and we supply these quality products of various manufacturers.

We are the manufacturers' direct representatives and thereby enabled to supply the retailer with anything and everything of the best. Our service is prompt and efficient—small orders receive our personal supervision. We enable you to keep and hold your custom.

LET US HEAR FROM YOU

RICHARDS & BROWN
WHOLESALE GROCERS and COMMISSION MERCHANTS
WINNIPEG - - MANITOBA

SANITARY CANS

FOR

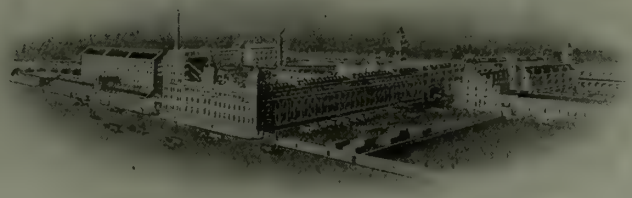
"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

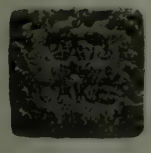
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal Appointments

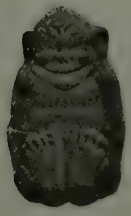


32 Prize Medals

PEEK, FREAN'S BISCUITS

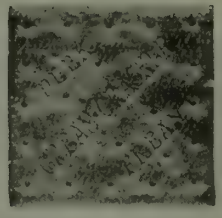


PAT-A-CAKE

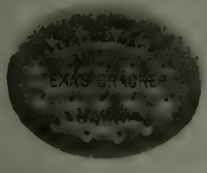


BILLIKEN

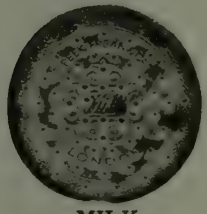
GOLDEN PUFF



CREAM CRACKER

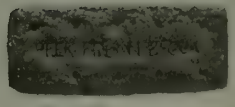


TEXAS CRACKER



MILK

DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

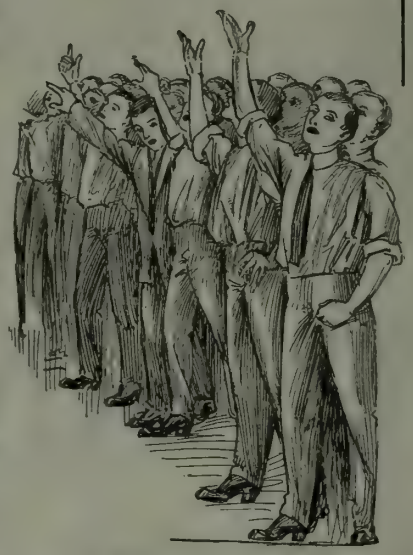
If All The Grocers in Canada

WERE LINED UP

you would find the best of them handling

ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.



A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock **to-day.**

The Western Salt Co., Ltd.

MOORETOWN, ONTARIO

A Source of Profit

Every grocer who stocks

PINK'S WORCESTER SAUCE

knows he has a line that is a constant source of profit to himself and satisfaction to his customers.

When once you have sold a bottle of this brand you have made a regular customer for it.

You can have every confidence in recommending Pink's Worcestershire Sauce---it is guaranteed free from all chemical preservatives.

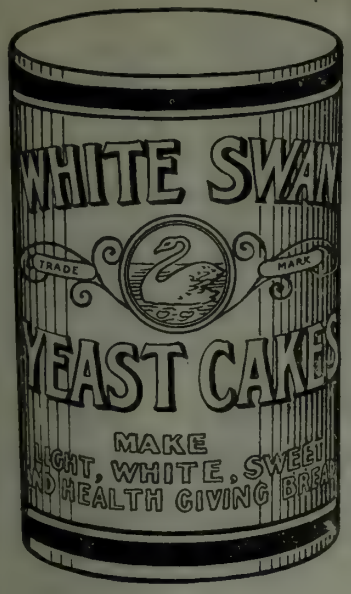
Prices from our Sole Canadian Distributors

The Manufacturers Agency Co.

Halifax, N. S., C. E. Creighton, Bedford Chambers
Boston, U.S.A., Gen. Sales Office, 330 Board of Trade Bldg.

E. & T. Pink

London, Eng.



WHITE SWAN
YEAST CAKES

represent a standard of quality and perfection never before attained—They will give your customers the very best of satisfaction—They are the outcome of years of scientific work, and our reputation for strictly high class products is a positive guarantee of "satisfaction or your money back."

ORDER FROM YOUR WHOLESALE GROCER OR WRITE

White Swan Spices & Cereals, Limited, Toronto

Sole Distributors

THE STAR EGG DELIVERY SYSTEM

Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books:
"SAFE EGG DELIVERY" and "SAMPLE ADS"

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

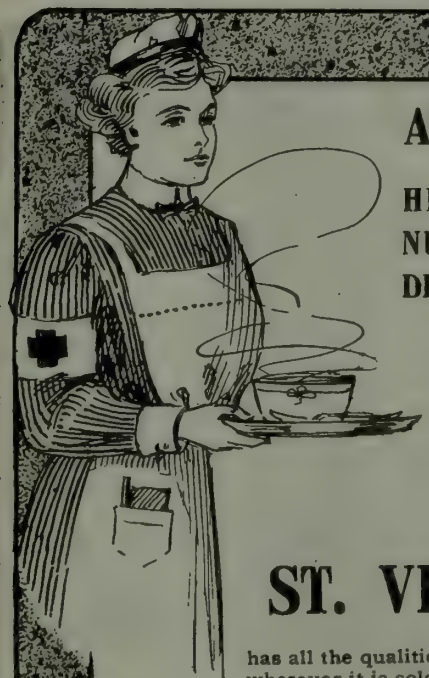
1550 JAY STREET, ROCHESTER, N.Y.

SERVICE

THAT'S what you want, Mr. Canner. Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any size or description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

WRITE

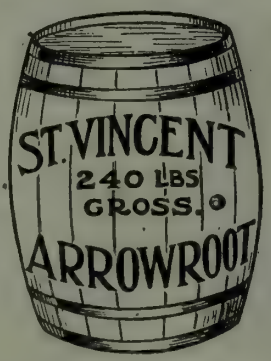
AMERICAN CAN COMPANY
MONTREAL, QUE. - HAMILTON, ONT.



APPROVED BY ALL AUTHORITIES

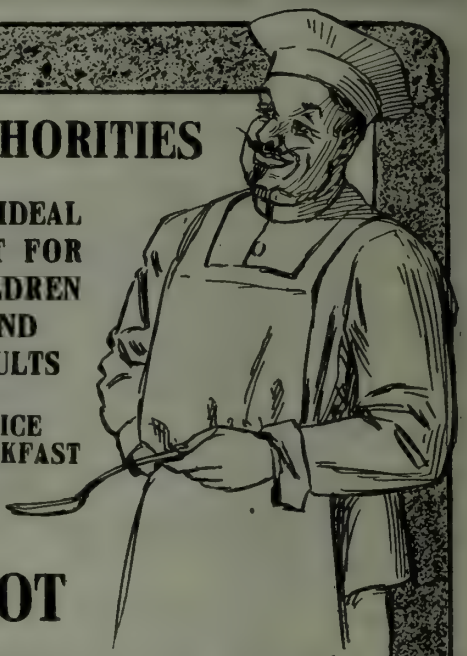
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN

COFFEES

MONTREAL

5 Cases at $4.15
with half Case free.

10 Cases at..... $4.05
with 1 Case free.

25 Cases at..... $4.05
with 3 Cases Free

FREIGHT PREPAID
Net 30 days.
Assorted or otherwise.

Read all about the new prices

and remember quality counts.

We intend to protect every customer who already has an order booked for future delivery.

Apply to

FACTORY:
Woodstock, Ont.

MONTREAL OFFICE:
514 Coristine Bldg.

TORONTO OFFICE:
76 Colborne St.

or any wholesaler.

Scotch Marmalade

Made from Seville oranges and pure refined sugar

by

John Gray & Co., Ltd.

Glasgow

Contains neither Glucose nor preservatives.

Prices and Samples from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

"JUST WHAT I WANT"

A reliable and high-grade electrically driven Coffee Mill--fully guaranteed--at a fair and moderate price--and that is the

COLES
MODEL 45

Twenty-five years in the manufacture of Coffee Mills is a sufficient guarantee that this mill is all we claim for it.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

HAVE YOU GOT ACQUAINTED WITH

St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.

FOUR BRANDS "REGAL," "NATIONAL," "LAURENTIA," "DAILY BREAD" OF EQUAL PURITY

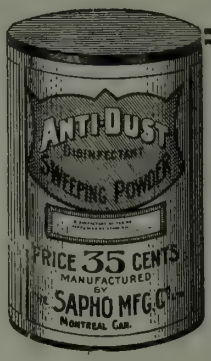
INQUIRIES SOLICITED

THE

St. Lawrence Flour Mills Company, Limited

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"



SAPHO LINES

are the winning lines, Mr. Grocer, and should receive a fair share of your attention. Here are four of them. Look at cuts.

Liquid Bluing.
Household Ammonia.
Anti-Dust Sweeping Powder.
"Mine Grasse" Stove Polish.

Genuine Specialties—all of them.

ASK FOR PARTICULARS.

THE

Sapho Mfg. Co. Limited

MONTREAL

TEES & PERSSE LIMITED

WINNIPEG WAREHOUSE

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

Resident Salesmen calling on EVERY jobber EVERY day

Agencies and Consignments Solicited.

Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

Handling and storage facilities the very best.

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.

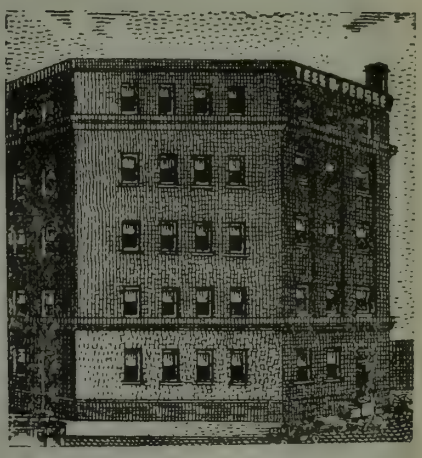
TEES & PERSSE LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSSE of ALBERTA, Limited

CALGARY EDMONTON.

"From the Great Lakes to the Rockies."

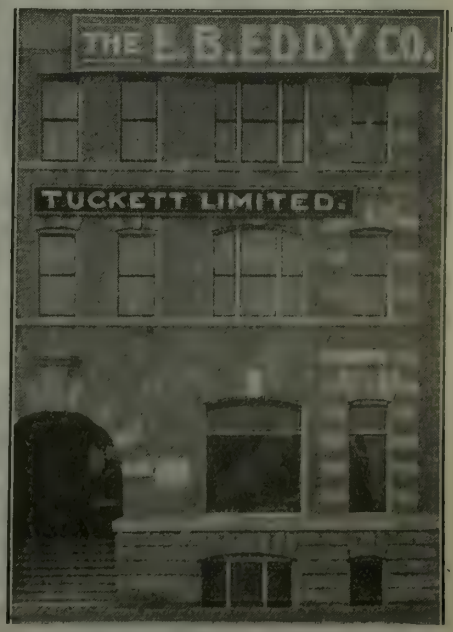


REGINA WAREHOUSE

MOOSE JAW WAREHOUSE

SASKATOON WAREHOUSE

CALGARY WAREHOUSE

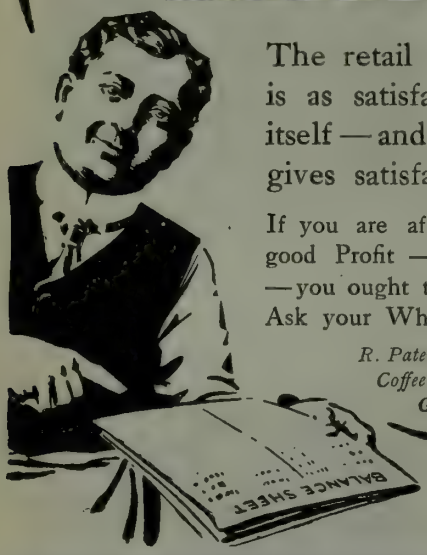


EDMONTON WAREHOUSE

Profits !

'CAMP'

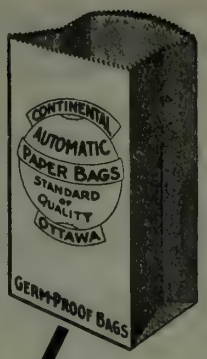
COFFEE



The retail profit on 'Camp' is as satisfactory as 'Camp' itself — and 'Camp *always* gives satisfaction.

If you are after good Coffee — good Profit — good Customers — you ought to be after 'Camp' Ask your Wholesaler.

R. Paterson & Sons,
Coffee Specialists,
Glasgow



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS, accept no other,** but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co', Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited

SOLE MANUFACTURERS

OTTAWA, CANADA

By Royal Letters Patent.

NELSON'S

Powdered

GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

CENTURY SALT

TRADE MARK

Always Good—
Quality Never Varies

You want your name to be connected with the selling of goods of only dependable make. In this respect you are safeguarded by passing out CENTURY SALT. Always good, the quality never fluctuates. Build up a trade by selling Century Salt.

THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

PURITY GOODS THAT HAVE WON

THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Jams sell well during Lent.

Grocer, look at your stock.

Buy the goods that are the easiest sellers, they are Wagstaffe's.

Jams are scarce this season.

Wagstaffe, Limited

Hamilton, Canada

Tartan BRAND
THE SIGN OF PURITY

FISH FOR LENT

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS
ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

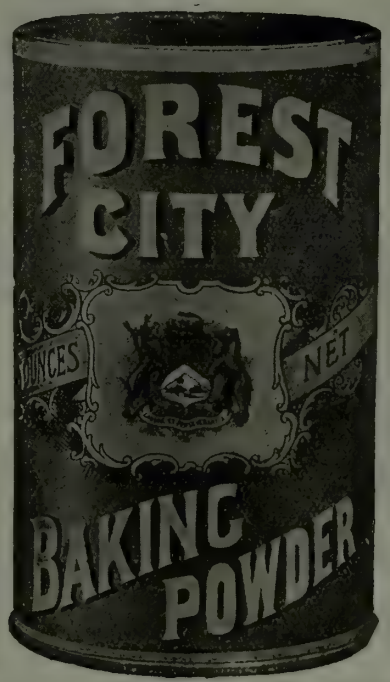
Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

SHE COMES BACK FOR MORE



When the housewife needs more Baking Powder she is sure to be back for **FOREST CITY** after you have once sold her this high quality line.

FOREST CITY
BAKING POWDER

stands both Government and **Kitchen test** and has long been recognized as the standard of purity—the line you can honestly recommend.

You can make no mistake by offering this brand.

Gorman, Eckert & Co., Limited
LONDON, ONT.
Winnipeg, Man.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

25 LBS.

St. Lawrence Granulated Sugar

PUT UP IN AN ATTRACTIVE GOOD QUALITY WHITE **Cotton Bag.**

Packed "4 to the Gunnie," a convenient package for every Grocer and many householders. We also have our Granulated packed in 20-lb. Cotton Bags, "5 to the Gunnie."

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

Ready Sellers in Winter !

The best line of stove polish for you to sell---the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical In use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - BUFFALO, N.Y.

A New Match—That is the Goods

It is surprising the amount of business that hinges on the satisfying of your customers in relation to match sales. There is much use for them in the household and all kinds of chance for dissatisfaction if they are not right.

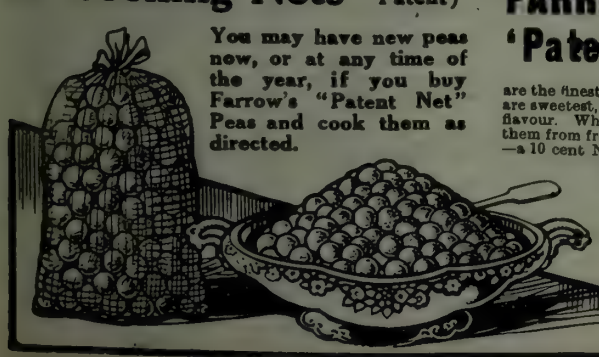
SHAMROCK Silent Tip Matches

have all the features that have made Dominion matches so universally popular. They are packed 1,000 (full count) to the box—144 boxes to the case, handsome lithographed boxes.

Make sure of satisfying your household trade by supplying Shamrock.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

JAPAN TEAS

We have a few lines just going into store. Also some leafy Fannings.
Ask our Agents for Samples.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP
OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company
MONTREAL
SOLE AGENTS FOR CANADA

Quality is the Main Consideration

in the manufacture of
Foodstuffs

"GLOBE"

MACARONI and VERMICELLI

are made from hard wheat, no maize or rice flour mixed with them, and are absolutely free from any glutinous substance.

Manufactured in a modern scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

Stock now and be ready for the fall trade.

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

"Ontario People's Salt"

supplies the demand of your household trade satisfactorily—chiefly because it is all salt and absolutely pure.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

Barratt & Co.

LIMITED

WOOD GREEN, LONDON, ENG.

"Barratt's Sweets are Pure"
(What more can you say or wish?)

Write for samples of Canadian proven selling lines to

THE BRITISH CANADIAN MANUFACTURERS' AGENCY LIMITED
114 St. Nicholas Building. MONTREAL

CLARK'S
PORK and BEANS

Are the Pork and Beans People Buy

CLARK'S PORK AND BEANS

have that natural nutty flavor which makes them so appetizing.

CLARK'S PORK AND BEANS

are packed in the most up-to-date plant in Canada, and only selected hand-picked beans are used.

Make a point of getting your order in for early spring delivery without delay.

CLARK'S PORK AND BEANS

Tomato Sauce	Chili Sauce	Plain Sauce
6 Sizes	3 Sizes	6 Sizes

W. CLARK, - MONTREAL

Manufacturer of the celebrated

MINCEMEAT in the CAN THAT'S ADVERTISED

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce P.O Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

We have a few cars of potatoes coming from Scotland; if wanting a car, write us immediately.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1865

MACLURE & LANGLEY, Limited
IMPORTERS AND MANUFACTURERS' REPRESENTATIVES
Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich

When Wanting
Canned Vegetables or Fruit
Wire or Write
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street. Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references Cable address: "Macnab" St. John's
Codes: A.B.C. 5th edition, and private

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Jam Manufacturers and Confectioners' Sundriesmen.
Specialty :—Fruit Pulps of all Kinds.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT. GEO. J. CLIFF, Manager

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW

W. P. Downey
MONTREAL, QUE.

BIG PROFITS
CAN BE MADE
BY HANDLING OUR CELEBRATED
ENGLISH KIPPERS
(50 to 60 FISH PER BOX)
THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.
WRITE US TO-DAY
IT WILL PAY YOU
ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England
Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

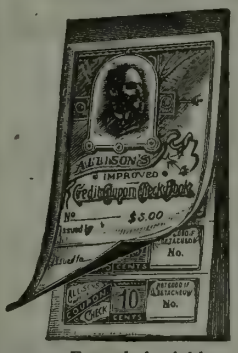
The Herald of PROFITS in Business Done on Credit

ALLISON COUPON BOOKS

Credit business is convenient, desirable, easy to hold---and PROFITABLE---when you get the money.

And experience---the experience of thousands of men like you---has demonstrated that ALLISON COUPON BOOKS do make the credit end of the business SAFE.

HERE'S HOW THEY WORK :—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.
Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE
of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. J. W. GORHAM & CO. Halifax, N.S.
Manitoba: BUCHANAN & GORDON, Winnipeg C. A MUNRO, St. John, N.B.

VALENCIA RAISINS. Fine quality at 6 1/2c. per pound.

MOLASSES. In 1/2 barrels, extra choice quality. We are overstocked in this line and will sell at 25c per gallon.

CEYLON BLACK TEA. In chests, good cup quality at 16 1/2c. per pound.

CANNED GOODS. If you are open to buy Canned Salmon, Corn, Peas or Tomatoes, you will find our quotations interesting.

R. SIMPSON & COMPANY

WHOLESALE GROCERS

29-31 CHARLES STREET, HAMILTON, ONTARIO

TEA LEAD

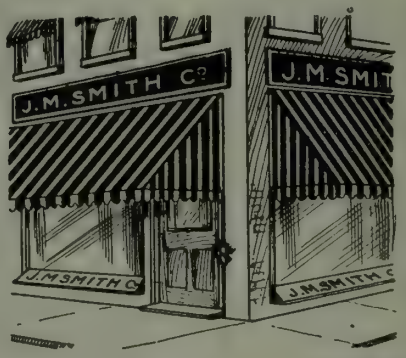
(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



Old Sol's Rays

are pretty destructive to a grocery stock if it is not protected.

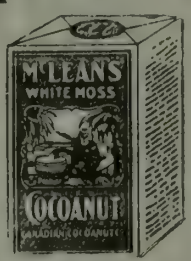
RAYMOND AWNINGS

afford protection to stock, and at the same time give your store a neat, business-like look that invites trade.

ASK US FOR QUOTATIONS.

Raymond Bros., - London, Ont.

McLean QUALITY McLean



CORNERED BY McLEAN

THE CANADIAN COCOANUT COMPANY, MONTREAL

McLean McLean

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers'.

FLAVORED WITH
RIPE FRUIT JUICES

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

Mr. Grocer—
What Are Your Ideals?

First, a clean store, of course. Service. Good treatment of customers. The money-back policy.

These are the methods that win for you in the long future.

You also want the leading lines—the lines of quality—the advertised lines.

You want the Heinz line especially, we believe. Because Heinz Foods are pure and good beyond question.

And because our advertising tells your customers, in so many words, facts about good grocers that will do you good in more ways than one.

Have you been reading Heinz advertising?

There is a message to you in it—as well as to the consumer.

H. J. Heinz Company—57 Varieties

Carter's Tested English Seeds

Carter's Vegetable Seeds
Carter's Flower Seeds
Carter's Farm Seeds
Carter's Lawn Seeds

JAMES CARTER & CO., Seedsmen to His Majesty,
Raynes Park, LONDON, ENGLAND

Write for particulars as to how Carter's Tested English Seeds can be placed in your Store at no expense to yourself.

Address the sole distributors for Canada:—

PATTERSON, WYLDE & CO.
P. O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.

The Food That Serves the Appetite

Sardines preserved in the whole state in oil precludes contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure, sweet and well packed in pure oil.

They produce satisfaction and incidentally profit. **GET A STOCK TO-DAY.**

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON, :: :: ONTARIO

When Your Customers Want

—A REAL GOOD HAND CLEANER
—A STAIN REMOVER
—A CANVAS SHOE CLEANER
—A CARPET CLEANER
—A CLEANER FOR ANY FABRIC

ASK THEM TO TRY

Golden Ray Cleaner

It will clean absolutely anything and is most pleasing to use. This preparation is certainly a winner and our introduction is enough to make it a regular thing in the household.

GOLDEN RAY--THE MARVEL

WRITE

Waite & Fuller
17 McGILL COLLEGE AVE. :: MONTREAL

STIMPSON AUTOMATIC COMPUTING SCALES

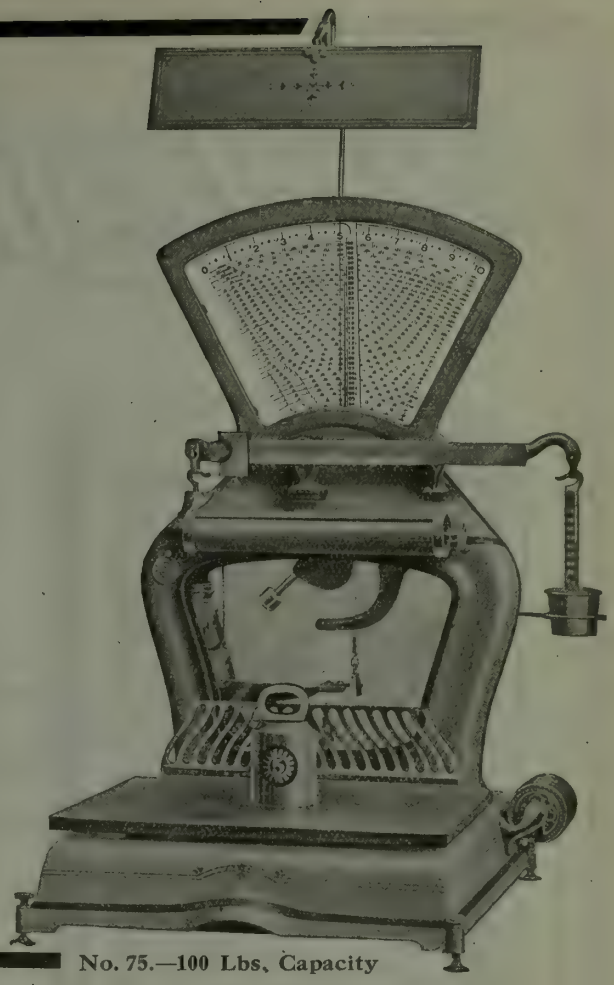
When considering the purchase of an Automatic Scale remember that the **STIMPSON** is the only one that will weigh everything that passes over the retail counter. It has a weighing and computing capacity of **100 lbs.**, and a scale of that capacity is well for every merchant to possess for the reason that if needed you have it and when not needed you are not taxing your scale to its full capacity every time you use it.

FULLY GUARANTEED

Stimpson Computing Scale Co.

Factory: DETROIT, MICH.

OFFICES: In leading cities throughout Canada.



No. 75.—100 Lbs. Capacity

ALL WE SAY WE MEAN

And what is more, you can do the same when you tell your customers of our high quality jams. Try a can on your own table—we know that you will then bespeak the praises of

Kitchener Brand Jams

with both confidence and sincerity. Don't try to convince your patrons that something else is just as good—you'll be found out.

The best ripe fruit and high grade sugar with the aid of modern cooking apparatus characterize all Kitchener Canned goods. You will see that from the start off they will win the favor of your trade.

Ask for Quotations.

OSHAWA CANNING CO.,

OSHAWA - - - ONTARIO

Redpath Extra Granulated Sugar

In the New 5-Pound Carton

Offers Important Advantages to the Dealer.

Perhaps the most important advantage is that it is bound to please your customers.

They will prefer package sugar just as they prefer package tea, cocoa, raisins or breakfast food.

The new REDPATH Package saves you the time spent in weighing and parcelling. We do this by machinery at a fraction of what it would cost you.

The REDPATH Package saves you the loss and annoyance due to the bursting of paper bags in delivery.

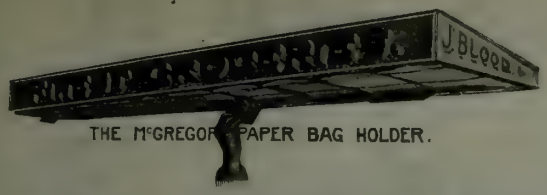
The REDPATH Package makes a striking display in windows, on counters or on shelves, reminding customers, when they are in the store for other things, that they need sugar.

The wooden cases of REDPATH Cartons pack away much better than barrels in your store-room.

The REDPATH 5-Pound Package is the newest thing in sugar, and our vigorous advertising, backed by this novelty and the well-known REDPATH quality, is already creating a keen demand. If you haven't stocked the REDPATH Package yet, order now from your jobber.

The Canada Sugar Refining Co., Limited

Montreal



The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and f it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

PURE MAPLE SYRUP

There is just as much satisfaction in selling the pure as the compound, Mr. Grocer, in fact more, because you are sure that the housewife will have no cause for complaint.

Pride of

Canada

cannot be made any purer and, what is more, **it has never been adulterated.** Isn't it worth while handling such a line?

The Maple Tree Producers' Assoc.

LIMITED

MONTREAL TORONTO

If you handle

any but the SHIRRIFF EXTRACTS, you handle an inferior line of goods. Because no extracts made are the equal of SHIRRIFF'S.

You may be willing to sell goods that have not your own frank endorsement, but **we doubt it.**

Want to test SHIRRIFF'S EXTRACTS? Tell us so. We are willing to let you be the judge. Afterwards you **can** and **will** recommend them to your customers. They'll be glad, too!

More Than Ninety Flavors

More Than Ninety Flavors

Particular care and the finest materials, plus our own special knowledge of the distillation and concentration of extracts, enable us to produce an unequalled line of the many flavors.

Shirriff's
TRUE VANILLA

is the peer. Made from the real Mexican vanilla bean, and **not** from substitutes which come out of the chemist's laboratory, this extract of ours has the true vanilla flavor and is superior to any artificial, so-called "vanilla." The flavor, to many people, will be a new delight in cookery, since most women are accustomed to the crude taste of imitations of the genuine vanilla flavor.

WE GIVE YOU A GOOD PROFIT ON EACH SALE, *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

MAPLE SYRUP

YOU have regard for your horse, have some for your clerks. Notice the weak, sheepish, retiring attitude, the hesitating, painful expression that steals over an honest clerk when he is forced to recommend one of the many untried Brands in place of SMALL'S Standard. The above sketch was taken from life near Hamilton, Ont.

Thousands of consumers from nearly all countries confess appreciation. Following is a few who do not live in obscure corners:

"I did not think the Maple you were preparing so delicious."—Eug. Tarte, "La Patrie," Montreal.

"We thought it was fine."—Wm. Ranch, M.D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.

"Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.

"Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

"My tests failed to detect the presence of any adulterations."—MILTON L. HERSEY, City and Provincial Analyst.

And remember, SMALL'S Maple Leaf Brand costs but little, if any, more than the imitations. Prices at present for SMALL'S Standard Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

SMALL'S MAPLE LEAF STANDARD

	To case	Mixture	Pure
Quart bottles	12	$2.40	$3.40
Pint tins ..... Wine	24	2.60	3.90
Quarter gallon . "	24	4.70	7.20
Half gallon .... "	12	4.70	6.95
1 gallon .... "	6	4.60	6.55
2–2½ gallon .. Imp.	2	4.10	6.45

"HABITANT BRAND."

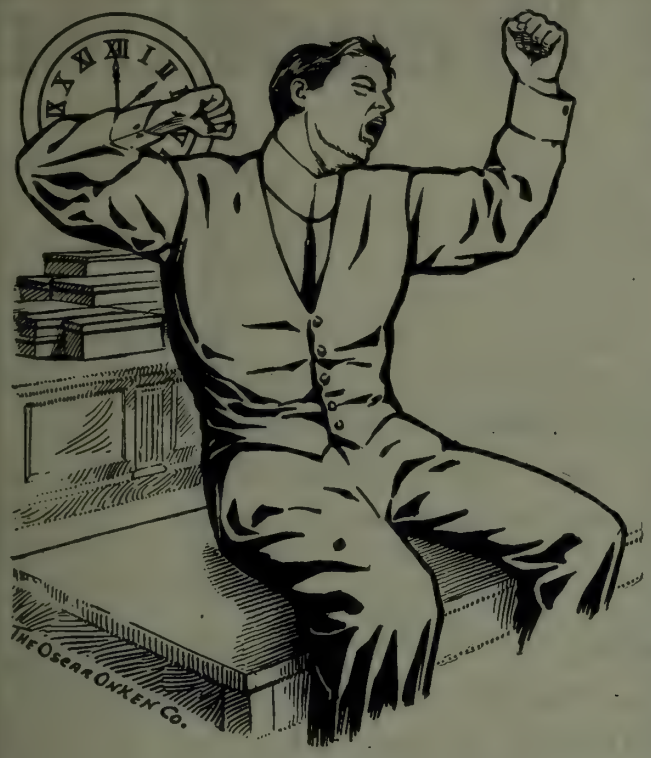
A high-class Maple Flavor Syrup, 20c per case less than Small's Standard.

SMALL'S BRANDS were Registered 1880. Have 13 Gold and Silver Medals and Diplomas from nearly all countries. Larger sale than hundreds of other brands combined. Packed in unsoldered, highly sanitary tins and new glass bottles. Further note

We do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers only from stocks carried at Montreal, or Brokers:—MacLaren Imperial Cheese Co., Ltd., Toronto; Nicholson & Bain, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.

CANADA MAPLE EXCHANGE LTD.

CAPACITY, 3 CARS DAILY.



2 O'clock and Not Half Done

Isn't it a fact every time you trim your show windows you find it a tiresome task?

Do you know you can simplify this work—shorten the time—make more effective and better paying window trims and turn the task into a pleasant one?

Simply by Using

ONKEN
INTERCHANGEABLE WOOD WINDOW FIXTURE
YOUNITS

NOW—Read This One—ONCE

A. H. SETRON

N. W. Corner Market Street and Court Square.
Parkersburg, W. Va., Dec. 26, 1911.

THE OSCAR ONKEN CO., Cincinnati, Ohio.

Gentlemen,—I take great pleasure in sending you herewith my cheque to cover invoice for set of ONKEN Wood Window Fixture YOUNITS shipped November 27th last.

I feel that every dollar I am sending you has made me $10.00 profit during my Christmas trade.

Our Christmas trade this year was beyond my expectation and I attribute a great deal of it to the fine window displays made with your Fixtures.

Wishing you a prosperous New Year, I remain,

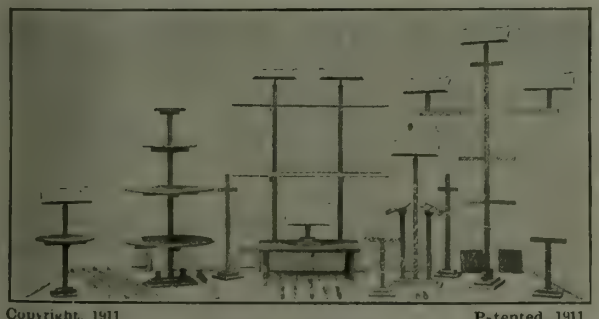
Yours respectfully,
A. H. SETRON.

I Make Sets For the Following Lines (Patented 1911)

Set No. 14 For Grocery, Bottle Goods and Sundry Windows. Full set has 125 YOUNITS, price $36.00.

Set No. 14½ For Grocery, Bottle Goods and Sundry Windows. Small set has 65 YOUNITS, price, $21.00.

Set No. 4 For General Store, good for shoes, dry goods, clothing, groceries, hardware, etc. Full set has 110 YOUNITS. Price, $28.00.



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THE FULL SET

The above illustration shows entire set of **No. 14 GROCERY YOUNITS**, comprising **125 YOUNITS** to the set. There are 17 display slabs made of well-seasoned oak lumber. 10 of the slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining 108 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS, and EXTENSION YOUNITS, in assorted lengths and sizes which will enable you to make **HUNDREDS** and **HUNDREDS** of Window Trims and as many odd and standard fixtures.

You Never Need a Tool.

FINISH—Made of select oak in one stock finish weathered oak, all in a soft mellow waxed finish.

STORAGE CHEST—Each set is put up in a HARDWOOD HINGED-LID STORAGE CHEST (oiled finish). A place to keep the unused YOUNITS.

BOOK OF DESIGNS—A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Every Set Guaranteed to Give Satisfaction. Shipments Made at Once. Freight and Duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

THE OSCAR ONKEN CO.

Established 32 Years

No. 788 Fourth Ave.,
Cincinnati,
Ohio,
U.S.A.

Order Through Your JOBBER or DIRECT

The Oscar Onken Co., 788 4th Ave., Cincinnati, O.
Send me your Window Fixture Booklet .....
.....
.....
Firm.....
City.....
Business.....

24

A Clean Soap Proposition

Mr. Grocer---

No doubt you were disgusted when you learned on Monday that the fair margin of profit you had been making on cake soap for the past fifteen months had been wiped out by a jug-handled reduction, bringing the retail price back to six cakes for twenty-five cents.

We have cut loose and are selling our Victor Soap at a straight price to all. No clap-trap, free box scheme about it. Do not allow some oily tongued traveller to load you up to the neck with cake soap, under the pretext that this free box scheme is but temporary. The price of cake soap is broken and likely to remain so for some time, if we have any say in the matter.

Don't worry, we can give you the cleanest business proposition of any line on the market. It shows you an honest profit, and at the same time every bar you sell of it means that your customer is getting by far the best value for her money, both as regards quality and quantity of soap.

If you are not already handling it, get in line at once. Write right off for our prices.

DAVID MORTON & SONS

Victor Soap Works

HAMILTON, ONTARIO

PACKETING MACHINERY

Of Every Description

PACKETING
LABELLING
WRAPPING
BAG-MAKING
Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

[M.E.]

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

Quality is Predominant

IN THE MANUFACTURE OF
BANNER BRAND JAMS

Only the choicest ripe fruit is used. Cooked by experts, making it a jam of unusually good taste.

Put up in all-sized pails. Order a stock NOW.

LINDNER & BENNER, :-: TORONTO

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg.

WE HAVE SOME SPECIAL VALUES IN

BROOMS

An especially good line is a bamboo-handled, 4-string, at $4.00 dozen

It will pay you to wait for our Travellers

They are carrying samples of lines that will interest you

Also they have a word to say regarding CANNED GOODS for 1912 that should put money in your pockets

A SPECIAL---A Green Ceylon TEA
at 18½c. Chest 100 lbs.
Fully worth 22c. Write for sample

EBY-BLAIN, LIMITED

Wholesale Grocers Toronto

For a quarter of a century the Standard of Strength and Purity.

Sun Ammonia

(HARVEY'S)

Get the special price from your wholesale grocery salesman.

STUART & FOSTER, Limited TORONTO

Ludella

The package tea question is getting to be serious for the retailer in so far as profit-making is concerned. Now we want to point out that we take particular care of the profit for you when handling the Ludella brand. Take for instance our lowest-priced package. We charge twenty-three cents per pound for what you sell at thirty cents, then there is the forty cent line for which we charge you twenty-eight cents and the fifty cent line for which you pay thirty-five cents.

Compare these costs with those of other brands and you will find that we look after your profits much better. This gives you an extra incentive to push Ludella tea, which, with the extra fine quality that is always placed inside the package, should make it a ready seller in your store. Always remember that, on any line that we put out, we always endeavour to safeguard the profit end of the transaction for you.

Ludella Tea is a profit maker.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Robinson's Patent Groats

Made from the finest oats, scientifically prepared.

Robinson's Patent Barley

Made from the finest Barley. Will bring you the best class of trade.

MAGOR, SON & COMPANY

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

BETTER THAN HONEY

and more delicious on hot biscuits and buckwheat cakes is Crown Brand, the best and purest syrup in the world for all uses.

CROWN BRAND CORN SYRUP

is the syrup for griddle cakes and for general table use—wholesome anddelicious, it agrees with everybody.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Hints on Increasing Sales in March

Good Prospects for Good Business in Fresh, Frozen and Canned Fish, Canned Fruits and Vegetables, Housecleaning Articles, Seeds, Dried Fruits, etc.—Early Attention to Plans for Displays and Advertising Will Result Profitably.

March is regarded as a fairly busy month and can be made to live well up to its reputation by the dealer who will put forth the required amount of energy. Conditions are such that to the live merchant excellent opportunities for the extension of business are offered in the coming month.

Possibilities During Lent.

We are now in the midst of the Lenten season and the dealer must cater to those who observe this season. Substitutes for meat, such as eggs, cheese, canned and fresh fish and similar lines will come in for a big demand, while the public may be interested in many other lines the demand for which increases during this season.

Get After Fish Trade.

Fresh, frozen, smoked and prepared fish of all kinds will be big sellers during the whole month.

The sale of fish should not be left entirely to the demand created by the season of Lent. The dealer and his clerks should use salesmanship to promote the largest volume of business possible. Everything possible should be brought into play that a record month's trade may be done in this department. There is going to be a big demand. See that you get your share of it.

A moderate amount of money used in advertising is always a good investment at this time. Point out the food values of fish and the fact that compared with some other lines, fish is really cheap.

Stock Proper Assortment.

Give attention to your assortment of fish, carrying more extensively those lines you think your customers will purchase readily. Frozen fish should be purchased in moderate quantities, especially as the weather becomes milder. Better to buy more often and in smaller quantities. Keep a fair supply of smoked, pickled and prepared fish, but guard against overloading. Stocks ought to be so limited that you will be able to clean them up at the end of the season without loss.

Canned Fish Another Seller.

Canned fish will be used extensively in the place of meat. A strong talking point in their sale is that they are always ready for use, and that it behooves the housewife to keep a supply in her pantry.

Salmon, herring, sardines, lobsters and smelts should all be given attention. Prepared soups will sell well, as also will cheese. The latter although high in price, has a high food value that should be mentioned to customers.

Homemade Preserves Getting Low.

The real heavy season of demand for canned goods opens in March. True, from early fall and during the winter there is an appreciable trade in these goods, but by the first of March conditions become such as to work for a much brisker call. The housewife's supply of preserves is becoming rather scanty and now is the time to bring jams and canned fruits to her notice, emphasizing their "goodness" and the fact that they are prepared from the best fruits in the most sanitary manner.

Vegetables are scarce and also high in price. This is the reason canned vegetables should move briskly from now on. Let it not be forgotten that it is the grocer who pushes these lines by window display, advertising and personal talks who will get the larger amount of trade.

Work Up Trade in Dried Fruits.

For the same reason that canned fruits will sell well, so will dried fruits. Fruits of some kind are necessary on the daily menu. Evaporated apples in view of the high prices for peaches and apricots will be in good demand, while prunes and figs are always in request.

The housewife finds difficulty at this time in securing material for pies. Here is an opportunity to suggest figs, which are sweet, appetising, a good food and comparatively cheap in price.

House-cleaning Time.

The latter part of March will find us on the threshold of Spring, and in order to reap the best results from this season, some careful beforehand planning is necessary. Spring suggests house-cleaning and for this semi-annual feature the grocer should prepare by fitting up his stocks of house-cleaning goods.

See to Wallpaper.

Those dealers who handle wallpaper will need to wheel this department into prominence and it is well to do this early. The advantages of an early start need no emphasis to the live dealer.

Arrange for Seed Display.

Spring also suggests seeds to the grocer and general merchant. Here again is another line greatly benefited by an early start. The public may be interested and considerable business done in this line long before the ground is ready to receive them. Being the first to interest a customer in this line means much for if the interest aroused is strong enough, it will in many cases mean future sales.

The grocer has plenty of opportunities at hand to make March a real live month and a record start on the Spring trade.

LONDON GROCERS WANT PROVINCIAL ASS'N

At Last Meeting Came Out Strongly in Favor and Have Committee to Confer with Other Associations—Garnishee Law, Scale Inspection and Co-operative Bill Need Attention—Paper on Account Collecting.

London, Ont., Feb. 22—(Special).—After considerable discussion on the proposal to form a provincial grocers' organization, the Retail Grocers' Association decided strongly in favor of the project.

It was felt that if such an association could only succeed in being the means of having a law passed whereby a man's wages could be garnisheed if $10 instead of $25, as at present, were due him; that if a change in the scale inspection law so that the government instead of the merchants would pay for inspection of scales, and also that if the Ontario Association could successfully fight the Co-operative Bill project, the provincial organization would be entirely justified. The members were enthusiastic over the proposal.

A committee consisting of President Norman McLeod, Treasurer Thos. Shaw, Vice-President Harry Ranahan, Secretary James McKenzie, John Diprose, H. Fountaine, G. B. Drake, J. McFarlane and E. J. Ryan were given power to co-operate with the Toronto, Hamilton and other associations in drafting plans of organization.

Collection of Bad Debts.

John Diprose read a paper on giving credit and collecting bad debts. W. T. Mullins gave the meeting some good pointers on the giving of credit, stating that when in doubt about the security of the person asking for credit, he gets the father, mother, and eldest daughter or son to sign an agreement to be responsible, if necessary, for the account.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Province of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

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Winnipeg—34 Royal Bank Building. Phone Garry 2313.

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GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription; Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

SOAP ON THE DECLINE.

Much interest is centering around soap these days. A number of manufacturers have given out prices which while not exactly new, yet by reason of free offers practically mean a decline.

For instance, with five case lots at $4.15, there is offered a half-case free by some. Another makes it half-case free with five and a half cases; with 10 cases at $4.05 it is a case extra and with 25 cases at $4.05, there are offered three cases extra. There may be some differences from above, but the principle is made plain by this explanation.

These prices will likely bring back the six for a quarter selling method. In fact the grocers who attended the meeting of the Toronto Grocers' Association on Monday night agreed unanimously to reduce retail prices on the usual 5-cent article to six for a quarter. In the discussion many told of the department stores and nearby competitors cutting prices all along and taking soap sales away from them. It is considered by some that there is a probability of another adjustment as present prices do not allow the small dealer buying a single case to meet the six for a quarter price.

It is felt, therefore, that the decline announced will be made more clear cut. Whether this occurs or not retailers should get rid of laundry soaps as rapidly as possible. Soap windows announcing six for a quarter are now frequent in some centres.

Some at least of the soap ingredients are on the decline reducing to an extent cost of production and this is attributed in part to the new prices.

A PROVINCIAL ASSOCIATION.

There is every prospect of the organization in the no distant future of an Ontario Retail Grocers' Association.

The London Grocers' Association, which is one of the best in Canada, at its last meeting, came out strongly in favor of such a move. The Toronto grocers have done the same and the Hamilton and Brantford associations have given their assurance of support to the project.

With these four strong bodies united, there is every reason to believe that organization plans will soon be promulgated for a provincial association. There are many important matters that could be taken up by such a body. The London grocers, as will be seen from report of their meeting on another page, mention three—the Garnishee Law, Inspection of Scales, and the Co-operative Bill

It seems an injustice that a merchant cannot secure the payment of an account by garnishee if the debtor has not more than $25 coming to him. Workingmen to-day are usually paid weekly or fortnightly and scarcely ever does their employer owe them $25.

Inspection of scales whereby the dealer has to pay the costs is another apparently infamous regulation. These and many other questions need united effort on the part of retail grocers and an association that will go into to them carefully and present a strong front to our legislators should succeed.

TIMELY SERIES OF ARTICLES.

The series of articles on food legislation beginning in this issue, and written by W. S. Greening, will be an important one. Up to the present, Canada has not been blessed by a particularly strong food law, and in this respect we are somewhat behind Great Britain and the United States.

Mr. Greening, in his introductory article, has begun at the beginning. Future articles will deal with the progress and aims and objects of the laws existing in other countries and their application, finally leading up to conditions in Canada and what is proposed by the Government.

We commend these articles to the trade. In view of the near arrival of strict food standards in this country, they will be particularly well worth careful thought and study at this present time.

AMENDMENT TO ASSESSMENT ACT.

An act to amend the Ontario Assessment Act has been introduced into the Legislature. This is of a great deal of interest to retail dealers, and should be followed closely.

It refers to the rights of municipalities in determining how taxes shall be levied so far as land values, improvements and incomes are concerned. The chief section of the bill states that the council of a municipality, after the same has been submitted to and approved of by the ratepayers qualified to vote on money by-laws, may pass a by-law providing that land, real property and real estate shall be assessed at its actual value and that improvements and incomes shall be assessed at a percentage of their actual value. But the assessment of improvements and income shall not in the first year in which the by-law takes effect be reduced by more than forty per cent. of the assessment of the same for the next preceding year, and shall not in any year subsequent to the first year be reduced by more than fifteen per cent. of the assessment of the same for the next preceding year.

Whether this act, or one covering the principles involved, will go through is a question, as Premier Whitney, when he last expressed a view on the subject was pretty much against it. Retailers' views on such an act would be appreciated.

THE DESIRES OF THE PEOPLE.

That much of the high cost of living is due to the whims and desires of customers, was the statement made to the writer by a large manufacturer last week.

In a retail store recently, he witnessed a purchase of a small article which the buyer asked to have delivered as soon as possible. She lived a couple of miles away. The dealer, of course, had to give this delivery service

which was costing him more than the profit on the article.

"There's one reason for the high cost of living," he remarked when the customer had departed. "Do you think I could live if I didn't get that delivery money back again?" he asked.

The consuming public is undoubtedly getting more and more particular. There are women in large cities known to have asked a merchant to send to their homes. a paper of pins or some other equally insignificant article.

All this must necessarily add to living expenses because merchants cannot be expected to maintain expensive delivery systems for nothing. If such very particular service is demanded—and it is in many cases from all classes of merchants—the buyer must pay for it.

There is a great deal of truth in the statement that the desires and whims of the people have much to do with the cost of living.

ONE REASON FOR HIGH BUTTER.

An influence that has much to do with the high price of butter is the general improvement in the quality. The fairly well-to-do consumer who finds poor butter on his table spreads it as thin as possible, but when it is good butter, he spreads it thick. He pays a higher price for good butter and uses more of it.

It is by a campaign of education that the public have learned to demand good butter. The grocer has been a big factor in this educative campaign. He would do well to extend it to other lines.

When a grocer educates his customer to use a better quality of goods, it, in probability, will mean larger sales, for as in the case of butter. the better the article, the greater the consumption.

High quality goods mean satisfied customers, a larger consumption and a better gross and net profit to the dealer. It pays to push high quality goods.

THE DANGER AND THE REMEDY.

Merchants are beginning to waken up to the fact that their future is being menaced by the parcels post agitation. They begin to realize that the danger is tangible and immediate. It is no mere chimera, a possible development in the distant future. On the contrary, it may make itself felt at any moment.

That members of the mercantile class are aware of the imminence of the danger is evidenced by letters received from various sections and the uneasy comments heard on all sides. It has been not evidenced so far by the taking of any definite steps to block the movement, however. This laxity is to be regretted. The danger is sufficiently great to warrant the voicing of an emphatic protest. Coming from so influential a class, the objections would carry due weight.

A retail dealer in a small western town writes to the MacLean Publishing Co. as follows:

"We see by the daily papers that a movement is on foot in Parliament to amend the laws re weight and cost of parcel post, making it immensely in favor of the mail order houses. . . . We trust you will use you great influence in your several papers to block the scheme and confer a lasting boon on the many thousand merchants throughout Canada."

The retail merchants can rest assured that everything an influential trade newspaper can do will be done by The Canadian Grocer and the other MacLean papers. At the same time, it must be borne in mind that prompt individual action on the part of the merchants themselves would suffice to nip the movement in the bud. If every retail dealer were to write his own representative in the Commons, nothing further would be heard of parcels post.

DISEASES DAMAGE PEACH TREES.

During the past week the daily press have printed despatches from the Niagara fruit district stating that fifty per cent. of the peach buds were destroyed during the winter by the extreme frost.

This is mere guesswork and not founded on any careful study of the situation. In fact it is much too early to express any opinion on the damage done to peach buds. The report, as one fruit grower stated, has come to be a "hardy perennial" with a section of the press and is not based on any scientific research.

In a winter like the present one when the cold has been steady, though extreme, fruit growers do not look for as much damage from frost as a mild winter with sudden cold dips. There is probably more ground for the damage reports this year than in an average season, but it is pure guesswork to say what per centage of the crop has been killed. This cannot be determined with any degree of accurateness until the trees come into blossom.

Apart from damage by frost, there is reason to believe that the peach crop will be comparatively short for some years owing to the fact that thousands of trees have been destroyed from the diseases known as "yellows" and "little peach."

EDITORIAL NOTES.

"The Ontario Retail Grocers' Association" sounds good.

* * *

Evaporated applies are scarce and prices will likely be higher.

* * *

Sugar in cartons is added to our lengthy list of package goods.

* * *

It is better to have a customer come back with a kick than never to come back at all.

* * *

If soap is on the decline, retailers should get rid of their stocks at a profit as soon as possible.

* * *

This is a good time to sell canned and preserved fruits. Housewives' private stock will be wearing low.

* * *

March is always a brisk business month. Stocks of all necessary selling articles should be in place early.

* * *

Don't be afraid to follow up sales by asking the customer next time he comes in, how he liked the goods.

* * *

Better to say too little to a customer than to over-urge him and digust him with your methods and your store.

* * *

Hardware merchants are making good use of their provincial organization in Ontario. Grocers could do the same.

* * *

Department of Customs, Ottawa, in appraisers' bulletin No. 515, states that the importations of brooms coming from the Central Broom Company, Jefferson City, Mo., U. S. A., are to be placed under detention on the ground that they are prohibited under tariff item re prison labor goods.

History of Food Legislation Progress

First of Series of Articles on Evolution of Present Laws Existing—These Will Lead up to Canadian Food Standards and Show Necessity of Well-defined Legislation in This Country—Timely Topic in View of Federal Government's Intentions.

*By W. S. Greening.

National legislation regulating the manufacture and sale of food products is of comparatively recent origin, but local regulations on the subject are as old as history. It is only in the past forty years that any country has attempted to collect the scattered and in some cases contradictory local laws on the matter, and mold them into one coherent law to provide for uniform enforcement of its provisions.

Britain was the first country to initiate effective legislation of this kind in 1877. Her example was followed by every civilized country, so that to-day there is no part of the civilized world in which the manufacture and sale of food and drugs are not regulated by laws more or less efficient and well enforced.

The United States, which had lagged far behind Europe in this matter of protection for her consuming public, finally awoke to the importance of the matter, and in 1907 enacted a food and drugs act which is to-day the most far-reaching in its provisions, and has the best machinery for its enforcement in the world.

Early History of Food Legislation.

In this series of papers I will endeavor to trace the history of legislation on the subject, then compare the laws of the various countries, and finally point out some of the difficulties which must be met and overcome by any nation in its search for a perfect pure food law—one which will protect the public from fraud without injuring the interests of the manufacturer and distributor, and will do this without raising the cost of living, a danger not to be ignored in this day and generation.

It is a curious fact that ancient records show the customs of misbranding and fraudulent weight to have existed long before actual adulteration, as we know it, was at all common. True, Archimedes was the first analytical chemist, for all will remember the story of how he detected the base metal in King Hiero's crown by taking advantage of the known specific gravity of pure gold and comparing it with the metal in the crown. But we have no record of adulteration of food until quite late in the middle ages; whereas in the ancient Greek and Roman world we find numerous laws against misbranding, principally in the matter of substituting new wines for old, and sometimes in using the name of a district famous for the quality of its products to sell an article of inferior quality. This trade custom, which survives to the present day, as witness the words "Java" and "Mocha" coffee, "Durham Mustard"—certainly has the sanction of antiquity. Even in the time of Pliny, who lived in the first century of our era, we hear of the wines of inferior quality being branded "Falerno," the name of a district producing wines only of a fine quality. This custom dies hard, and has proved one of the hardest questions to solve by the modern law-maker.

Pure Goods Until Middle Ages.

Actual adulteration, by which we mean the mixing of a different or inferior quality with good and sound articles of food and doing it in such a manner as to deceive the purchaser, seems to have been almost unknown until well on into the middle ages. There were two good reasons for this. The first was that it was a matter of some skill to do it well enough to succeed in deceiving a critical purchaser. Secondly, the pure articles were really cheaper and more common than any known adulterant—alum in bread, for example, and chemicals in wines.

As civilization advanced, bringing with it a more complex life, it was found profitable to substitute inferior materials for sound. As the skill in deception increased with practice, we find two kinds of legislation enacted to cope with the growing evil. The local dealt with a great number of different abuses, but these were all dealt with by the same authorities, usually the officers of the various guilds. The national legislation concerned itself only with one article, but the law was uniformly enforced by the king's authority over the whole kingdom. The former mode was by far the most common and probably the most effective owing to the strength of the local government in the middle ages as contrasted with the weakness of a central authority.

Sale of Bread Regulated.

"An Assize of Bread" was proclaimed in England in the reign of John, apparently the one good act of his infamous reign. This Assize regulated the conditions of the manufacture and sale of bread as well as regulating the price at which it should be sold—the price changing with the rise and fall in value of corn. A law of this kind would be welcomed by modern housekeepers. It is an interesting example of the old adage of "nothing new under the sun," as this very question of price regulation by law is being agitated in the United States to-day in regard to the steel trade.

Evidently the time was not right for such revolutionary ideas as the law seems to have been very badly enforced enforced. It was revived in 1582. This time the question of price was left out, but stringent provisions were inserted against actual adulteration and the use of musty meal. The punishments for the offending bakers were characteristically severe. The first offence meant the pillory and a sound whipping. If the man continued to offend he was banished from the city and his property confiscated. This Assize also dealt with wines, beer and meat, and was not repealed until 1815.

Adulteration Affected Revenue.

Various adulterations, notably of tea, coffee and beer, were brought to the notice of the Houses of Parliament at different periods, but it is to be noted that the activities of the Government were only aroused where the question of adulteration was seriously affecting the revenues, the article in each case being those on which a heavy excise duty was collected, but where they took the matter in hand, they evidently meant to finish the evil at one blow.

The penalties were so heavy as to bring ruin on the unfortunate dealer who happened to be caught. Fines as high as $2,500 were to be imposed for a single offence. As is usual where the punishment far exceeds the gravity of the misdemeanor, these penalties were clearly not enforced. The practice had become so common that in 1855 the whole matter was made the subject of a parliamentary inquiry. This date may be taken as the beginning of modern food laws.

Early Testing of Beer.

It is evident from the above, that the question of regulating the food traffic had been left largely to the local authorities. How the different boroughs and municipalities carried out this task makes an interesting chapter in the history of the Middle Ages. Naturally the field is a wide one, and in an article of this

*Mr. Greening, the author of this important series, is vice-president of the Pure Gold Manufacturing Co. He will go into the question fully, explaining in future articles the scope of the British, United States and other pure food laws.

scope one can only touch lightly on a few isolated cases. Most of the enactments were directed against poisonous adulteration, in an effort to prevent at least the citizens from being poisoned, but in some cases we see attempts to save them from being cheated.

An instance of this was the office of "beer-tester"—an important, and we may judge, a much sought position in every town in England. His business was to see that the beer sold in the taverns was strictly up to standard, a matter of gravest concern in pre--prohibition times. The "beer-tester" would drop casually into a tavern, order a flagon of ale and then spill a little on his chair. Then sitting unostentatiously on the place where the ale was spilt, he would wait until the beer had dried. If his leathern breeches stuck to the seat, it showed the dishonest publican had been adding too much sweetening matter and he was promptly hauled before the justice of the peace.

Inferior Goods Dumped Into River.

In Nuremburg the punishment was similar to the old New England treatment of scolding wives, namely, the ducking stool. A characteristic form of trying a suspected offender was a kind of trial by ordeal. One unfortunate was forced to drink some of his own wine, from the effects of which he died—a remarkable example of making the punishment fit the crime. In nearly every case the adulterated goods were confiscated and burned in the town square by the public hangman, or dumped into the nearest river in the presence of the entire population, a holiday being proclaimed to celebrate the event. This would be a very popular idea to revive, and might be brought to the attention of our Canadian authorities.

On the whole, one gets the impression that the Middle Ages were really the good old days in this regard. Certainly our ancestors had little to fear from the adulteration of their food, which later became a very real danger to health and even to life. For this happy state of affairs they had to thank the great guilds, notably the pepperers, vintners, and later, the grocers. In these were vested an absolute monopoly of the trade in all articles of food, and they were scrupulously careful to keep their name unblemished from any whisper of bad merchandising. Violation of the guild rules meant expulsion from the order, a punishment so terrible in the Middle Ages as to deter the most unscrupulous and conscienceless offender.

Few Foods to Watch.

Then it must be remembered that the articles of food were surprisingly few in number when compared with the complex nature of our food supply. Meat and bread, beer and wine, comprised the entire list of common foods. Spices were so costly that only the great nobles could afford to use them, as they were worth their weight in gold. Tea, coffee and chocolate were unknown. Potatoes were only introduced into Europe in the seventeenth century. So the task of regulating trade in food products was not a difficult matter.

The decline of the guilds, co-inciding with the growth of the factory towns, marks the end of this golden age. Monopoly was replaced by the free competition of the Manchester school; whatever may be said of competition as a principle, there can be no question of its tendency in food manufacture. Even so great an advocate of unhampered competition as John Bright admitted that adulteration was the inevitable result.

Overcoming the Difficulties.

And so from the golden age of innocence we pass immediately to a period of about a hundred years in which every article of food and drink was grossly cheapened and adulterated. Conditions grew worse and worse until finally it became so great an evil that Parliament had to step in and give the matter its earnest attention and try in some way to bring order out of chaos. How this was done, how the difficulties were faced and overcome, will be the subject of my next paper.

CARNIVAL HELPED BUSINESS.

Lindsay Advancement Club Brings Many Visitors to the Town.

Lindsay, Ont., Feb. 22—(Special).—Lindsay as a town has never been known to boom spasmodically, but rather contents herself with a good steady growth. This to a large extent is due to the town's location. Situated in the heart of a rich argicultural district, the merchants benefit greatly by the business done with their farmer friends. Money makes the mare go, and the farmers have the money, because they are independent and conducting a lucrative business in their own unostentatious way.

The business men of Lindsay cater to the farmers, more or less, and merchants look well after the wants of their farmer friends. Besides the fall fair (a three-day event), there is held annually a poultry show (three days), a Christmas Fair, while a three-day Winter Carnival has just been completed, being a marvelous success.

The winter carnival idea was promulgated by a new organization in Lindsay known as the Lindsay Advancement Club, and the three days brought the farmers to town from a radius of 60 miles on all sides. Besides offering large attractions in the way of grand parades, bargain sales were put on. A "made in Lindsay" exhibition was also held during the three days, the rest of its kind ever held in Lindsay, and this was largely patronized. A hockey match was put on between two rival country teams, which also attracted large crowds. The local theatre managed to secure a three-day show with matinees. Cash prizes were given the farmers for the best team turnouts, the best single turnouts, etc., while cash prizes were given for the floats in the parades as well as the comic turnout. A tug-of-war was also held, and various other events, and the affair was a grand success from start to finish. Next year it will be bigger and better than ever. The streets and stores were also decorated, while the band was engaged for the three days, and cheap rates were allowed on the railroads.

A 19-CENT SALE.

Yarmouth, N .S., Feb. 22.—Yerxa's grocery recently had a "19c sale" which lasted for six days, and at which a variety of goods and certain quantities of goods were sold at 19 cents. In announcing the sale in the local paper they said: "We have finished taking stock and find we have too much stock; rather than carry the goods through the dull season, we have decided to hold a gigantic 19-cent sale. Remember satisfaction guaranteed. Your money back if you want it."

They quoted a long list of goods at 19c., the first five being "3 bottles Worcestershire sauce," "6 lbs. rolled oats," "5 lbs. good rice," "6 lbs. barley," "3 pkgs. jelly powder," etc.

EXPECTS HALF-POUND SALMON TINS.

St. John, N.B., Feb. 22.—Local grocers are greatly interested at present time in canned salmon. The outlook is for prices to be much advanced in all varieties owing to the increased consumption. Speaking with your correspondent this week, the manager of a local wholesale house said that he looked forward to the time with confidence when half-pound tins of salmon would be placed on the market, just as had been done with lobsters. He did not think it would be very long.

Already, he said, salmon was being shipped in this way from some of the canneries, and it was already becoming a luxury for the average worker, so much so that the larger sized tins could not compete favorably as regards sales, with the smaller cans, should the latter be placed on the market, for these would do very well for the purpose often intended, namely, salads and the like.

Canadian Grocery News Done Up in Brief

Many Changes in Business Occurring—Broom Corn in Eastern Ontario—New Ammonia Company—Credit Men Meet—Acadia Sugar Refining Company to Build.

Ontario.

J. E. Pedlow, Strathroy, Ont., has sold his grocery business at Front and Caradoc streets to R. H. Davis, and that at Metcalfe and Adelaide streets to O'Dwyer & Jay.

* * *

A. D. Cross, Welland, Ont., has sold his grocery to Mr. McDermott, of Toronto.

* * *

B. W. Thomas, general merchant, Hartford, Ont., died recently.

* * *

A farmer near Norwood, Ont., has, according to Dominion Botanist Mr. Gussow, succeeded in raising broom corn of good quality. This is the second year he has experimented in this new departure.

* * *

The new factory of the Battle Creek Toasted Corn Flake Co., London, Ont., which was to have been erected this spring, will not be put up now till next year, it is announced. Some delay has occurred, and construction could not now be completed before the busy season in June.

* * *

A. D. Beaton, who has for seven years conducted a grocery store in Clinton, Ont., has sold to S. Barr, on account of ill-health.

* * *

W. J. Mann, general merchant, Aylmer, Ont., has sold to C. G. Stratton, grocer, of the same place, at 100 cents. Mr. Mann, who has been in business in Aylmer for some ten years, has not been in the best of health of late.

* * *

H. & E. Graham, who has been in the employ of J. Carter & Son, general merchants, Fort Frances, Ont., have purchased the stock and premises of Charles Anderson, of that place.

* * *

H. Russell & Co., grocers, Fort William, Ont., have sold to Archibald Black.

* * *

The Canadian Ammonia Co. has been organized with a Dominion charter to do business in ammonia, etc. The head office is in Toronto, capital stock being $100,000.

* * *

A meeting of the Canadian Credit Men's Association, Limited, Ontario Division, was held at McConkey's restaurant, Toronto, on Wednesday evening. Dinner was served at 6.30, followed by an address from A. G. McMaster, of MacDonnell, McMaster & Geary on "Commercial Law."

* * *

Wm. Gorman, of Gorman, Eckert & Co., London, Ont., is on a trip to Jamaica and Panama. He is accompanied by his wife and son.

* * *

James Haskett, of Haskett Bros., London, Ont., has been confined to his home with a bad knee for the past three weeks.

* * *

Thos McCormick, of A. McCormick & Son, London, Ont., was operated on for appendicitis. He is doing as well as can be expected.

* * *

A large store building is to be erected at Dawn Mills, Ont., as soon as weather will permit, and the store will be conducted by Mrs. Obey, whose place was recently burned out.

* * *

Knowland Routledge has sold his general store at Hyde Park, near London, Ont., and is going to Calgary.

* * *

Ed. McKenzie, who moved into Clandeboye, Ont., about a year ago from East Williams, and with his brother purchased the store and dwelling formerly owned by G. Lamport, left this week for Calgary, selling out his share in the business to his brother.

* * *

The Walsh grocery business, St. Mary's, Ont., has been sold to George Smith, who took possession on Monday. Mr. Smith began his apprenticeship with Mr. John Walsh about twenty years ago.

Maritime Provinces.

John K. Schofield, one of the directors of the Acadia Sugar Refinery Co., said this week that it was the intention of the company to rebuild the Woodside Refinery which was destroyed by fire recently, on the old site, at Woodside, N. S. The plant will be improved, and the output will, it is thought, be about 3,000 barrels per day.

* * *

F. P. McColl, late manager of the Sea Coast Canning Co., has been appointed manager of the Canadian Sardine Co., at St. Andrew's, N.B.

Westrn Canada.

Velie Bros., Winnipeg, Man., have sold their grocery business to Percy W. Rowe.

C. Phillips, grocer, Regina, Sask., is succeeded by E. Peachey.

* * *

"Winnipeg's system of food inspection is one of the best I know of and it seems to me that it is being admirably handled," said C. S. McGillivray, Dominion inspector of canned fruit and vegetable factories, while in Winnipeg recently.

DEATH OF C. H. DOUGALL.

The trade in Quebec Province was grieved to hear of the death of C. H. Dougall, Commission Merchant, Montreal, whose name has been a familiar one for the past twenty years. Mr. Dougall was at business five or six days before his illness and in spite of his advanced age seemed hale and hearty. Appendicitis was the cause of death. The business will be carried on under the same name but will be directed by John Tombs, who has been associated with Mr. Dugall for some time.

GROCERS' LETTER BOX.

(See also page 46.)

Editor Canadian Grocer,—Will you kindly let me know through your Grocers' Letter Box, how shrimps or prongs are cooked or prepared for the table.

READER.

Editorial Note.—Shrimps are very often eaten raw after shell is removed, or made into salads. Nearly all the shrimps coming into Canada are pickled in such a way as to allow of this being done.

Law's Grocers' Manual gives the following advice on how to boil shrimps:—Put about four ounces of salt into one gallon of water, and when the latter boils have the fish placed in readiness, in a wire frying basket and plunge them in at once. Boil quickly from 5 to 7 minutes, according to size, but take care that they are neither over or under done. When done enough (that is, as a rule, when they change color), take up the fish, shake them gently in the basket until they are thoroughly drained, then spread them out to cool and use as required.

Seeded and Seedless Oranges.

Editor, Canadian Grocer:—Will you explain the difference between seeded and seedless raisins? Do the latter grow without seeds?

BEGINNER.

Ottawa, Ont.

Editorial Note.—"Beginner" is quite correct. Seedless raisins grow without seeds just as our seedless oranges do. They are generally smaller than those containing seeds.

Seeded raisins on the other hand are those which originally contained seeds but have as the name denotes been "seeded," or relieved of their seeds. They come in packages.

Lower Prices on Some Laundry Soaps

Ontario Dealers Reverting to Six for a Quarter—Prices on Rice for Future Delivery May be Lower—Strong Sugar and Dried Fruit Markets—Evaporated Apples Getting Scarce.

QUEBEC MARKETS.

Sugar—Firm.

Molasses—Demand increasing.

Rice—Lower prices for future delivery.

Montreal, Feb. 22.—With a steady seasonable trade prevailing the market in general remains unchanged. Business in most lines is brisk, notwithstanding high quotations.

The sugar situation is again interesting, stocks are small and the prices tend to advance.

The Lenten season has increased the molasses demand, and before long an advance in price may take place. This can also be accounted for by the high price of sugar.

SUGAR.—Sugar at present offers a strong tone. The demand is good notwithstanding high quotations and small stocks. Prices advanced twice in New York during the week, so local dealers are expecting an increase. The market shows upward tendencies.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, Imperial	5 40
Granulated, Beaver	5 45
Paris lump, boxes, 100 lbs.	6 35
Paris lump, boxes, 50 lbs.	6 45
Paris lump, boxes, 25 lbs.	6 65
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP and MOLASSES.—The molasses situation is strong just now. Demand is steadily increasing as result of Lenten season. Prices of high grade molasses may advance in sympathy with with high quotations of the sugar market. Syrup is steady with a good seasonable trade.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03¾
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
Cases, 5-lb. tins, 1 doz. per case	....	2 75
Cases, 10-lb. tins, ½ doz. per case	....	2 65
Cases, 20-lb. tins, ¼ doz. per case	....	2 60

DRIED FRUITS.—No changes of late have developed in the market. Business is brisk for this time of the year. Prices run on a parallel with last week's, but some may advance before long, owing to small stocks.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
30-40	0 [illegible]	0 18
30-40	....	0 15
40-50	....	0 14
50-60	....	0 12½
60-70	....	0 12
70-80	....	0 11½
80-90	....	0 11
90-100	....	0 10
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—No change has taken place in market. The demand is good, notwithstanding high prices and no tendencies towards a decline are perceptible.

The market is stronger than it was this time last year. Indian teas show a shortage and are likely to advance.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—The coffee market is devoid of feature. Buying is of the hand-to-mouth order, and much curtailed on account of the high prices prevailing. No reports of the crops have been received and until they arrive prices will remain as previously quoted.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—The market is fairly active with a good steady demand. There has been no remarkable change during the week. The same high prices prevail, but with declining tendencies.

	Per lb.	
Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE and TAPIOCA.—The market for rice and tapioca is steady. The demand continues good, with a steady supply. Prices for the present remain unchanged. Lower prices on grade B rice are expected to go down for orders given for shipment on Mar. 15 and May 1.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

NUTS.—There is little business doing in market at present, February being a dull month in the trade. The spring demand which is close at hand is likely to offer many features. Pecans show tendencies towards an increase.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenobles, per lb.	0 15½	0 16½
Walnuts, Marbots, per lb.	0 12½	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

CANNED GOODS.

TORONTO.—Retailers who didn't buy all the canned goods they wanted are now in the market, and wholesalers report fairly good sales. There is a good call for tomatoes with prices high. Retailers should endeavor to push fruits from now on as many housewives will

not have much on hand of their own make by this time.

Salmon will be a good seller during Lent even if the price is high.

ONTARIO MARKETS.

POINTERS—

Sugar—Advance looked for.

Prunes—Higher market.

Rice—Lower prices future delivery.

Soap—Practically a decline.

Evaps.—Higher market expected.

Beans—Stronger.

Toronto, Feb. 22.—Trade is getting better after the usual comparative quietness of past six weeks. Wholesalers are fairly well pleased with the volume of business and collections.

Many of the markets present interesting features. Sugar looks like moving upward again on account of strong statistical position. Some soap manufacturers have practically reduced prices by giving about a ½ case, case and 3 cases with 5, 10 and 25 case orders. Different firms have slightly different arrangements in this regard.

Rice orders for delivery on March 15 and May 1 are being taken at lower prices. Prunes, beans and evaps. all show stronger tones.

SUGAR.—It was expected that sugar would have advanced before time of going to press but did not. The situation is strong and the future of the market rests with final output in Cuba . The rainy season is approaching, in fact it is present in some places and interrupting grinding causing a loss of time in making the crop but on the other hand improving the spring cane. The total output of crop is therefore still problematical. The world's visible supply shows a decrease of over 695,000 tons in comparison to year ago, thus demonstrating the market's strength.

Extra granulated, bags	5 65
Extra granulated, 20-lb. bags	5 75
Imperial granulated	5 50
Beaver granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 05
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	6 85
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	6 85
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 55
Paris lumps, in 50-lb. boxes	6 65
Paris lumps, in 25-lb. boxes	6 85

SYRUPS AND MOLASSES.—These commodities are moving fairly well. This is a good maple syrup season and retailers are turning this syrup into money rapidly. Molasses, as a stock food, has been increasing in popularity and more of a feature should be made of it. Fruit is scarce and this has tendency to increase sales of both syrup and molasses.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03⅜
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03⅝
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals, 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	....	0 45
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS.—Some wholesalers are finding good retail demand during past week for evaporated peaches and apricots. One said he sold more of these during the week than for two or three months past. In most cases dried fruits are stiffening in price. Prunes are marked up from 70's to 80's upwards. They are scarce. Wholesalers note firmness in Bosnia prunes, many of which are sold on this market. A couple of carloads on the way were sold to the wholesale trade at fairly high figures. The raisin market is in most cases quiet. They seem to be getting harder to get than ever. For the time being an easy feeling has developed in currant market due to the season, but statistical position is strong and there will be no lasting slump. Evaporated apples are scarce and getting into small compass, but good inferior stock.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 15
50 to 60, in 25-lb. boxes	....	0 14
60 to 70, in 25-lb. boxes	....	0 13
70 to 80, in 25-lb. boxes	0 10¾	0 11
80 to 90, in 25-lb. boxes	0 10¼	0 10½
90 to 100, in 25-lb. boxes	0 09¾	0 10
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 09	0 10
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Dried peaches	0 17	0 18
Dried apples	0 08½	0 09
Evaported apples	0 10	0 10½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	....	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08¼
New Dates—		
Hallowees—		
Full boxes		0 05¾
Half boxes		0 07
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	....	0 06½

TEA.—This market still holds its firmness. There was less Indian tea offered on the London market in January this year than in 1911, but more Ceylon. The average price of the former was a little higher this year while that of Ceylon was same price. On the London market it is generally anticipated that from now on buying will be particularly strong on part of big retail houses, and it is therefore believed by some that prices of common tea will revert to high level of values of last year.

COFFEE.—The coffee market is a difficult one to fathom. There is evidently much speculation going on in New York with the Arbuckles in the lead and it is impossible to guess what will happen coffee two or three days ahead. Market is not depending on supply and demand so that local coffee buyers are purchasing on the hand to mouth basis awaiting a break some time.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 26	0 27
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 25	0 26
Chicory	0 12	0 13

NUTS.—Apart from shelled walnuts and almonds, for which there is a fairly steady sale, little is doing in the nut market. In the shell it is just a matter of 10 and 15 pounds here and there with the wholesaler.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 15½	0 17
Almonds, shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

RICE and TAPIOCA.—The rice market is as it has been, high, but there may be some reduction on orders booked now for March 15 and May 1 shipments. The reduction will amount probably to 20 and 30 cents respectively. Sago shows a firmer tendency while tapioca is quiet.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 65
Rice, standard B., f.o.b, Toronto	3 75

	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

BEANS.—Wholesalers report firmer market in beans and prices are being marked up 10 cents per bushel. Demand for beans is good on account of potato prices.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 08

EVAPORATED APPLES.—This market is worth special attention for those interested. Evaps. are getting cleaned up fairly well and call from the west is still strong. Present quotations are 10½ to 11 cents with prospects of going higher.

MANITOBA MARKETS.

POINTERS—

Sugar—B. C. advanced 10 cents.

Syrup—Scarce.

Prunes—Advanced.

Raisins—Advanced.

Evap. Apples—Strong.

Winnipeg, Feb. 22.—Firmness on the entire market may be said to be predominating feature of the trade this week. With the extreme mild weather which prevailed during the greater part

of the week, the trade seems to have become excited and as a result orders during the week have been heavier than was anticipated. The mild weather interfered seriously with the annual bonspiel, the play during the last few days taking place in many instances on watery and sticky ice. Visitors to the city were more numerous than ever during this period, and as one wholesaler explains, "Personally I have been doing nothing but entertaining customers and guests from the towns and various cities of the West, but the firm has been busier than ever during the week."

An unexpected rush has been prevailing with the mild weather, and prospects are becoming brighter every day. With this advance in trade, the strength of the market has been keeping pace and this week we have noted further advances in sugar and prunes. Valencia raisins are also moving upward and we look for an advance shortly in evaporated apples. Trade has been so brisk that stocks in city are becoming demoralized and several lines are practically off the market as new supplies cannot be obtained from the east. Among these are syrup and molasses, pearl barley and split peas.

SUGAR.—As stated above, a further advance took place during the week of 10 cents per cwt. in British Columbia granulated sugar. The market has been steady since last week's sharp rise, and it would appear as if this advance was due entirely to this strength. Stocks in the city are not large as jobbers and wholesalers only carry enough to comfortably supply the trade. Prices quoted below are for Montreal sugar. B. C. figures will be ten cents per hundred pounds higher.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and B.C., in sacks	6 15
Montreal, yellow, in bbls.	5 80
Montreal, yellow, in sacks	5 75
Icing sugar, in bbls.	6 55
Icing sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 35
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 05
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 05

SYRUP and MOLASSES.—The report was started during the week by one firm that stocks of syrup in the city were decidedly on small side and that further supplies could not be secured. The market has been steady and strong for the last few weeks, and it would not be surprising if advances in this line were in order. As yet no change has taken place, but the tendency is for higher figures.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 66
3 20-lb. tins, per case	2 57
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal 0 30	0 31

DRIED FRUITS.—Prunes and Valencia raisins continue to form the sensation of the trade by continuing to rise. The former took an upward climb of half a cent per pound during the earlier part of the week and the latter an advance of twenty cents per box. Prices existing now in these lines are regarded as being stiff, and should they continue to rise they will be beyond the reach of the average customer. These advances, however, are not unexpected and have been predicted time and again in these columns.

	Per lb.
New Prunes—	
90-100s, 25s, s.p.	0 10¼
90-100s, 10s, s.p.	0 10¾
80-90s, 25s, s.p.	0 10⅝
80-90s, 10s, s.p.	0 11⅛
70-80s, 25s, s.p.	0 11
70-80s, 10s, s.p.	0 11⅞
60-70s, 25s, s.p.	0 11⅝
50-60s, 25s, s.p.	0 11⅞
40-50s, 25s, s.p.	0 13
New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11½
Camel 6-crown table figs, about 10 lbs.	0 12½
Camel 6-crown figs, about 50 lbs.	0 12½
Camel 7-crown table figs, about 100 lbs.	0 14½
Camel 9-crown table figs, about 10 lbs.	0 16
Emmanuel 3-crown	0 08¼
Emmanuel 4-crown	0 08¾
Emmanuel 5-crown	0 09¼
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s., s.p., per box	1 30
4-crown layers, 7s., s.p., per box	0 70
Ne plus ultra, 28s., s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

EVAPORATED APPLES.—The situation in this line shows little difference from other lines of the trade. Stocks in city are not as large as many would like and reports of the dwindling of eastern supplies are being received. As a result prices have been holding firm and last week one firm advanced their figures from 10½ to 11 cents per pound, flat, Winnipeg. Other houses are still quoting 10 to 10½ cents flat, Winnipeg, but one of these houses pointed out emphatically that if they were charging what they should according to condition of the market 10½ to 11 cents would be prevailing price. It was also stated that an advance was looked for shortly. The demand still holds strong and a slight advance is not expected to interfere with the trade very much.

COFFEE.—Market remains the same as last week. Orders have been received in large quantities but many appear to be holding off for some unknown reason.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16¾

BEANS and PEAS.—Split peas may be stated as almost off the market as supplies are reported to be low in the east and local stocks are small. The demand has been active and a heavy movement has taken place of late in this line. Beans are also holding strong and prices remain unchanged.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NEW BRUNSWICK.

St. John, Feb. 22.—Strong markets prevail in many lines at present and there is tendency to firmness in almost all of more common commodities of life. Provisions in general are steady and it is opinion of local dealers that flour will be higher before much time has elapsed. There has been no change during the past week. Rolled oats are decidedly firm, also, and show an inclination if anything to be higher.

Much interest still is shown in sugar market and local grocers are of the belief that prices of last year may be seen again.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 21	0 26
Butter, creamery, per lb.	0 29	0 34
Buckwheat, W. grey bag	3 00	3 10
Cheese, new, lb.	0 16½	0 17
Currants, 1's, lb.	0 08	0 08¾
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 70
Cornmeal, bbls.	....	3 55
Eggs, hennery	....	0 35
Eggs, case	0 28	0 35
Finnan Haddies	4 40	4 60
Fish, cod, dry	6 25	6 50
Flour, Man.	6 45	6 50
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 35	0 36
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 60	2 90
Raisins, California, seeded	0 10½	0 11
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 80	5 90
Austrian granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	6 75	7 00

NOVA SCOTIA.

Halifax, Feb. 27.—Another advance in price of sugar was chief feature of local grocery market this week. The advance is due to condition of raw sugar market. Extra standard granulated is now quoted at $5.75, United Empire at $5.65, bright yellow is $5.60, No. 1 yellow $5.25, and unbranded $5.10. Some dealers expect that price will go still higher.

Cable advices received here from Barbados state that the molasses market is firm and expectation is that prices will likely be higher. Fancy Barbados in puncheons is selling here at 36 cents per gallon.

Rolled oats are higher, they having again been advanced twenty-five cents per barrel. The price quoted is $5.50 to $5.75 per barrel, and in bags, $2.75.

ANNUAL STAFF GATHERINGS.

The seventh annual conference of the General Sales Agents of the Shredded Wheat Co., was held in Niagara Falls, N.Y., last week. At this conference the sales agents take a recapitulation of the past year's work and discuss the future. It was wound up on Thursday night by the annual banquet. John Hewitt, Toronto, was among the sales agents present.

High Prices from Short Grapefruit Crops

Off Season in Florida Brings Down Production—Lemon Market Firming Somewhat—Cranberries and Marmalade Oranges Waning—Freer Arrivals of Potatoes but Market Will Remain Firm—Parsnips and Cabbage Scarce.

Grapefruit presents some features of interest as it will be high in price this season. Florida stock is scarce because of light crop, the estimate being from 40 to 50 per cent. normal. Jamaicas have gone up in sympathy. Grapefruit generally is almost half as high again as at this time year ago. The Cuban crop is just beginning to move, but it doesn't cut much of a figure in the market.

Lemons, too, are firm. On account of the frost in California the United States markets have been strong and the outlook is for a fairly short crop of Verdelli from Italy and Sicily. The anticipation of this early spring shortage induces many to purchase ahead so far as the keeping qualities of lemons will allow and this results in firmer situation. A foreign cable to a Toronto broker during the week announced an excited market which is now about a shilling higher than a year ago. There are no prospects in sight for a decline.

Cranberries are practically off the market and marmalade oranges won't be long. The season for these oranges was a particularly good one. More were sold than a year ago, and at higher prices.

Florida strawberries are selling as the price of 65 to 75 cents will allow. They will not be a great deal cheaper until points of production are further north.

Since a week ago potato deliveries have been freer, due in part to farmers opening winter pits and arrival of a few carloads of Irish stock. The situation is still strong and there are no immediate prospects of a declining market. The potato shortage in Quebec and Ontario is real and appreciable and has much to do with present prices.

Parsnips are scarce and going up, while cabbage is something some wholesalers cannot secure at all.

MONTREAL.

GREEN FRUITS.—Green fruits are still active and tend to bring forth many developments. The market in general shows signs of further increase in price owing to the shortage of stock.

Florida grapefruit range from $3.50 to $7 per box and are scarce and wanting.

Lemons have advanced considerably during the week.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	....	4 00
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas	....	4 00
Tangerines, per strap	....	5 25

VEGETABLES.—With a limited supply and cautious demand resulting from shortage of stocks and high quotations the vegetable market tends to become active. Many prices have advanced during the week and tendencies towards further increase are noticeable.

The price of potatoes still goes higher and shows no signs of settlement.

Onions are becoming scarce and the prices will undoubtedly advance.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 25
Carrots, bag	....	1 25
Cabbage, dozen	....	1 00
Cauliflower, dozen	2 25	2 50
Celery, Cal., 6 doz. to crate, crate	8 50	9 00
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
Radishes, dozen	....	1 00
Sweet potatoes, per basket	....	3 00
Montreal potatoes, new, bag	....	2 00
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	....	7 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

FRUITS.—Several price changes are noted since week ago. Messina lemons have been marked up and the lemon market has tendency to firmness. Marmalade oranges are also higher. While they are going off the market, yet two or three carloads are, at time of writing, on the way. There are not many Mexican oranges selling now. Floridas are about the best eating oranges now but people seem to have a particular liking for the seedless. Grapefruit is advancing in price. Crop in Florida is estimated at only about forty per cent. or at most half a normal crop. Prices are up this week 50 cents case. There are plenty of cheap apples on the market at $1.50 to $2.50, but No. 1 choice are ruling at $4 and even higher. The latter are not so plentiful. Strawberries are still coming in from Florida but are ruling high. It will be a few weeks before we get them from points farther north.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Marmalade	....	3 00
Florida	....	3 50
California navels	3 00	4 00
Mexicans	2 00	2 25
Valencias, 714's	....	5 50
Valencias, 420's	4 25	4 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	5 00	6 50
Jamaica, case	3 50	4 00
Grapes, Almeria, per keg	4 00	6 00
English hot house grapes, lb.	0 65	0 75
Cranberries, bbl.	....	13 50
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida strawberries, box	0 65	0 75

VEGETABLES.—There is good trade in most vegetables. Potatoes for some time have held an important place and although this is still maintained yet excitement is subsiding. Supplies are coming more freely as many farmers are opening up pits and shipping surplus stock. Potatoes, however, will likely remain fairly firm till new stock arrives. Parsnips are scarce and higher. Green onions and radish are easing off as supplies increase. Cabbage is scarce, some firms having none at all. Duty on cabbage is 30 per cent. This week we have Florida celery added to the California article. The first car of Florida came in Tuesday. Canadian onions are getting scarce.

Parsnips, per bag	....	1 25
Potatoes, N. B.	1 90	1 95
Potatoes, Ontario, bag	1 75	1 85

Onions—		
Spanish, case	....	3 75
Spanish, ½ cases	....	2 00
Canadian, 75-lb. bags	2 00	2 50
Sweet potatoes, hamper	1 75	2 00
Mushrooms, 1-lb. boxes	....	0 75
Can. hothouse tomatoes, lb.	....	0 32
New lettuce, per dozen	0 20	0 40
Green onions, dozen	....	0 25
New radish, per dozen	0 40	0 50
Boston cucumbers, dozen	2 00	2 25
Boston head lettuce, dozen	1 60	2 00
Canadian beet, per bag	1 10	1 25
Cabbage, barrel	2 25	2 50
Carrots, bag	1 10	1 25
Turnips, bag	0 50	0 60
Celery, per dozen	....	1 00
Celery, Cal., per case, 6½ to 10 doz.	....	8 00
Celery, Fla., per case, 5 to 8 doz.	....	4 50

Causes for High Prices in Potatoes

Failure of Crops in Quebec and Ontario one of Chief Reasons—Many Farmers Not Growing as Many as Usual—United States in Same Straits—Potatoes Being Imported from Europe.

Montreal, Feb. 22—(Special).—While we have seldom very much to report about potatoes, yet we could devote quite an amount of space to this food staple at the present time, as farmer, retailers and consumer hardly know what level prices will reach owing to the great scarcity. A few remarks will probably throw some light on and help to explain the situation.

Prices in the Past.

Fifteen or sixteen years ago potatoes could be had for as small a sum as 40c per bag and ever since its introduction to the dinner table by Sir Walter Raleigh, the consumer has been taking the potato as a matter of course.

It has become more and more valuable in every respect of the word, but its popularity as an article of diet has never been properly noticed until a scarcity arises as at present, when people will feel lucky if they can secure a bag at $2 instead of the more regular $2.10 quotation.

Comparison With Last Year.

Last year during February our records show that the price per bag was $1.25 to $1.40, and the low figure, 85c, was also reached. Why then is there an advance of about 50 per cent? Why should Messrs. Potato & Co. hold up the housewife?

The fact is that all over the Dominion except in New Brunswick and the middle and far west (Manitoba to British Columbia), the potato crop was a failure. This winter alone there is an estimated shortage of about 17,000,000 bags in Ontario and Quebec, and the deficiency has of course to be supplied by outside sources.

Not Planting as Many.

Another cause which some are not inclined to consider, may be attributed to the suffering of a number of farmers from "megalowmania,"—a malady which is making a number of growers think too much of their time and labor. In short they have more advanced ideas than their fathers and think that the prices for the last few seasons were too low, with the result that they did not plant the same amount of seed last spring. But if these prices were taken and set beside the cost of production it would be found that things were entirely favorable for the potato grower.

It must, of course, be remembered that the long spell of hot dry weather killed quite an amount of the seed planted, with the result that many farmers will have to purchase seed themselves, a fact which might be closely considered by the general dealer who is just beginning to see to his stocks of seeds in general.

In New Brunswick and Manitoba the housewife can get her bag of "Murphies" for 90c or $1, but when the warmer weather arrives the stocks in the West will begin to move east and an increase will then be noticeable.

Standards for Fruits and Vegetables

Amendment to Inspection and Sale Act Include Many Weight and Measure Standards but says Nothing of Apples—Bag of Potatoes to be 80 Pounds—Fruit Growers Adopt Barrel Standard for Apples.

Editor Canadian Grocer.—Will you please inform me whether there is a standard weight for a peck of apples. If so what is it and who fixed the standard ?

B. L.

Waterloo, Ont.

There does not appear to be any Dominion standard weight for apples. In last week's issue reference was made to some amendments to the Inspection and Sale Act introduced into the Commons by Hon. Geo. E. Foster. While this new act refers to standards for bushels and bags of various fruits and vegetables, no mention is made of apples.

Pounds to the Bushel.

While on this subject it will be interesting to the trade to go more deeply into the standards proposed.

In the new act is a clause reading as follows :

> A bushel of any article mentioned in this subsection shall mean, unless a bushel by measure is specially agreed upon, that number of Dominion standard pounds of such article which is shown in this subsection opposite the name of such article, namely :—

Artichokes	56 pounds
Beans	60 "
Beets	50 "
Blue grass seed	14 "
Carrots	50 "
Castor beans	40 "
Clover seed	60 "
Hemp seed	44 "
Onions	50 "
Parsnips	45 "
Potatoes	60 "
Timothy seed	48 "
Turnips	50 "

Potato Bag Standard.

Mush discussion has been made on the proposed weight standard for a bag of potatoes. As has been previously announced in The Grocer this will be fixed at 80 lbs. The clause relating to this and other bag standards in the new Act reads as follows:—

> "A bag of any article mentioned in this sub-section shall mean, unless a bag by measure is specially agreed upon, that number of Dominion standard pounds of such article which is shown in this sub-section opposite the name of such article, namely:—

Artichokes	75 pounds
Beets	70 "
Carrots	70 "
Onions	75 "
Parsnips	60 "
Potatoes	80 "
Turnips	70 "

A barrel of potatoes will be standardized at 165 pounds.

Barrel Standard for Apples.

The question of a standard barrel for apples, so far as measure is concerned, was discussed last week at the annual conference of Dominion fruit growers at Ottawa. Two standards were adopted. One is the ninety-six quart (12-peck) size common to Nova Scotia, and the other the 112-quart (14-peck) size common in Ontario and other parts of the country.

Tariff on Pears.

The fruit growers asked for an increase of tariff on pears coming into Canada, but Hon. Martin Burrell, Minister of Agriculture, pointed out that the tariff commission recently appointed would have to take up all such questions.

Still Complain of Railway Congestion

Millers Behind in Shipments—Some Have December Orders Yet Not Delivered—Flour and Cereals Show Little Change from Week Ago—Argentine Wheat Moving After Strike.

Flour and cereals have practically remained motionless from last week. The advance in rolled oats announced a week ago has evidently not been conducive to large retail demand, as cereal manufacturers say trade is rather slow. No doubt many, anticipating the advance, bought prior to the rise.

Flour exports are represented as not active and railways have been slow in moving stock. The strike of railway employes in Argentine is now over and shipments from that country to Europe will increase from now on. This will assist in producing an easier feeling to our market. While the sending in bond of Canadian wheat into the United States helped to relieve the congestion it does not affect prices. There is undoubtedly an easier feeling in wheat. A decline occurred on the Chicago market during the week.

Cereal manufacturers continue to complain of delayed shipments. All are behind on account of the railway congestion and some haven't December shipments in buyers' hands yet.

MONTREAL.

FLOUR.—Flour has been featureless throughout the week. The demand is normal and can be met without difficulty. Prices remain the same and are likely to maintain this attitude for some time.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	....	4 30
Manitoba 1st Spring wheat patents, bags	....	5 60
Manitoba straight patents, in bags	....	5 10
Manitoba strong bakers, in bags	....	4 90
Manitoba second, in bags	....	4 40

CEREALS.—Cereals have offered an active market during the week. The demand, both local and from the country, has been brisk, with the prices in last week's position. Stocks are small and may cause firmer feeling.

Fine oatmeal, bags	....	2 64
Standard oatmeal, bags	....	2 64
Granulated oatmeal, bags	....	2 64
Bolted cornmeal, 100 bags	....	1 80
Rolled oats, jute bags, 90-lb.	....	2 50
Rolled oats, cotton bags, 90-lb.	....	2 55
Rolled oats, barrels	....	5 05

TORONTO.

FLOUR.—There are few important conditions in flour market. There is a better delivery of Ontario wheat, but Manitoba is still slow. Ontario wheat is quoted at 95 to 96 in cars on the local market, with the tendency towards weaker feeling. Manitoba No. 1 Northern is quoted at $1.13.

Manitoba Wheat.		
1st patent, in car lots	....	5 50
2nd patents, in car lots	....	5 10
Strong bakers, in car lots	....	4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 00	4 20
Blended	4 50	5 00

CEREALS.—No change since last week's advance has occurred in cereal market. Cereals are not moving very rapidly. The oat market is strong particularly on account of delay through railway congestion. One dealer stated he has some December shipments not yet delivered.

Rolled oats, small lots, 90-lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	2 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Semolina in Bulk.

Some time ago an enquiry was sent to this column asking name of firm selling "Semolina in Bulk." We have a letter from D. K. Porter & Co., Glasgow, Scotland. stating that their firm manufactures Semolina. They send along samples of both large and fine grain, which are now at the Toronto office of The Canadian Grocer.

Hay Dealers.

Editor Canadian Grocer,—Kindly give me the names of 2 or 3 reliable hay and grain dealers who could handle a large number of cars.

WALLACE & BOYD.

Rydal Bank, Ont.

Editorial Note.—Among hay and grain dealers are the following:—James Scott & Co., Ltd., 651 St. James St.. Montreal; H. Desrosiers, St. Martine and 64 Young St., Montreal; G. T. Harrington, Standard Stock Exchange Building, Toronto; Jas. Carruthers & Co. (grain) Board of Trade Building. Toronto, and Jas. Richardson & Sons (grain), Board of Trade Building, Toronto.

Electric Light Device.

Editor Canadian Grocer.—We notice (from The Canadian Grocer) that a new electric light fixture is in use in Toronto stores, this light throwing reflection on sidewalk, etc. Please inform us as to who or from what firm can these lights be purchased and much oblige.

PELTIER BROS.

Fort William, Ont.

Editorial Note.—All information can be secured from the Nernst Lamp Co., 78 Bay st., Toronto, who are the manufacturers.

Ore Bags.

Editor Canadian Grocer.—Please will you be good enough to tell me where I can get ore bags by the hundred. Thanking you for past favors.

P DUMAIS.

Goldlands, Ont.

Editorial Note.—Ore bags can be purchased from the Smart Bag Co., Montreal, Que.

MONEY IN HONEY.

A Toronto wholesale commission house paid an Ontario beekeeper about $4,000 for a carload of honey which was shipped out west. This represented but one season's harvest which was reaped by the bee farmer and one son. The carload contained about 40,000 pounds. There is surely money in raising honey.

Lent Here With a Scarcity in Fish

High Prices Prevailing and Tendency is Towards Higher in Smoked, Pickled, Prepared, etc.—Good Retail Demand Foretells Large Sales—Fishing Fairly Good at Present in East—Use of Steam Trawler Questioned.

Lent is here and fish markets are firm and will rule generally from firm to higher. Wholesale dealers are finding a shortage and during past week have advanced a number of lines.

That the prices prevailing will ease off demand to certain extent is admitted by all, yet in spite of this presence of Lenten season will mean good sales.

On the Atlantic coast fishing has been progressing favorably of late on account of fine weather and supplies of fresh caught stock have been fair. But all lines caught last year such as salted, pickled and prepared are scarce and we may look for other advances.

A matter which is being discussed with interest among New Brunswick fish men at present is as to whether or not the advent of the steam trawler into local waters would have a tendnecy to injure the supply on the local markets. There are some who uphold the idea that the trawler is welcome to the local waters while others maintain that it is a source of injury and a cause of menace to the industry. The discussion is interesting and animated.

NOVA SCOTIA.

HALIFAX.—There was an excellent demand in the local market this week for dried fish. Grocery dealers are stocking up with salt cod, in preparation for Lenten season. The salt cod now on market is of excellent quality, some very choice fish being sent out to dealers.

A sale of bank codfish about a month ago rather disarranged the trade's ideas, this cargo having been placed at a decline of twenty-five cents less than previous sales. It was thought that a slump in the prices might follow, but this has not taken place, and prices at present remain firm.

Export trade has remained the same as is always case during season of high prices, but a steady trade in small lots has been going on and if this continues, by May first stocks on hand will be extremely small.

Only small quantity of salt mackerel remain on market and these are held for higher prices. There is a small stock of alewives but price limits consumption. Pickled salmon are also going slowly. Fat herring have been in demand of late, and from now on the trade in this class of fish will be brisk.

Prices on the local market rule about as follows:—

Bank cod, per quintal	7 00
Haddock, per quintal	5 00
Hake, per quintal	4 50
Pollock, per quintal	4 75
Mackerel, (large 3's) per bbl.	13 00
Alewives, per bbl.	6 75
Salmon, per bbl.	13 00
Fat herring (full bbls.) per bbl.	4 50
Fat herring (half bbls.) per bbl.	2 40

QUEBEC.

MONTREAL.—With Lenten season at hand dealers find themselves in the centre of great excitement. Business as is customary at this season is active, and the demand for all varieties extremely heavy.

Supplies at present continue to meet the call without trouble; but will evidently offer shortage as season progresses.

Prices have advanced in some varieties and will surely increase if market offers a shortage of stocks.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 04½ 0 05
Halibut, per lb.	0 08½ 0 09
Herring, frozen, per 100 fish	1 90 2 90
Mullets	0 04½ 0 05
Pike, round, per lb.	0 05 0 05½
Pike, dressed and headless, lb.	0 06½
Steak cod	0 05 0 05½
Mackerel	0 10
Dressed perch	0 10
Dore or Pickerel	0 07½ 0 08
B. C. red salmon	0 10 0 11
Gaspe salmon, per lb.	0 18
Qualla salmon	0 07½ 0 08
No. 1 smelts per lb.	0 09
Extra smelts, per lb.	0 14
Lake trout, per lb.	0 08½ 0 09
Tomcods, bbl.	2 25 2 50
Whitefish, large, per lb.	0 09 0 10
Whitefish, small, lb.	0 05 0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb. 7, 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New Labrador herring, per bbl.	5 75
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotia herring, No. 2, bbl.	
Lake trout, kegs	6 00
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs. 7 50	8 00
No. 1 green pollock, per 200 lbs.	7 50
Salmon, B. C., red, bbl.	14 50
Salmon, B. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador,, trcs., 300 lbs.	21 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. brls.,	0 10½

SMOKED.

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 06½
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque oysters, per bbl. 8 00	12 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—The fish market is full of interest this week on account of sharp firming up of most lines. While Lent has opened this is not the whole cause. Fish is scarce in all lines and while in only a few cases can we quote actual advances to the trade yet it is expected more will follow. Frozen, smoked, pickled and prepared are all comparatively short. These, of course, depend on last season's catches. There is a probability that present prices will have tendency to curtail demand but this will be overcome by Lenten sales. Even at prices quoted fish is fairly cheap food compared to some others. Since last week red salmon, fresh trout, fillets of haddie and Labrador herring have all shown advances.

FROZEN FISH.

Gold eyes	0 05
Pike	0 05
New pink sea salmon	0 09 0 10
Whitefish	0 09 0 11
Red salmon, headless and dressed	0 11 0 12
Halibut	0 10 0 11
Smelts, extra, per lb.	0 15

Smelts, No. 1, per lb.	....	0 10
Red salmon, headless and dressed	0 11	0 12
Sea herring, 100	....	2 25
Mackerel, per lb.	....	0 12
Mullets	....	0 04
Bluefish	0 10	0 11
Lake herring	0 03	0 05
Steak, cod, per lb.	.....	0 06½
Flounders, per lb.	....	0 05
Tullibus, per lb.	....	0 05½
FRESH CAUGHT FISH.		
Steak cod	....	0 08
Haddock	0 05	0 07
Trout	0 10	0 11
SMOKED.		
Kippers, per box	....	1 15
Bloaters, per box	....	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 90
Cod, Imperial	....	0 06½
Quail-on-toast	....	0 07
Fillets of haddie	0 12	0 12½
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65
PICKLED.		
Lake herring, per keg	....	4 00
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, bbls.	....	6 00
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans	....	1 25
PREPARED.		
Shredded cod, 2 doz pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Skinless cod, 100-lb. boxes, whole fish, box	....	7 50
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

An Ontario Grocers' Association Likely

London, Hamilton, Brantford and Toronto Associations to Confer Regarding this Step—Retailers Anticipate Soap Decline —Are Going to Sell Six for a Quarter—Want Small Debt Court —Wholesalers Selling to Consumers—A Presentation.

(Staff correspondence.)

Toronto, Feb. 22.—A provincial grocers' association, the high cost of living, high price of butter, prospective decline in soap prices, wholesalers selling to consumers and margins of profits were among the important questions raised for discussion at the regular meeting of the Toronto Retail Grocers' Association on Monday night. The meeting was largely attended, every available seat being utilized—and then there was one short. Bailey Snow used the one that wasn't there.

One of the pleasing features of the meeting was the presentation of a handsome couch made by the association to the past-president, W. C. Miller. D. W. Clark made the presentation referring to Mr. Miller's successful occupancy of the 1911 president's chair in complimentary terms. The recipient in his reply touched upon a very important point when he said that prior to his becoming a member he had a certain feeling of distrust towards competitors which had all been removed since. This is one of the strong benefits of association work.

President R. W. Davies presided for the first time and kept the members talking business.

A Provincial Association.

Secretary C. F. Thorne read communications from the secretaries of the London and Hamilton associations, J. A. McKenzie and M. R. Hill respectively, regarding the formation of a provincial grocers' association. These associations as well as Brantford and Toronto are strong for the Ontario organization, and it looks as if it will be a reality.

The Toronto members who will be a committee to go into this question with representatives of the other associations are, President R. W. Davies, Vice-president D. W. Clark, and Past President W. C. Miller. Invitations are sent to the other associations for the grocers' banquet at the Arlington Hotel next week.

Small Debt Court.

D. W. Bell and W. C. Miller reported an interview with Hon. J. J. Foy, Attorney-General for Ontario, regarding a court for collection of small debts. At present time the expensive division court method has to be used and a man's wages cannot be garnisheed unless he has $25 coming to him.

Hon. Mr. Foy suggested a small committee of two or three to place the views of the association before him when they would be given consideration.

High Cost of Living.

Attention was called to the unfairness of a portion of the daily press in accusing the retailer of being the cause of the high cost of living. "We should do something," said David Bell, "to put them right. For instance, I'm selling butter at 40 cents, at an advance of 5 cents. We should let the public know that our profits are not excessive." In this case the profit would be only 12½ per cent—not equal to cost of doing business.

"A charitable institution," was what W. C. Miller termed the retail grocer of to-day. Dealers were carrying hundreds of accounts, many of which were not collectable.

Neil Carmichael suggested co-operation in advertising to clear the retailer. This should be done collectively and in such a manner as to convince the public. Present high prices were due to production arising out of the hot season of last year. D. W. Clark also advised using the press.

With regard to butter, C. Fry stated that it wasn't produced in sufficient quantities by the farmers. They didn't have the feed for the cows necessary to produce butter.

Bailey Snow pointed to the thousands of gallons of cream being used every day for ice cream, which in the past didn't form much of a feature. J. S. Bond said that the cost of manufacturing butter, the raising of the stock, and higher wages to employes had much to do with the price.

Will There Be Soap Decline?

The present prices of soap and the prices offered by large departmental stores were the subject of much discussion. Some of the members considered manufacturers would soon lower prices on account of decline in cost of raw materials as they understood it. As many retailers bought 25-case lots at the old figure they consider it good business to get rid of this stock.

The association therefore decided unanimously by a standing vote to drop the 5-cent straight price on the 5-cent laundry soaps and sell henceforth 6 bars for a quarter.

Dealers told of competitors a short distance away from them who had been selling 6 for a quarter all along. The tip on prospects of a decline was appreciated by those with plenty on hand.

Wholesalers Selling Direct.

Mention was made of a report in The Grocer of the Wholesale Grocers' Guild convention where a wholesaler was defined with regards to his right to become a member. No wholesaler interested in any retail business could join. "But yet," said one member, "they are selling to hotels and restaurants whose trade justly belongs to us."

"Why, the other day," remarked another, "a wholesaler sent up a hundred of sugar by his driver to an individual two doors from me. The man wasn't at home so the driver came in to use my phone to find out what he should do."

A traveller said to one member that his instructions were to get after all large accounts of $100 a month or over.

Small Margin of Profit.

"Now that the wholesalers are cutting out discounts, it's pretty nearly up to us to sell for cash only," was another expression of opinion.

"We shouldn't buy goods for a dollar that sell at 10 cents, nor should we pay $1.50 for a 15-cent article, or $2 for a 20-cent article," he added, and the others agreed.

Among the new members proposed were: F. W. Brown, Carlton street; G. L. Dean, Harbord street; W. Mason, Queen street, east, and J. Butcher, Peter street.

The annual banquet of the association will be held next Wednesday evening at the Arlington, when in addition to the dinner, addresses of benefit to the trade will be given.

The association is looking for a bigger hall.

Produce & Provisions

Lard Selling Well in View of High Butter

Prices of Butter Still Firmer—New Zealand Imports Reach Montreal and Toronto to Relieve Situation—No Relief Until New Cows Bring it—Warning to Country Merchants—Eggs on the Decline—Will Not Be Higher for Some Time—Ham and Backs Selling Well.

Lard is probably the one pork product moving with any great degree of rapidity. This is due to the high ruling butter prices and is likely to last until the back of these high prices are broken. Hams and backs are selling fairly well. Retail dealers in many cases are getting behind these products and with window and counter displays are increasing their sales. On the whole the provision market is not particularly active but steady in comparison to a week ago.

Butter is creating a mild sensation among the wholesale and retail trade with its ascensions. Wholesale commission men in Toronto have had to add another cent to retail trade and there seems to be no relief until the new cows a month hence provide it. Production is so well compared with demand that every pound of Canadian butter sold strengthens the situation to some extent. A large Montreal and Toronto firm has imported New Zealand butter, via England—as referred to in last week's issue—to relieve the tension. There were about 300,000 packages or six carloads in the cargo, one carload of which has come through to Toronto, the remainder staying in the east. The world-wide drought last summer is chief cause for shortage. Not so much was put in storage and farmers knowing that feed would be scarce during winter did not give usual attention to butter. Many in fact allowed their milk cows to feed from the straw stacks.

Country general dealers should, however, move with some care in purchasing butter. A Toronto commission man showed The Grocer a letter from a dairyman refusing his (the commission man's) price for dairy butter, stating that the local merchants were paying 36 cents. It is just a question whether those merchants will get their money back. It is possible we may see other importations besides those from New Zealand, and while the market cannot drop for some time the strong tension will be relieved in such cases. Paying 36 cents for dairy butter is a little risky.

We may look from now on for regular drops in eggs. While consumption is rapidly increasing production is lively and in spite of extra Lenten demand prices will ease off. This week they are from 4 to 6 cents below last week's figures. Last year at this time wholesale merchants had considerable stocks of eggs in cold storage and lost money in them, whereas this year there are few if any. Most were sold out two weeks ago and others a month. This has had a tendency to keep up price of new laids. Nothing now—except 20 below zero weather, which is not likely—will prevent hens from doing their best. Lower prices are to be expected. United States importations are assisting.

MONTREAL.

PROVISIONS.—A fairly good trade continues to be done in hams, bacon and lard, there being a steady demand from local and country buyers for supplies. The market is moderately active with no noted change in prices.

The call for pork is good at repeated quotations:

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11¾
Cases, tins, each 10 lbs., per lb.	0 12¼
Cases, tins, each 5 lbs., per lb.	0 12¾
Cases, tins, each 3 lbs., per lb.	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12¼
Pails, tin, 20 lbs. gross, per lb.	0 11¾
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11¾
One pound bricks	0 12¾
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08¾
Pails, tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 08¾
Tierces, 375 lbs., per lb.	0 08¼
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls	7 50
Plate beef, 200 lb. bbls.	14 50
Plate beef, 300 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 00 7 10
Hogs, dressed, per cwt.	9 75

BUTTER.—The butter situation remains practically unchanged. High prices still prevail, and no tendency towards a decline is perceptible. The demand is good, notwithstanding quotations.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 28	0 30
Fresh, dairy rolls		0 32

CHEESE—The cheese market is firm with no change in prices. Stocks are light and the demand good. It looks as if the market would remain firm for some time to come, without, perhaps, any further radical change in price. Probably a slight advance.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

EGGS.—With storage eggs entirely exhausted and the importation of United States new laids running smoothly the egg market shows considerable easing off.

Carloads of eggs are received daily from Chicago and tend to run quotations on a rapid decline. This new feature in the situation will no doubt offer great relief to the consumer.

New laids	0 38	0 42

POULTRY.—The market still remains featureless. The demand at present is normal; but is likely to become steady with the opening of navigation. Prices still rule the same.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—The honey market is still devoid of feature. The prices continue to run the same with no signs of varying. The Lenten season may add new developments to the situation by increasing the demand.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—Of the pork products those showing most activity these days are lard, hams and backs. Lard is moving rather freely because of high price of butter and the usual good retail demand exists for hams and backs. No price changes have occurred during week live and dressed hog market remaining steady.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10¾	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12¼
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	6 35
Live hogs, local	....	6 65
Dressed hogs	9 00	9 25

BUTTER.—Butter situation is interesting. Prices are a little firmer from week ago, majority of commission men putting them up a cent all around. One local firm brought in carload this week of fine New Zealand grass butter which will sell at about 35c to retail trade. For best fresh creamery prints, wholesale men are getting as high as 38c., retailers selling this at 44 and 45 cents. Butter is undoubtedly scarce and likely to be scarce and high for at least a month when new cows will bring some relief. There is little coming in and every pound sold makes the situation so much worse. Farmers are selling to general merchants in the country for more than commission men can pay.

	Per lb.	
Fresh creamery print	0 35	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—From now on for some time retailers may look for cheaper eggs. They will gradually decline from week to week in view of the rather heavy supplies coming in. For two weeks and in some cases more there have been no storage or pickled eggs on this market which of course had effect of keeping up new laids. This time last year there was plenty of storage stock. While Lent will result in greater eggs consumption yet there is little or no prospect of this having any appreciable effect on the coming down on prices. Hens are laying, and it will take some severe weather to stop them. Dealers should, therefore, be prepared for gradual weekly declines. Prices are down about 4 cents from last week. Consumption apart from Lent will be great because once the human tongue gets a taste of new spring egg it craves for more.

New laid eggs	0 35	0 38

CHEESE. — Cheese is undoubtedly scarce. Stocks are in small compass and while there is actually no quotable change the situation is firm and advances would not be surprising. Reasons for scarcity have been previously given in this column.

Cheese—		
Large		$ 16½
Twin	0 16¾	0 17
Stiltons	0 18	0 18½

POULTRY.—There is not a great deal doing in poultry these days. Those wholesale firms specialising in poultry are getting in fair quantities every day from their own buyers, while general country merchants are forwarding stray lots. Country merchants would do well to consider the week-end demand for poultry and get their birds into the large centres not later than Friday. Many purchases are made Friday, and Saturday for Sunday dinner and prices usually are better towards end of week. They should be sure they do not arrive Saturday—that is too late.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese	....	0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

HONEY.—The usual slow honey market prevails this week. Small sales are of course being made every day but evidently the retail dealer and consumer have not fully appreciated the food value of this product.

Honey—strained—		
White clover, 60-lb. tins, per lb.		0 12
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		0 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 08
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 25	3 00

Where Competition Meant More Business

Grocer Established Provision Department Between Two Exclusive Provision Stores—These Stores Attracted Custom to that District and he Reached Out for Share—Installed Meat Slicer, Refrigerator and Marble Top Counter—Special Salesman in Charge.

Some grocers are afraid to specialize on provisions because of nearby competition from exclusive produce and provision stores. "What's the use of me putting in a special counter and refrigerator when So-and-So at the corner retails nothing else or Blank up two blocks manufactures the goods he sells?" is sometimes heard as an excuse.

Progressive dealers will, however, ignore such competition; rather they will take advantage of it, as did a certain grocer known to the writer.

Had Competition on Both Sides.

He was situated between two exclusive provision stores—stores which sold scarcely anything but pork products, dairy products and a few canned goods. They were stores operated by pork product manufacturers, and therefore meant considerable competition.

This did not in any way daunt the dealer. He calculated that these two stores would bring people to that particular district for ham, bacon, lard, etc. While there it was up to him to get a portion of their trade.

Established a Separate Counter.

To do this he installed a marble top provision counter, a large display refrigerator, computing scales, a meat slicer and made one clerk responsible for the provision department.

It soon developed that this man had to give all his attention to it. He not only secured trade because of the fact that people were attracted to that district, but because many who came for groceries alone, bought bacon, ham, etc., because of the special attention given these goods.

There is no reason why every grocer cannot make some special efforts to push the sales of these goods. Canadian pork products are of a particularly high quality and with modern systems for handling, they can be sold easily and at a good profit.

While groceries assist in bringing provision trade, the opposite is true. If a store bears a reputation for good bacon, ham, eggs, butter and lard it will get new customers for those goods who will eventually purchase groceries.

Ham for Church Socials.

Many dealers sell considerable cooked ham to churches and their auxiliaries, as well as societies which frequently hold socials and luncheons. Business is not likely to come to anyone, however, unless a bid is made for it, so that efforts should be expended to secure such orders. The daily papers should be watched for announcements and then the proper parties seen at once.

These orders are usually large and mean considerable. They should be gone after systematically.

SALESMAN WANTED TO CARRY AS A side line a legitimate and good selling article. Good commission. See advertisement page 29, this issue. The Oscar Onken Co., Cincinnati, Ohio.

Opening for Young Man

WANTED—Young man who can operate a typewriter, some knowledge of the grocery trade and advertising desirable. This position offers splendid opportunity for advancement to bright youth or young man. Apply Canadian Grocer, 143 University Avenue, Toronto.

HADDIES

(OCEAN BRAND)

Well, we can supply you with the very choicest on the market to-day, and the price is right—you are after the right price too, eh? The present season offers big opportunities for securing big profits. Fish for the customers, Mr. Dealer, we'll supply the goods.

JUST TO FILL UP THAT FISH DEPARTMENT:

OCEAN BRAND	CANADA BRAND	BOUTILIER'S
KIPPERS, BLOATERS	PURE BONELESS COD	FILLET

You may make up your mind to make some sacrifice during Lent, but don't sacrifice your fish trade. It would be a mistake!

WRITE FOR PRICE LIST.

The Halifax Cold Storage Co., Montreal

Protect Your Customers

The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case $6.00
1-dozen	12-oz.	
1-dozen	16-oz.	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz, tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each 0 04
100 books and over...each 0 03½
500 books to 1,000 books.. 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 10c size, per dozen	0 90
" breakfast cocoa, ½'s.	0 38
" No. 1 chocolate, ½'s.	0 32
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ & ½-lb. cakes, 35c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 41c lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 3 and 6-lb. boxes, 32c lb.; Vanilla sweet chocolate, 1-6-lb. cakes, 6-lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 100 bdls., tied, 5s, per box, $3. The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26
½-lb pkgs, White Moss	0 27
¼-lb pkgs, White Moss	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd...	0 27½

Quality Brand Pure Leaf Lard
RENDERED IN OPEN KETTLES

This lard is made to fill a demand for a Lard similar to home rendered Leaf Lard without the defects due to scorching. We render this Lard in open kettles under carefully regulated temperatures, to produce the finest possible flavor and maximum shortening value, which makes it go one-third farther than ordinary lard.

GUNNS LIMITED
PORK AND BEEF PACKERS

WEST TORONTO

CANADIAN, U.S. AND FOREIGN MANUFACTURERS get in touch with

The Largest and Most Progressive WHOLESALE COMMISSION HOUSE in CANADA

Nicholson & Bain, Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

P.S.—DO IT NOW.

½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16
White Moss in 5 and 10-lb. sq. tins			21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto — Per Case

Eagle Brand, each 4 doz.	$6 00
Gold Seal Brand, each 4 dz.	4 90
Challenge Brand, each 4 dz.	4 15
Peerless Brand, "Hotel," each 2 doz.	$3 90
Peerless Brand, "Tall," each 4 doz.	4 40
Peerless Brand, "Family," each 4 doz.	3 65
Peerless Brand, "Small," each 4 doz.	2 00

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case	6 20

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.

Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.
Per doz.

No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3. flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"
Per case

Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—

12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil. Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75
"La Lune," 65 p.c. olive oil. Case 25 lbs, 11-lb bars, lb.	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S
Per doz. tins

D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45

Per jar

Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz.	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
F.O.B. Montreal.

Tierces, lb.	0 10
20-lb. pails	2 10
20-lb. tins	2 00
60-lb tubs, per lb.	0 10¼
3-lb. tins, 20 to case, lb.	0 11
5-lb. tins, 12 to case, lb.	0 10⅞
10-lb. tins, 6 to case, lb.	0 10¾

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL
Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb cases (loose) per lb.	0 06
25-lb. cases, 1-lb pkgs., lb.	0 06½

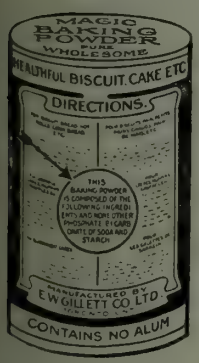
JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Lemon (straight) contains 2 dozen	1 80
Orange (straight) contains 2 dozen	1 80

Grocers: The use of Alum in Baking Powder is condemned in England and several other countries. The trade as well as the consumer in Canada prefer the "No Alum" kind. As a protection against alum baking powder, see that all ingredients are plainly printed on the label. The mere use of the words, "No Alum," or something to that effect, is not sufficient. Some of the cheaper and poorer kinds contain large quantities of alum and are deliberately mis-branded. Do not be imposed upon.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg

Why are we Successful?

We have always had a strong faith in the ability of the retail grocer as a salesman, and while we have put into CLUB JELLY POWDER superior quality, that gives entire satisfaction to the consuming public, we have allowed for a profit to the dealer that makes it well worth his while to give us the benefit of his salesmanship. The combination has proven successful, and we regard the grocers of Canada as real partners in the work of giving the general public the best that money can buy—

CLUB JELLY POWDER

is YOUR line. Feature it.

S. H. Ewing & Sons, Montreal

"The House With a Character"

If Mince Meat ever sold at any time then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.
Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.
Ontario Prices.
Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS
Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.
3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.
5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap.
GENUINE. Packed 100 bars to case.

FELS NAPTHA.
Prices—Ontario and Quebec:
Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.
1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.
Size No. 1, 3 doz. crates, per doz... .... $1 50
No. 2, 1 and 2 doz. crates, per doz... ... ... $3 60
Liquid Bluing, 90c per doz. Liquid Ammonia, 90c per doz. Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05

(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes about 40 lb.	0 05½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0 06
Finest Quality White Laundry- 3-lb. canisters, cases of 48 lbs.	0 06¾
Barrels, 200 lbs.	0 06¼
Kegs, 100 lbs.	0 06¼
Lily White Gloss— 1-lb. fancy cartons, cases 30 lb.	0 07¼
6-lb. toy trunks 8 in case	0 08¼
6-lb. toy drums, with drumsticks, 8 in case	0 07¾
Kegs, extra large crystals, 100 lbs.	0 06¾
Brantford Gloss— 1-lb. fancy boxes, cases 36 lb.	0 07¼
Canadian Electric Starch— Boxes of 40 fancy pkgs, per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 60
Culinary Starches— Challenge Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 05
Brantford Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 07¼
Crystal Maize Corn Starch, 1-lb. packets, boxes of 40 lbs.	0 07¼

(20-lb. boxes ¼c higher.)

OCEAN MILLS, MONTREAL.
Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.
Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.
Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.
Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,
Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz, in case, per case	2 60
Barrels, 700 lbs.	$0 03⅜
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.
Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85

5, 10 and 20-lb. tins have wire handles.
Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO.

Enamelled tins of	CUBES. Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MILK.
CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.,

	Per case.
Canada First Evap. Cream, family size	$3 50
Canada First Evap. Cream, medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk ...	4 00
Rosebud Condensed Milk .	4 25

MOLASSES.
DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45
Winnipeg.
2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND
Maritime Provinces and Ontario:
2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05
Western Prices—Sudbury to Victoria.
2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.
½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90

H. P. Pickles—
Cases of 2 doz. pints .,. $3 35
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross	$2 40
2a size, gross	2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan...	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

IN SOAPS

the washing value of Fels-Naptha excels all others--because of the materials of which it is made; and the fact that it is the best washing combination that can be gotten together.

It is unique.

Nation's Custard Powder

& EGG POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

The Pleased Customer

advertises your store better than by any other means—therefore, it pays to stock goods of merit. For a satisfaction-giving trade-producing line

MOONEY'S

is head and shoulders over any other stock. We are careful that only first quality ingredients are in their composition, and that the packing is right—making it a crisp, fresh, "pleased-customer" stock.

Order a stock to-day.

The MOONEY

Biscuit and Candy Co.

LIMITED

Factories at

Stratford, Ont. **Winnipeg, Man.**

BRANCHES at Hamilton, Ottawa
Sydney, C. B., Halifax, N. S.,
Fort William, Calgary, Vancouver,
St. John's, Nfld.

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

THERE IS A DEMAND FOR

MAPLEINE

(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.

Starlight, 7s 50
Cut Smoking—Great West Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Blue Label, ½'s	.21	.26
Blue Label, 1's	.20	.25
Orange Label, 1's and ½'s	.23	.30
Brown Label, 1's and ½'s	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, 1's and ½'s	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Lemons

Stock now—arriving in good shape—expect to see much higher prices—

SUNKIST and ROSE BRAND ORANGES

they are fine.

Florida Oranges and Grape Fruit—fine, heavy, juicy, fruit. Spanish Onions, Sweet Potatoes, Florida Celery, Strawberries, Head Lettuce, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

FRESH TOMATOES

OUTDOOR GROWN

Weekly deliveries guaranteed, and every tomato sure to be in good condition.

6 BASKETS TO CRATE

Each crate is carefully examined and all crushed tomatoes removed. These goods are something unusual and you will have something rich to offer your customers.

WEST INDIES FRUIT CO.
30 William Street, Montreal

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

In Ontario in
4
months

I sold 7,500,000 Lemons

Tracuzzis Brands are in demand

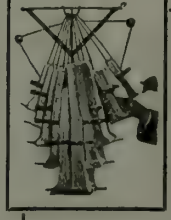
ST. NICHOLAS
HOME GUARD
KICKING
PUCK

J. J. McCABE
AGENT
TORONTO, : : ONT.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK



The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

CALIFORNIA CAULIFLOWER

now coming to us in carloads. A most delicious vegetable. Shows a good profit and is a ready seller.

Packed in two sizes:—

Pony Size, 12 to 18 heads - - - -	$2.00
Standards, 24 to 30 heads - - -	$3.50

ELEPHANT ORANGES

are making a great hit. Every orange tagged. Every orange sweet and full of juice. They are the best navels obtainable.

WHITE & COMPANY, LIMITED

Fancy Fruits and Vegetables, Fish and Produce

TORONTO HAMILTON

Golden Orange Brand

(California Navel Oranges)

The very best oranges packed—they are sweet—high color—and full of juice.

THERE IS A REASON

They are grown on the sunny slopes of Mount Rubidoux—the most highly cultivated and fertile orange district in Southern California and only the very finest oranges are selected to be packed under the "Golden Orange" label.

THE HOUSE OF QUALITY

HUGH WALKER & SON

GUELPH, ONTARIO

(Established 1861)

FLORIDA ORANGES

are the best Oranges, because they are juiciest and most highly flavored. Cheaper, because Florida packs in a larger box than any other state. Fresher, because only a week between picking and eating.

"Drink the juice" of Florida Oranges and enjoy oranges. Cut the fruit in half, squeeze the juice and serve in a small tumbler. Order Floridas and

See this mark

FLORIDA CITRUS EXCHANGE

is on every box

W. B. STRINGER Sales Agent

LARD

Market is higher and demand brisk. There will be a good demand for Lard during Lent. We look for further advance.

F. W. FEARMAN CO., Limited

HAMILTON

LENT

NOW is the time to push the sale of **FISH.** We advise every Grocer to take advantage of this season to cater to this class of trade. *It means money to you.*

Very easy to handle, it offers a new field of profit just now for a small outlay of money and time.

We do not ask you to believe us to be the **EXCLUSIVE HOUSE** *without proof.*

BUT we ask you to compare our offerings and stock and then JUDGE.

We think you will appreciate this as a fact.

If you have not got our latest price list, a post-card will bring it by return mail.

The biggest house in Eastern Canada, with a staff always alive for latest improvements, and an output that is large enough to command the lowest prices in the market, combine to offer you advantages in this line possessed by no other firm.

Our Preparations for Lent are COMPLETE.
Let us hear from you NOW.

THE F. T. JAMES CO., LIMITED

Church and Colborne Streets, Toronto

Your Brother Got Them

Mr. Grocer, and is undoubtedly pleased. He immediately realized that nothing common could be associated with a line which has stood the test of generations, and that it would pay him to write for

BOVRIL

(the original)

SHOWCARDS

His customers always see them and do not forget to order their BOVRIL, the very essence of the richest beef. We venture to say that his sales will undoubtedly increase on this account.

There is *quality* in BOVRIL.
There is *satisfaction* in BOVRIL.
There is *profit* in BOVRIL.

Get Showcards. This is the time of Big Sales. They are yours for the asking.

BOVRIL, LIMITED, - MONTREAL.

ADVERTISED EVERYWHERE

Goods of Quality

Goods of quality cannot fail to make their mark, and to influence the better class trade to your store. If you are looking for a brand of meats, sausage or lard which is above suspicion, you can make no mistake if you stock

Elgin Brand

We feel that our reputation is at stake in the manufacture of our products—and therefore exercise extra carefulness and cleanliness in producing Elgin Brand—the goods of quality.

Our Post Card Order Book is most convenient to any store-keeper. It serves as a reminder when ordering, and also enables the grocer to make each order out in duplicate.

SEND FOR ONE TO-DAY

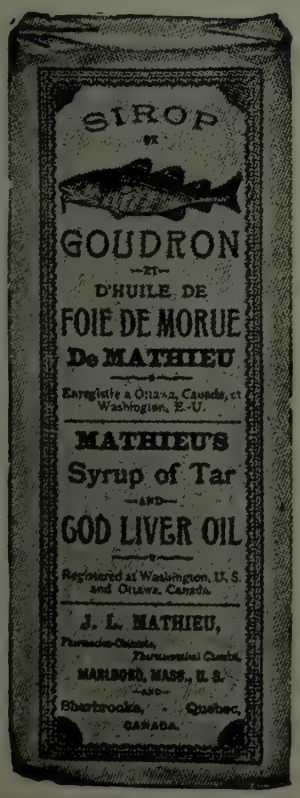
The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Dealers in Butter, Eggs and Cheese

ST. THOMAS - - ONTARIO

Wholesale Branches at Windsor and London

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

QUAKER BRAND

Baking Powder

Why relate reasons for which you should sell this line—the reliable baking powder, which Contains no Alum and which most grocers have been selling at a good profit for so many years! We simply reiterate our oft said statement "the quality will always be maintained." So keep up the good work.

Mathewson's Sons

Wholesale Grocers

MONTREAL

PURE MAPLE SYRUP LION BRAND

There is just one Brand of Pure Maple Syrup which stands pre-eminently above all others and that is Lion Brand, our guarantee backs up this assertion.

THE TWO LIONS

LION BRAND MAPLE BUTTER

A Wholesome and Delicious Luxury for Table use; at half the cost of Butter.

Put up in One Pound Tins.

All Jobbers

Ask Your Jobbers' Travellers

Our Prices Are Right

Our Pearl Brand Maple Syrup mixture will please your trade, same price as last Spring.

Our Block Maple Sugar, Maple Bon Bons and other Maple Specialties are head and shoulders above anything else in the market.

Order through your Jobber, 5 cases or more assorted, we will prepay the freight to the extent of 40 cents per 100 pounds, and if you find our goods not the finest you ever had in your store return them at our expense. Anything fairer?

MAPLES LIMITED - TORONTO

Headquarters for High Grade Maple Goods

Well Advertised Goods Sell Best!

In strong, convincing ads. in newspapers, street cars and magazines we are telling the people of the superiority in flavor, quality and purity of

"E. D. S." Preserved Fruits

Through good advertising the demand has been created—and through their excellent flavor and genuine goodness repeat sales are numerous, and "E. D. S." preserves are guaranteed 100% pure by government test.

Made only by

E. D. SMITH, WINONA ONT.

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

5% DISCOUNT 5%

by purchasing before March 15. Shipment any time before June 1st.

We are not anticipating having anything but a regular summer this year—that means plenty of flies. Take advantage of this extraordinary offer of 5% discount by ordering now.

Wonder Fly Killer

is the neatest and deadliest enemy to the household pest. It gets them every time.

The stock never grows old—it will be just as good and as saleable a year after you get it as it is now.

WRITE FOR QUOTATIONS

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.: ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

The Better Display Sells More Goods

Consider, if you can, the feeling of delighted satisfaction the customer has upon entering a store that properly displays foodstuffs. An attractive array of goods in a

SILENT SALESMAN REFRIGERATOR

One of the Famous Arctic Line

will double your sales, because you will be observing the most sanitary and cleanly way of foodstuffs display.

Grocers all over Canada are proving for themselves the advantage of this mode of display. It will pay YOU to investigate.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man. Donnelly, Watson & Brown, Calgary, Alta.

Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario

Big Sales During Lent

Now that the Lenten season has commenced, fish will form the greater part of foodstuffs during that season.

PATERSON'S SAUCE

is delightful with fish and will be in popular demand as a relish for fish. But it is equally as tasty with chops, steaks, soup, etc.

IT'S THE REAL WORCESTERSHIRE

Rowat & Co.

Glasgow - - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM

("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd., Victoria Street, Winnipeg.
For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Ltd., Toronto.
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.

SEA FOOD

FOR

LENT

You can make good money by featuring fish during the Lenten season. We can give you prompt, full and satisfactory service.

Butter, Eggs

AND

Dried Apples

We have also some No. 1 Hard Georgian Bay District

WINTER APPLES

WRITE AT ONCE

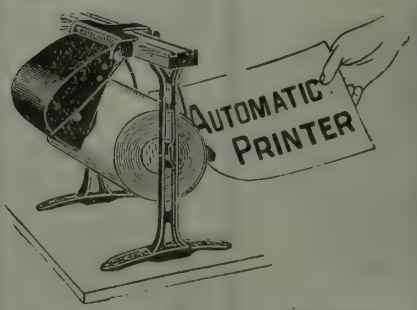
LEMON BROS.

Owen Sound, Ontario

ADVERTISE YOURSELF
ADVERTISE YOUR STORE
ADVERTISE YOUR SERVICE

In Fact

Advertise Everything by using this



It Costs Little and Saves Money

Can be attached to any paper wrapper and prints as you pull the paper off. Can you imagine anything better for announcing cheap sales.

CAN STAMP YOUR BAGS ALSO

UTILITIES LIMITED

MONTREAL

Take Note and Profit

We will soon have on hand 500 cases of the famous and popular

Bertolotto and Ercole

Tomato Extract

Quality superlative. Price right.

CHEESE

Also coming
100 Boxes Gorgonzola & Parmesan.

OLIVE OIL

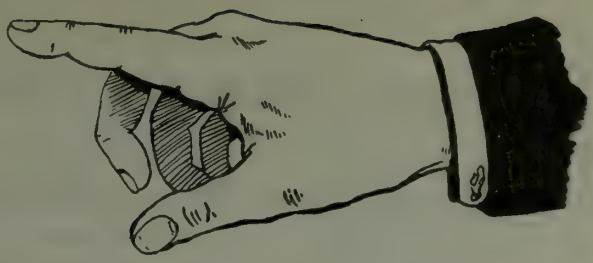
How are your supplies? Have you tried the

Bertolli and Invichis Brands?

If not, write immediately for quotations.

H. E. VIPOND & CO.

MONTREAL



When placing your order for Canned Fish, be sure you have the name right;

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal; P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Fresh Cow's Milk - Evaporated

In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG

Reindeer Condensed Coffee

(Liquid Form)

with Milk and Sugar combined ready to use.

A tin of REINDEER CONDENSED COFFEE—a spirit lamp—a little kettle—that's all you need for many a cosy time in your room. When you come in after exercise—when you sit up late to study or read, or when a friend drops in, a fragrant cup of REINDEER COFFEE is more than welcome.

Always ready, simply put a little in each cup and pour on boiling water. The milk and sugar are right in the Coffee. Will keep in same can after opening.

Reindeer Limited, Truro, N.S.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

"KING" Brand JAM

is becoming a great favorite with the housewife because she can buy it packed to suit the consumption in her household—either in pails, cartons or glass. She realizes that each spoonful is a mouthful of deliciousness and is now satisfied that a high price need not always be paid to get QUALITY.

Quality at Reasonable Cost

This is what we strive to give our customers. We could possibly get a higher price but our sales are large enough to encourage us to keep at present figure.

GET OUR PRICE LIST. IT IS WORTH WHILE.

Labrecque & Pellerin, - - - Montreal, Que.

It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised what you can do with

Maple Sugar Chewing Tobacco
King George's Navy "
Master Mason "

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for tobacco supplies also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.
Quebec Winnipeg

7-20-4 CIGAR

THE tobacco proposition which we offer you in this splendid brand of Cigar is worth considering. There is a satisfying smoke for your customers in each 7-20-4 that they cannot hope to get out of other brands at the same money. The profit you make for yourself is an important consideration when you are looking for a good stock cigar for your tobacco department.

Write for particulars

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

STORE, BUILDING AND LOT IN TOWN OF Transcona. This is a genuine snap. Will be worth $2,000.00 more than price asked in three months. Good terms. Apply Box 414, Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

SITUATION WANTED

TRAVELER, GROCERIES, ETC., POSITION wanted. Connection, Montreal, Ottawa and district. Apply Box 705, Canadian Grocer, Montreal.

TRAVELER, 15 YEARS' EXPERIENCE IN the Maritime Provinces, open to handle line of grocers' specialties. Apply Box 413 Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—A GROCERY CLERK, ONE WHO has had good experience in the retail grocery business and capable of handling assistants. Must be strictly temperate and be able to furnish first-class references from late employers. The Marks-Clavet-Dobie Co., Limited, Port Arthur, Ont.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 320 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., 143 University Ave., Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. **Prevents mistakes.** We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

You Are Mistaken

if you think **Paper Bag Cookery** is a fad. Don't think that the demand for such an economizer as the **Ermaline Bag** will die away with the advent of a cleverer scheme because none cleverer can be devised. If you are saying to yourself, "I'll not stock these because I believe something similar will turn up later," you are simply placing yourself in the shoes of the man who tried to grind the mill with the water that had passed.

Get Them Now and Sell Them.

Discontented Contented

To satisfy yourself that everything is O.K., write us for free sample set of bags and let your wife try them or ask your wholesaler.

Edward Lloyd
Limited
MONTREAL

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda

because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT
LIMITED

Manufacturers

Uniformity | MONTREAL | Reliability

To be Good it must be Pure

Sterling BRAND

FLAVORING EXTRACTS

The same carefulness of ingredient that makes the product of the Sterling factory so saleable is contained in the Flavoring Extracts.

They are made up in several different flavors, in different priced bottles.

Your customers know the name. Get a stock to-day and watch them sell.

The T. A. Lytle Co.
LIMITED

Sterling Road, Toronto, Canada

Clean Hands Always

That's a surety when you use

SNAP
HAND CLEANER

There's no preparation so widely approved by people who require a thorough hand cleanser. It removes instantly all vestige of paint, grease, tar, ink, or dirt, without injuring the daintiest skin.

Stock Snap and increase your sales.

Snap Company, Limited
MONTREAL

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case,	$3 35
Princess Condensed Milk, 4 doz. in case,	$3.90
Banner Condensed Milk, 4 doz. in case,	$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL —The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.

"EUREKA"

Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

It Will Pay You

to watch this space every week, as you will not only be advised of bargains but you will also learn some interesting facts about the highest grades of goods which will help you to create sales when face to face with the customers. The more you know about goods and their quality the better you can recommend them.

OLIVES

130 cases—for immediate delivery. Packed by Gorman & Eckert. Assorted as follows:—

MANZANILLA, Queen Club House, PIMENTO Stuffed, Nut Pitted, Celery Pimento.

EXPRESS PREPAID

MINERVA (BRAND) OLIVE OIL

We expect to receive shortly a large shipment of MINERVA Table Oil from Marseille, France. Packed in litre, quart, pint, and half pint bottles and 5, 2, 1, 1/2, 1/4, 1/8 gallon tins.

MINERVA OLIVE OIL is bottled under the supervision of the laboratory of Marseille, France, and each bottle is enclosed in a handsome carton.

ORDER NOW FOR SPRING
or IMMEDIATE DELIVERY

CASTILE SOAP

The purest CASTILE SOAP imported from Marseille.

LE SOLEIL Brand, 72% Olive Oil.

Cases of:—

25's	11 lb. bars	200's	3 1/2 oz. pieces.
12's	3 lb. "	200's	7 " "
50's	3/4 lb. "		

LA LUNE Brand, 65% Olive Oil.

Cases of:—

25's	11 lb. bars	100's	3 1/2 oz. pieces.
50's	3/4 " "	200's	3 1/2 " "
12's	3 "		

Goods are all up to specifications. Buy now and buy right.

Laporte, Martin & Cie.

LIMITÉE

568 St. Paul St. MONTREAL

Telephone Main 3766

INDEX TO ADVERTISERS

Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Can Co. 10
Aylmer Condensed Milk Co. 65

B

Balfour-Smye & Co. 16
Benedict, F. L. 21
Bickle, J. W., & Greening 24
Borden Condensed Milk Co. 3
Bovril, Ltd. 61
British Canadian Mfg. Agency 18
Brown Mfg. Co. 58

C

Campbell Bros. & Wilson 51
Canada Maple Exchange 28
Canada Sugar Refining Co. 26
Canadian Cocoanut Co. 22
Canadian Commercial Car Co. 31
Carter Co., H. W. 4
Chase & Sanborn 11
Chivers & Sons 23
Church & Dwight 69
Clark, W. 19
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 12
Conron Bros. 65
Continental Bag & Paper Co. 14
Crescent Mfg. Co 57

D

Dalley, F. F. Co. 17
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 17
Dominion Molasses Co. 72
Dominion Register Co. 4
Dominion Salt Co. 14
Downey, W. P. 21
Dunn, W. H. 3

E

Eby-Blain, Limited 32
Eckardt, H. P 32
Edwardsburg Starch 34
Epps, James & Co. 21
Esson, W. H. Co. The 20
Eureka Refrigerator Co. 70
Ewing & Sons, S. H 55
Eydore & Felix 18

F

Farrow & Co., Jos. 17
Fearman, F. W., Co. 59
Fels & Co. 57
Furuya & Nishimura 18
Fussell & Co. 64

G

Gillard, W. H., & Co. 66
Gillett, E. W., Co., Ltd. 55
Gorham, J. W., & Co. 2
Gorman, Eckert & Co. 16
Gray, John 12
Gunns, Ltd. 53

H

Halifax Cold Storage Co. 51
Hamilton Cotton Co. 22
Heinz, H. J., Co 24
Henderson, Thos. 58
Hillock, J. 63

I

Imperial Extract Co. 27
Isaac, Robert 21
Inland Lead Mills Co. 22

James, F. T. 60

K

Kessel Co., F. 21
Kilgour Bros 27

L

Labrecque & Pellerin 66
Lambe, W. G. A. 20
Laporte, Martin & Cie 70
Lemon Bros. 64
Lind Brokerage Co. 20
Lindner & Benner 32
Lloyd, Ltd., Edward 68
Lovells Bag and Packet Machinery Co. 31
Lytle Co., T. A. 69

Mc

MacLure & Langley 20
MacNab, T. A., & Co. 20
McCabe, J. J. 58
McDougall, D., & Co. 21
McLaren, W. D. 6
McLeod & Clarkson 21
McWilliam & Everist 58

M

Magor, Son & Co. 34
Major, L. H., & J. Soubliere 21
Malcolm, Jno, & Son 69
Maple Tree Producers 27
Maples Ltd. 62
Marshall Brokerage 20
Matthewson's Sons 61
Mathieu, J. L., Co. 61
Meadow-sweet Cheese Co 4
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 57
Morton Soap 30
Mott, John P. & Co. 66

N

Nation, E. J. 57
Nelson, Dale & Co 14
Nicholson & Bain 61

O

Onken Co., Oscar 29
Ontario Lantern and Lamp Co. 75
Ontario Peoples Salt & Soda Co. 18
Oshawa Canning Co. 25

P

Paterson, R 14
Patterson Wylde & Co. 4
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S 2
Pickford & Black 21
Pink, E & T 8

Ramsay's Ltd. 27
Raymond Bros. 22
Reindeer, Ltd 66
Richards & Brown 6
Richards Pure Soap 11
Robinson & Co., Chas 21
Rock City Tobacco Co. 67
Rowat & Co. 64

S

St. Charles Condensing Co. 8
St. Lawrence Flour Mills Co. 12
St. Lawrence Sugar Refining Co. 17
St. Thomas Packing Co. 61
St. Vincent Arrowroot Growers and Exporters' Association 10

Sanitary Can Co 6
Sapho Mfg. Co. 12
Sherbrooke Cigar Co. 67
Silver, H. E. 22
Simpson & Co., R. 71
Smalley-Kivan & Onthank 63
Smith, E. D. 69
Snap Co., Ltd. 18
Spinelli, & Co, D. 20
Spurgeon, H. G. 9
Star Egg Carrier & Tray Mfg Co. 71
Stevens-Hepner Co. 21
Stewart, I. C. 25
Stimpson Computing Scale 59
Strimer, W. B. 32
Stuart, Foster Co. 57
Stuhr, C. F. 16
Symington Co., T.

T

Tees & Persse 13
Thum Co., O. & W. 58
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 67

U

Utilities Limited 64

V

Vipond, H. P. 64

W

Wagstaffe Ltd. 15
Waite & Fuller 24
Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 59
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 57
West India Fruit Co. 58
West India Co 14
Western Distributors, Ltd. 20
Western Salt Co. 8
Wetney, J. H. 55
White & Co. 59
White Swan Spice & Cereals, Ltd. 9
Wiley, F. H. 20
Wilson, Jos. R. 63
Woods & Co., Walter 65
Woodruff & Edwards 70

TRADE MARK
KEYSTONE
BRAND
REGISTERED

Through a little effort at advertising and a big effort at producing the best article that skilled mechanics and A-1 materials could produce, our

Klondike and Jubilee Brooms

have become known as the most reliable in the market. Just now we are devoting special attention to **perfecting the handles** of these lines by a new system of polishing—making them **"smooth as glass."** Try a sample lot, you'll be delighted.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.

Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S..

For sale by all first-class dealers in Canada and United States.

What Profit Are You Making

on

MOLASSES?

Are you getting correct returns?

or

is your Profit on this Line an unknown quantity?

DOMOLCO

The High Grade Molasses sold in tins shows an actual profit on each sale, and positively will prevent any loss through careless handling or leaky Packages.

THE QUALITY CANNOT BE IMPROVED

YOUR BEST TRADE WILL BE INTERESTED

FROM ALL WHOLESALE GROCERS

THE DOMINION MOLASSES CO.

LIMITED

Halifax, - - - - - Nova Scotia

Ramsay's Farm Cream Sodas

BEST BY TEST

have won their present high position in the minds of the Canadian public solely on merit. The word "Ramsay's" on Sodas stands at the top for value, for cleanliness, for purity, for the creamy, delicious flavor, and incomparable quality—the Soda Biscuit to sell as a business builder and trade drawer.

In the Ramsay model factory every process is proceeded with in absolute cleanliness, insuring the wholesomeness of Ramsay's Farm Cream Sodas.

What About Confectionery Sales? Do You Get Your Profit?

You are entitled to make a profit on confectionery as much as anything you handle. You ought to make your profit—that's what you are in business for.

RAMSAY'S CONFECTIONERY satisfies the most critical palate and shows you a better margin than any other line of confectionery.

Our Line Includes:—

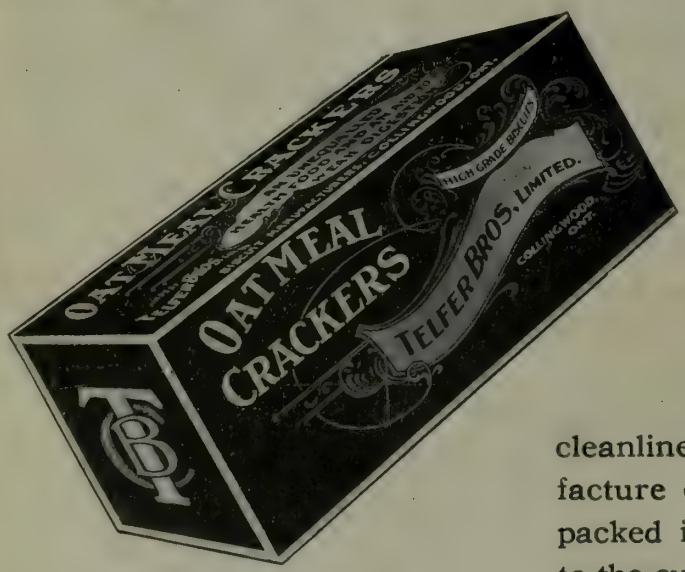
HIGH GRADE CHOCOLATES
LARGE VARIETY GROSS GOODS
LARGE VARIETY GOOD CHOCOLATES CHEAP
BIG RANGE OF OTHER LINES

RAMSAYS LIMITED

330 Nicolet Street MONTREAL

LET US KNOW YOUR WANTS

Our Aim—Full Satisfaction



HERE'S A BUSINESS BRINGER

Every box of Telfer's Oatmeal Crackers contains biscuit excellence to be found in no other make. An economical, healthful food.

The most careful attention is given to cleanliness and wholesomeness during the manufacture of Telfer's Oatmeal Crackers. Carefully packed in air-tight containers, brings the biscuit to the customer in the freshest form.

The Line to Stock for Satisfaction—Hence Profit.

GET A STOCK TO-DAY.

Telfer Bros., Limited, Collingwood, Ont.

Branches: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MARCH 1, 1912 No. 9

TAYLOR'S
BORAX
SOAP

PREMIUMS

There are now attractive premiums such as perfumery, sachet powder and talcum powder, given for Taylor's Soap Wrappers. PLEASE ASK YOUR CUSTOMERS TO WRITE FOR LIST.

Taylor's Soap is sold on good quality and good advertising—How is your stock?

John Taylor & Co., Limited
TORONTO

Surprise Soap

gives

Valuable Cash Prizes

House Cleaning Competition March 15th to May 15th, 1912

A window can be put in at any time between these two dates. Competition is for—

A HOUSE-CLEANING WINDOW, consisting of any or all the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap, given a good display and prominent position.

1st PRIZE	-	**$50.00**	**6th PRIZE**	-	**$10.00**
2nd PRIZE	-	**35.00**	**7th PRIZE**	-	**10.00**
3rd PRIZE	-	**20.00**	**8th PRIZE**	-	**10.00**
4th PRIZE	-	**15.00**	**9th PRIZE**	-	**10.00**
5th PRIZE	-	**10.00**	**10th PRIZE**	-	**10.00**

In addition to these prizes every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Prizes will be awarded as soon after May 15th as the Judges can make the awards

Conditions of the Contest are:—

(1) The Window must be a general House Cleaning Window Display. As this is the season for advertising this line, a good display of anything that is needed for House Cleaning or doing Washing, either material or apparatus, may be included.

(2) IT IS NECESSARY IN ORDER TO PARTICIPATE IN THE CONTEST THAT THE "SURPRISE" SOAP WINDOW DISPLAY MATERIAL BE USED; AND "SURPRISE" SOAP BE GIVEN A PROMINENT POSITION IN THE WINDOW. (SEE MAILING COUPON BELOW.)

(3) We will furnish on application "Surprise" Soap Window Display material, with full instructions on how to display. It is simple and easy to put up.

(4) Method of Judging Contest.—By Photograph of Display. Every competitor is to have a Photograph taken of the Window Display; and on the back of the Photograph, or attached to the Photograph, a description of the Window should be given, telling how it is made up, the color scheme, and any other items that it is desired to mention to give full description of the Window Display, as well as your name and address.

A small Photograph will answer the purpose, taken either by yourself or friends. It must be plain and distinct.

(5) JUDGES.—The Judges of this Competition will be Mr. H. C. McDonald, Pres., and Mr. J. L. Maude, Secy., of The Canadian Window Trimmers' Association, who have full power to award Prizes according to Section No. 4, that is, Judging will be done from Photographs sent in and Prizes awarded accordingly.

(6) Photograph should be mailed to **"Surprise", 69 Front Street E., Toronto, Ont.**

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window.

.....

.....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

To Maintain and Increase Permanent Trade!

You must handle only articles of known worth---the tried and tested kind---articles whose intrinsic merit has raised them far above the commonplace.

We know of no safer or surer way than to handle "Le Calice" Castile Soap---antiseptic, sanitary, pure, containing no animal fat, is pure as oil and skill can make it.

11 Gold Medals 11

11 Gold Medals 11

"Le Calice" Castile Soap

is ***the*** soap for a sensitive complexion or delicate lingerie, and therefore must be produced with skill, experience and honesty, linked with purity—the soap must be clean to wash clean.

ARTHUR P. TIPPET & COMPANY

AGENTS

Montreal - - Toronto

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

5c. Parchmentine
10c. Red Label
10c. Cartons
25c. Cardboard
30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

BORDEN'S

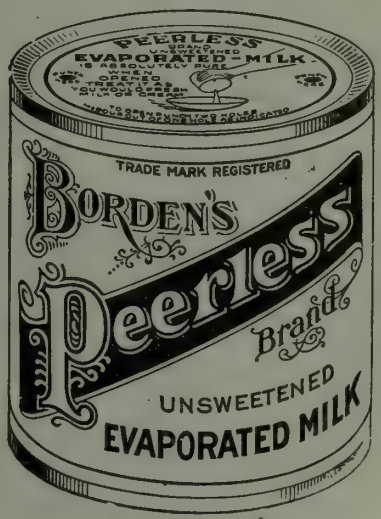
EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

BORDEN'S CONDENSED MILK
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
By which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

We Have Proven Our Worth
AS
BUSINESS GETTERS

We want the manufacturers of
EUROPE UNITED STATES EASTERN CANADA
to let us handle their account in Western Canada.

We have the EXPERIENCE, STAFF, MONEY, AGGRESSIVENESS, to do it RIGHT.

Office and warehouse at

Winnipeg Man. | **Regina** Sask. | **Saskatoon** Sask. | **Edmonton** Alta. | **Calgary** Alta.

Our salesmen are always ON THE JOB.

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG

THE PERFECT WAY

PERFECTION CHEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work. Perfect in workmanship. A bevelled-edged knife. A five-ply birch board. Handsomely finished in scale blue enamel. It safeguards your profits in cheese.

PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish. Handsomely displays the cheese and cutter. Protects them from air, dust and insects. SANITARY.

THE PERFECTION WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.
OF CANADA
Hamilton, Ont.

BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages over old methods of displaying goods. The brackets occupy no space needed for goods; are easily put up, taken down, adjusted to fit a given space or carry a different class of goods; in fact, they perfectly serve their purpose.

DETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING.

State whether building is brick or frame.

THE PIQUA BRACKET CO.

SOLE MANUFACTURERS. PIQUA, OHIO

MATCHES

Matches are the most used article in the home. Keep that end satisfied and you can figure on the rest.

SHAMROCK Silent Tip Matches

make a light every time they are struck—don't fly or splutter—and absolutely silent. They are packed 1000 (full count) to the box—144 boxes to the case, handsome lithographed boxes.

Big Profit, Satisfaction-giving Matches.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.

Is there no antidote for the high cost of living?

SIMCOE BRAND BAKED BEANS

Mrs. Consumer to Mr. Grocer—"Is there no antidote for the present high cost of living?"

Mr. Grocer to Mrs. Consumer—"Yes, Mrs. Consumer, I can strongly recommend "Simcoe Baked Beans." Here is a can of Simcoe Baked Beans that I can sell at ten cents. The price is no higher than for some years past. It costs you only a trifle more than an equal quantity of ordinary dried white beans, and yet here it is already to serve. If you prefer, I can supply these Simcoe Baked Beans in Tomato Sauce or in Chili Sauce. This can contains sufficient food for a meal for your entire family. Do you know, Mrs. Consumer, that a tin of Simcoe Baked Beans contains as much nutriment as a pound of beefsteak? If you eat Simcoe Baked Beans, you need not worry about the high cost of living."

Mrs. Consumer buys 6 tins of Simcoe Baked Beans and goes home happy in the knowledge that the high cost of living "banshee" has fled.

Ask Your Wholesaler For Prices.

Dominion Canners
LIMITED

Hamilton, - - Canada

Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people **will have "Purity" Salt,** therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE
WESTERN SALT CO., Limited
Mooretown, - Ontario

JAM

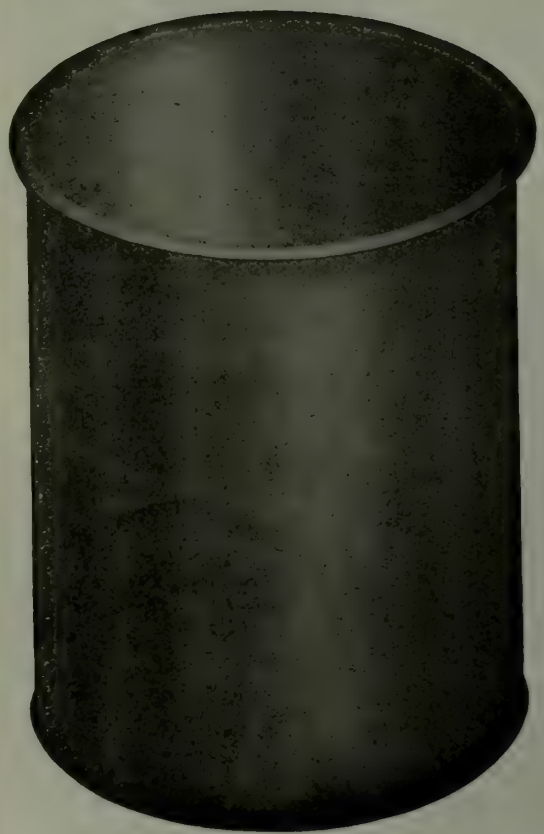
When a customer asks for Jam you will frequently notice that she asks "What have you got?" even though you may have told her two or three days previous just what lines you are carrying. She asks again because the family wants

SOMETHING NEW

We can supply you with the very highest grade jams, and we have them "for less." Wouldn't you like a trial lot?

ASK YOUR JOBBER OR
WRITE DIRECT

Labrecque & Pellerin
111 St. Timothee St., MONTREAL, QUE.



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

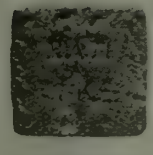
Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal Appointments

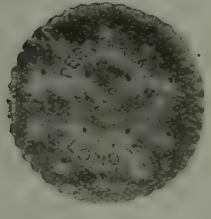
32 Prize Medals

PEEK, FREAN'S BISCUITS

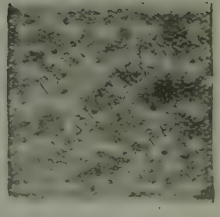


PAT-A-CAKE

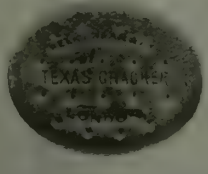
BILLIKEN



GOLDEN PUFF



CREAM CRACKER



TEXAS CRACKER

MILK

DIGESTIVE

BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co, Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

ANTI-DUST

(Sweeping Compound)

IS NEEDED NOT ONLY FOR SPRING CLEANING, BUT ALWAYS.

But now is an opportune time to secure a stock and provide your customers with a sweeping compound which veritably means

No Dust

No Germs

No Disease

No Moths

ANTI-DUST
positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens floors and oilcloths and is

The Only Combined

DISINFECTANT	GERMICIDE	INSECTICIDE
You want ANTI-DUST in your own store to keep it sweet-smelling and pure. Try it. Then sell it.	Kills germs wherever used. Has not that nauseating odor so common in the case of second rate preparations used for the purpose.	The Oil of Cedar and Eucalyptus by their evaporation purify the air and destroy insects.

A WINNER

SAPHO INSECTICIDE

A LEADER

"I can't get at the corners."

That's what the housewife says continually when cleaning up. Our spray with every tin of insecticide overcomes this trouble and makes things easy.

This should be on your shelves always. There's a big business to be done with it and you will be amply repaid for any effort you use in our behalf. Try it in your own home.

DON'T HESITATE TO WRITE. WE'LL INTEREST YOU

THE SAPHO MFG. CO., Limited, Montreal

The All Attractive "Meadow-Sweet"

Quite a Winner

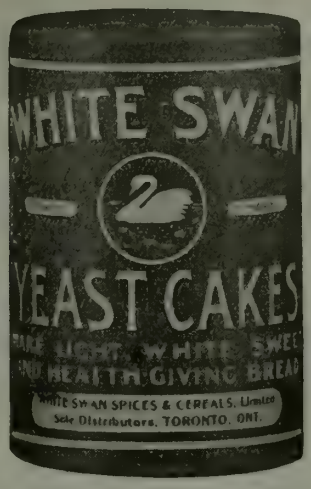
MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass? Certainly not, you are too wise.

Write us immediately

The Meadow-Sweet Cheese Co.
21 Bonsecours St., - . Montreal



WHITE SWAN YEAST CAKES

ARE

THE FINEST MADE BY MODERN ART AND FULLY GUARANTEED

There's More Business--Sure!

At least that is the impression we have, considering the number of new and large orders we are receiving daily. The good quality and wholesome flavor of

KITCHENER BRAND

is making friends every day. These people are not buying Kitchener Brand through any idle whim or passing fancy, but from a settled conviction that Kitchener Brand Canned Goods are best.

THERE'S MORE BUSINESS, SURE, FOR THE GROCER WHO STOCKS KITCHENER BRAND

The Oshawa Canning Company, Limited
OSHAWA, ONT.

Now is the Time to Sell Table Relishes

You will do an exceptional trade in table relishes at this season of the year—by reason of fish forming the greater part of the meal. It can be made a delight, with a relish such as

A-1 SAUCE

Perfectly blended ingredients and the choicest quality vinegar have made Brand's A1 Sauce the popular table relish—the kind that gives ordinary meals a piquant flavor, that may be eaten with a zest.

The price is within the reach of all and can be sold at a good profit to the dealer.

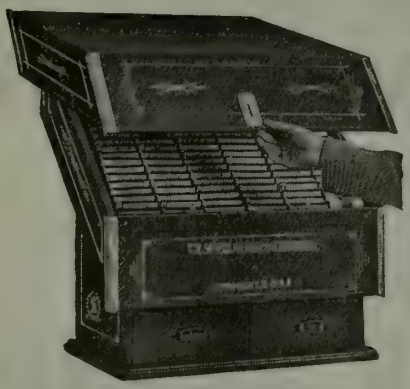
Get a Stock for Lent Selling.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND

H. HUBBARD, 27 Common St., MONTREAL.
NEWTON & HILL, 25 Front St. E., TORONTO.
McLEOD & CLARKSON, VANCOUVER, B.C.



Easy to Operate.

BETTER BE SAFE THAN SORRY

THERE is something going to happen. It has happened to others, and you should be fully protected against its happening to you. Here's a letter received a few days ago from a merchant in South Dakota:—

> "Our store burned January 12th and we lost our ——— system, but saved the accounts, excepting four days. We liked that very well, but would like something better. Please send us your catalogue."

Stop for a moment and think what such a fire would mean to you. Then investigate

THE KEITH ACCOUNT SYSTEM

ONE WRITING — SELF-INDEXING — FIRE-PROOF

Gives Full Protection and is Simple and Economical to Operate.

Tell us your present method of keeping accounts and we will give you a detailed explanation of this system as applied to your business. You won't obligate yourself.

ADDRESS DEPARTMENT C

The Simple Account Sales Book Co.

Manufacturers Simple Account Systems for Retail Merchants

MAIN OFFICE AND FACTORY, - - FREMONT, OHIO, U.S.A.

All Styles Duplicate Sales Books. Write for Prices.

Quick Reference.

Soap Profit Almost Obliterated

Present soap market conditions show a reduction in the price of soap that necessitates dealers selling at 6 bars for 25c., a reduction in your profit of from 6% to 9%.

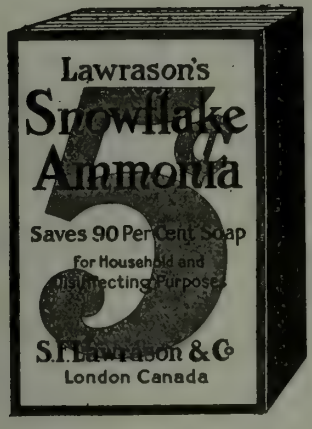
You cannot afford to pass out articles at so little profit. Here is the equal of soap as a household convenience and will show you a profit worth while.

LAWRASON'S SNOWFLAKE AMMONIA

The Giant

5c

Package



The Giant

5c

Package

has hundreds of uses in the home that were they known you could build a successful business on that household convenience alone. Lawrason's Snowflake Ammonia takes the place of soap in scrubbing, washing, etc.; when used for washing clothes, it gives them a pure white color, and being absolutely pure allows its use with the greatest degree of safety for fine laces or linens ; Lawrason's Snowflake Ammonia added to the water in washing dishes frees them from grease, makes them spotlessly white and won't hurt the hands. It is a wonderful disinfectant, and finds its biggest use in this respect for cleaning sinks or bathtubs.

Educate your trade into the uses of Lawrason's Snowflake Ammonia. It is an easy selling proposition—the largest five-cent package of ammonia on the market.

Don't let the drop of soap prices allay your trend of success. Order a substitute that pays you the profit many times over and establishes a satisfactory trade.

SEND FOR TRIAL ORDER TO-DAY

S. F. LAWRASON & CO., - LONDON, ONT.

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

John Gray & Co., Ltd.
Glasgow

"JUST WHAT I WANT"

A reliable and high-grade electrically driven Coffee Mill--fully guaranteed--at a fair and moderate price--and that is the

COLES
MODEL 45

Twenty-five years in the manufacture of Coffee Mills is a sufficient guarantee that this mill is all we claim for it.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

WARNING!

Crescent BM&Co TRADE MARK Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

Do You Realize

what it means to handle confectionery stock that is pure and well-made? Why it is the essential of a successful confectionery trade.

Ideal Chocolates

have all the charm and palatable attractiveness that expert cooking of the choicest pure materials can give them.

Attractive boxing makes them a temptation, and their high quality brings many sales.

STOCK THE LINE FOR PROFIT

ABBOTT, GRANT & CO.
Limited
BROCKVILLE .:. ONTARIO

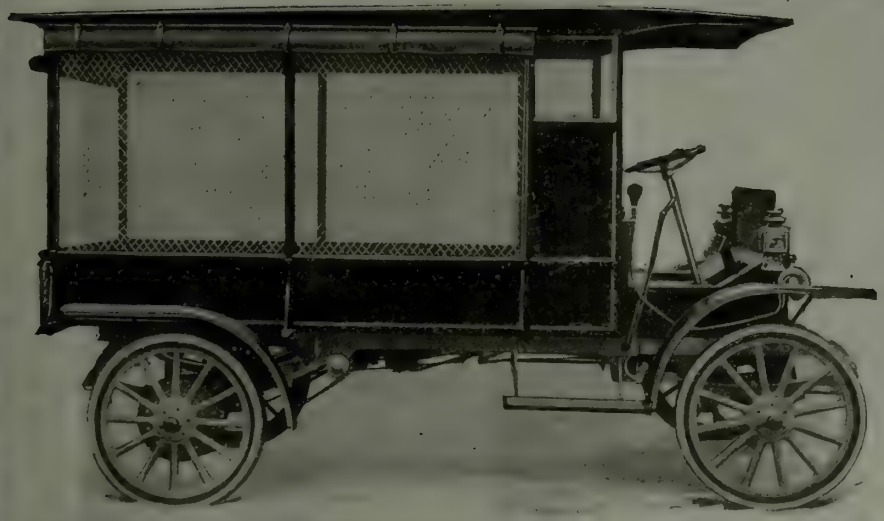
THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

When you sell **FAIRY SOAP** to a customer you are making intelligent use of our extensive advertising, and at the same time doing the surest thing you can to please her and bring her back. "Have you a little Fairy in your home?" Every woman thinks of **FAIRY SOAP** when she reads these words, and every woman who once tries **FAIRY SOAP** keeps on buying it because it's the sweetest, whitest, handiest, **BEST** toilet soap a nickel ever bought. It always stays sweet and white, because it's absolutely **PURE.** Our steady advertising makes steady sales, on which you can easily make steady profits.

Made by THE N. K. FAIRBANK CO., MONTREAL

AN ECONOMICAL DELIVERY



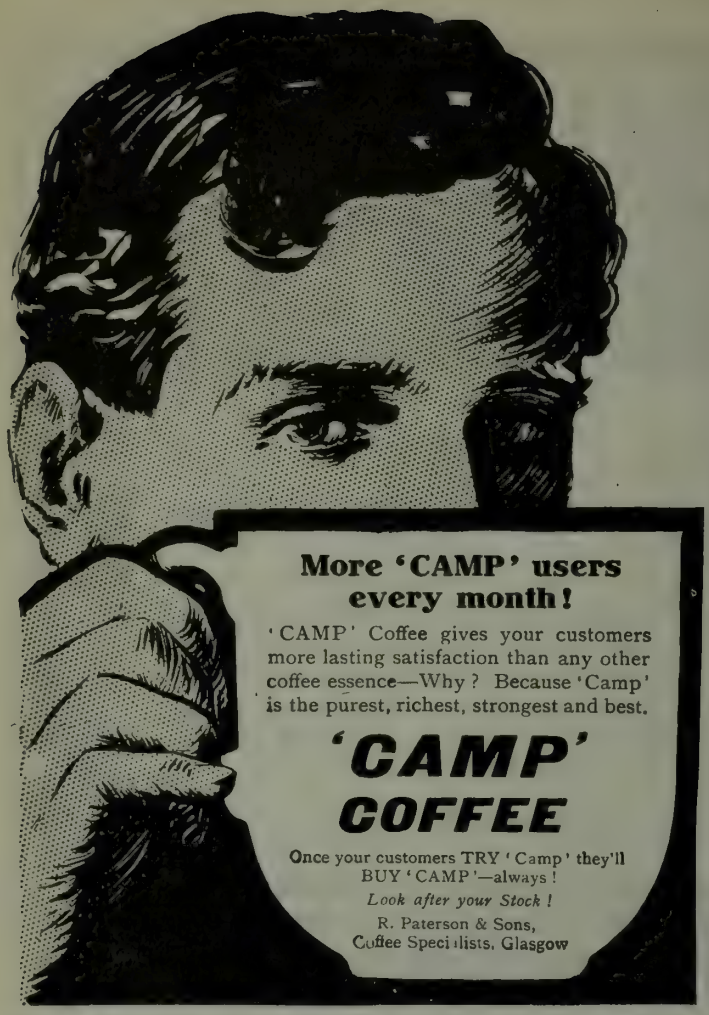
The accompanying illustration gives you but a slight knowledge of the numerous styles of cars manufactured by the PIONEER TRUCK MANUFACTURING COMPANY of Canada. It is a very serviceable car for grocers and butchers, and comes in either open, closed or any style body to suit purchaser. It has a 20 H.P. 4 Cylinder Motor, solid tires, and adaptable to any business.

GROCER'S or BUTCHER'S SCREEN BODY CAR, DROP CURTAINS

If you have not investigated motor delivery as a saver to your business, you have made a mistake. Do so at once. Write us and we will give you any information you desire. CANADIAN TRUCKS are built in 1500 lb., 1 ton, 2 ton, 3 ton and 5 ton sizes and range in price from $1,500 to $5,000. Write for catalog giving full information and illustrations.

THE CANADIAN COMMERCIAL MOTOR CAR COMPANY, LIMITED

DEPT. A. WINDSOR, ONTARIO



More 'CAMP' users every month!

'CAMP' Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.

'CAMP' COFFEE

Once your customers TRY 'Camp' they'll BUY 'CAMP'—always!

Look after your Stock!

R. Paterson & Sons,
Coffee Specialists, Glasgow

BJELLAND'S
SMOKED HERRINGS
IN
BOUILLON

Are you handling the above splendid, new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, Hamilton

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO.
LIMITED
TORONTO, - ONTARIO.

FISH FOR LENT

Tartan BRAND
THE SIGN OF PURITY

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS
ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

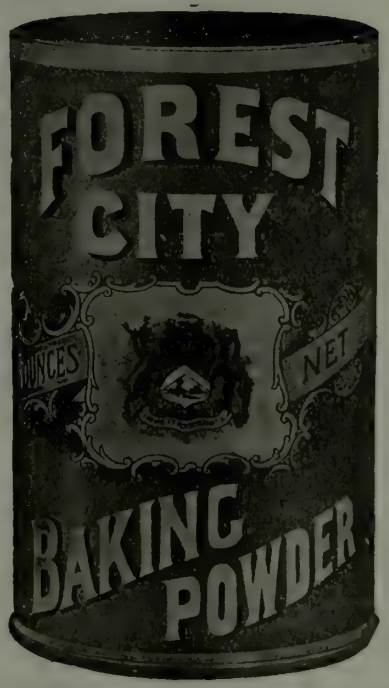
The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ontario

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

SHE COMES BACK FOR MORE



When the housewife needs more Baking Powder she is sure to be back for **FOREST CITY** after you have once sold her this high quality line.

FOREST CITY
BAKING POWDER

stands both Government and **Kitchen test** and has long been recognized as the standard of purity—the line you can honestly recommend.

You can make no mistake by offering this brand.

Gorman, Eckert & Co., Limited
LONDON, ONT.
Winnipeg, Man.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

25 LBS.

St. Lawrence Granulated Sugar

PUT UP IN AN ATTRACTIVE GOOD QUALITY WHITE **Cotton Bag.**

Packed "4 to the Gunnie," a convenient package for every Grocer and many householders. We also have our Granulated packed in 20-lb. Cotton Bags, "5 to the Gunnie."

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

GOODS THAT SELL

Why experiment with doubtful brands of irregular quality when you can buy LION BRAND PURE MAPLE SYRUP at prices as follows:

Quart tins, 24 to case, $6.00 per case.

Quart bottles, 12 to case, $3.00 per case.

Can be sold at 30 cents.

Other sizes same proportion.

This line will draw trade and make a reputation for you.

Freight prepaid in 5 case lots, assorted, to extent of 40 cents 100 lbs.

Our MAPLE BUTTER is made from PURE MAPLE SUGAR and FRESH RICH CREAM, is manufactured and filled into cans by automatic machinery, is not touched by human hands. This is an article in great demand and at a price within the reach of all.

Price:
1 lb. tins, 2 dozen to case, $3.80 per case.

Sells for 20 cents.

All Wholesale Grocers' Travellers Carry Our Lists.

MAPLES LIMITED

Manufacturers of High Grade Maple Goods

TORONTO.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects:—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
43-149 University Ave., TORONTO

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY

PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

JAPAN TEAS

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO JAPAN

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN

COFFEES

MONTREAL

CANADA'S FIRST IXL MUSTARD

Trade Mark of Quality

After many years' experience in the manufacturing of mustards, we have put on the market of Canada an IXL Mustard—The finest grade that Canada has seen heretofore.

These goods are put out entirely on their own merits—The attractive label, QUALITY of the Goods, and margin of profit to grocers, ensure this line a winner.

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

CLARK'S

Boston Baked PORK AND BEANS

If there is one product that we take particular pride in advertising and selling to the people, it is CLARK'S PORK and BEANS, because our methods are so vastly superior to anything similar in Canada that it enables us to sell Pork and Beans that are so easy to digest and are such a perfectly wholesome food that even the weakest of people can eat and enjoy them.

CLARK'S BEANS are hand picked. That is, every bean is picked over by hand and selected before passing on its way through the maze of perfect cleansing and preparing machinery that makes Clark's Plant easily the first of its kind in Canada.

CLARK'S SAUCES are individual sauces. That is to say, each Sauce is made from Clark's own recipe and the perfect natural flavor that is in these sauces is made possible only by using the finest of selected materials and practical knowledge gained by experience.

Can You Wonder at their Popularity?

CLARK'S PORK AND BEANS

Plain Sauce	Tomato Sauce	Chili Sauce
6 Sizes	6 Sizes	3 Sizes
The Pink Label	The Blue Label	The Red and Gold Label

WM. CLARK, MONTREAL

Manufacturer of "Chateau" Brand Soups
And a Hundred Other Food Delicacies

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
270 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, · 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

We have a few cars of potatoes coming from Scotland; if wanting a car, write us immediately.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MACLURE & LANGLEY, Limited
IMPORTERS AND MANUFACTURERS' REPRESENTATIVES
Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

When Wanting
Canned Vegetables or Fruit
Wire or Write
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British. American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Jam Manufacturers and Confectioners' Sundriesmen.
Specialty :—Fruit Pulps of all Kinds.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

WINDSOR SALT
CAR LOTS OR LESS Prompt shipments.
Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT GEO. J. CLIFF, Manager

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

Queen City Water White Oil
GIVES PERFECT LIGHT
The most economical high-grade oil ever sold in Canada
FOR SALE EVERYWHERE

Grocery Advertising
By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

BIG PROFITS
CAN BE MADE
BY HANDLING OUR CELEBRATED
ENGLISH KIPPERS
(50 to 60 FISH PER BOX)
THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.
WRITE US TO-DAY
IT WILL PAY YOU
ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England
Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

The Herald of PROFITS in Business Done on Credit
ALLISON COUPON BOOKS
Credit business is convenient, desirable, easy to hold---and PROFITABLE---when you get the money.
And experience---the experience of thousands of men like you---has demonstrated that ALLISON COUPON BOOKS do make the credit end of the business SAFE.
HERE'S HOW THEY WORK :—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes
For sale by jobbers everywhere.
Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

FREQUENCY OF SAILINGS
Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.
For further particulars apply to
PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE McGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

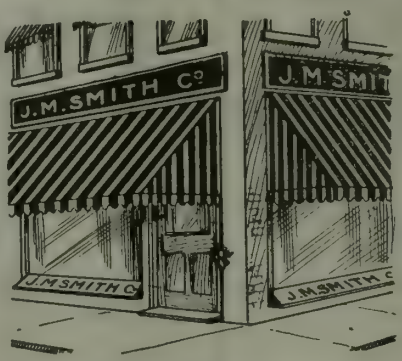
BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29.833,820,96

There's quality in every corner of the "White Moss" package.
THE CANADIAN COCOANUT CO. MONTREAL



The Sun Eats Profits

Not only will the sun spoil fruits, etc., but it also impairs the interior of a grocery—faded labels and such like are not going to sell goods.

Protect your stock from unnecessary waste by having a Raymond Awning put up.

Ask us to quote for your requirements.

Raymond Bros., - London, Ont.

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, Canada Life Building, Montreal.

Get Ready for Spring

Just as sure as there is a sky above—will the housewives of your locality have reason to purchase a polish that will redeem tarnished brass or copper to its original new color.

VENAUTO METAL POLISH

is your best seasonable stock. There is sure to be a demand for a polish of this nature. Don't let the household trade find you unprepared.

STOCK UP NOW.

BANNER MFG. CO., Box 35, Station C, Montreal

SUNLIGHT SOAP
Prices Remain Unchanged!

The *only Soap* that has consistently and always fought to maintain the grocers' profit is to-day the *only Soap* on which the *grocers' profit has not been reduced.*

On Sunlight Soap at 5c. straight, the grocer realizes 50 per cent. more profit than on any other Laundry Soap he handles. Why then waste time and energy selling cheap inferior Soaps at half the profit and less than half the value to your customers.

The absolute purity of Sunlight Soap remains unchallenged the world over.

Order now through your wholesaler or direct from

Lever Brothers Limited
Toronto

'Pride of Canada' Maple Syrup

is undoubtedly the purest on the market to-day. It IS maple. That is why you should have it to supply those customers asking for Maple Syrup.

THE ADVANTAGES

to you of handling this line in preference to others are numerous. You have the satisfaction of recommending Quality Goods. You have the pleasure of seeing your customer endorse your recommendation and still greater the satisfaction of selling more goods than formerly.

"PRIDE OF CANADA" and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.
LIMITED

MONTREAL TORONTO

Carter's Tested English Seeds

Carter's Vegetable Seeds
Carter's Flower Seeds
Carter's Farm Seeds
Carter's Lawn Seeds

JAMES CARTER & CO., Seedsmen to His Majesty,
Raynes Park, LONDON, ENGLAND

Write for particulars as to how Carter's Tested English Seeds can be placed in your Store at no expense to yourself.

Address the sole distributors for Canada:—

PATTERSON, WYLDE & CO.
P. O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.

Satisfied Customers

are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.
The polish comes quickly and goes slowly. It will not stain the hands.
Put up in attractive boxes. Feature this attractive line---your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

LISTEN!

Don't you think that your customers will be more than pleased if you produce an attractively lithographed tin of

Golden Ray Cleaner

and ask them to give it a trial as a

HAND CLEANER	**CURTAIN CLEANER**
CARPET CLEANER	**RUG CLEANER**
CANVAS SHOE CLEANER	**GARMENT CLEANER?**

They will certainly appreciate it, as the manufacturers are having to do some overtime to keep up with the demand in certain parts—good enough proof that

Golden Ray is a Winner.

WRITE

Waite & Fuller

4 Union Avenue, MONTREAL

You Will Find WESTON'S Soda Biscuits

equal to the very highest grades---and superior to the ordinary makes of most factories -:- -:-

When you want quick delivery telegraph to our address at your nearest branch delivery point.

Hamilton, Ottawa, Winnipeg, Brandon, Regina, Saskatoon, Edmonton or Calgary—

We carry a full stock at each branch.

We sell the Best Biscuits that we can make at the lowest possible price.

We do not cut prices nor cater for the trade that does.

Write for price list and terms.

George Weston Limited, Toronto,

or any of above branches.

American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

Montreal, Que. Hamilton, Ont.

MELAGAMA
MELAGAMA
MELAGAMA
TEA and COFFEE

A well assorted stock of Melagama is one of the best investments an up-to-date grocer can make. Just remember "Melagama" costs less than some other lines, and is also profitable to handle because the quality ensures repeat orders.

When a customer orders "A Pound of Tea or Coffee," take it for granted that it is "Melagama" that is wanted; your customer will thank you for it.

To-day is the day to send in your order.

MINTO BROS. **TORONTO**

Talking About Prices=

Are you sure you are buying at the closest prices? Send for our price list. Ask any of our travellers who visit every point in the Canadian West or ask us by mail. We are representatives of the most reliable makers of grocery products, a fact which gives you every assurance that goods bought from us will meet with your customer's satisfaction and repeat orders will follow. *Send for particulars.*

RICHARDS & BROWN, - WINNIPEG

Wholesale Grocers and Commission Merchants

WE WANT A MAN,

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

The Spring is Coming Fast

And You Will Need Cleaning

Don't fail to ask for

The Celebrated Disinfectant

Greenbank Chloride of Lime

Put up in sealed tins, $\frac{1}{4}$ lb., $\frac{1}{2}$ lb., 1 lb. and 25 lbs.

This is the Best Article on the Market Without Exception

SPECIAL PRICE TO JOBBERS

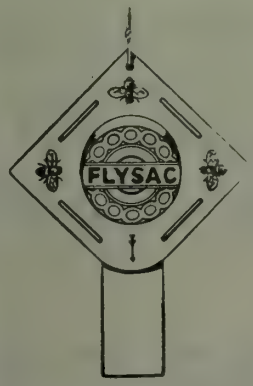
L. CHAPUT, FILS & CIE., LIMITÉE

Distributing Agents MONTREAL

The FLYSAC Flycatcher

The FLYSAC FLYCATCHER has come from England as a veritable boon to housewives and merchants alike in Canada, and is cheap enough to assure exceptionally large sales and good enough to produce repeats.

70 Cents
Per Box of 50 Pieces



$12.75
Per 1,000 Pieces

"FLYSAC" HAS QUALITIES ALL ITS OWN

It is hermetically sealed.
The length of ribbon is securely packed.
There is absolutely no leakage.
It is covered evenly with gum.

Almost 100% profit is assured you on every order. But you cannot afford to delay. If your wholesaler cannot supply you, write direct to

HODGSON, SUMNER COMPANY, LIMITED - MONTREAL

Exclusive agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island

A Clean Soap Proposition

Mr. Grocer---

We had to stop the Press and send our ad. in by 'phone last week; unfortunately, the most important line, telling you of our Soap proposition, got lost in transit; however, we will tell you about it now.

With the retail price of Cake Soaps, fixed as it is now at 6 for a quarter, the margin of profit is practically wiped out; in fact, is totally gone for the average merchant who does not handle enough soap to warrant his buying in the required quantities.

Now, our N.P. bar is a clear cut business proposition for you. It is an honest piece of goods with no fake or fad connected with it. It shows the retailer an honest profit. It gives the consumer by far the best value for the money, both as regards quality and quantity, of any Soap on the market to-day.

Show it to your customers, and test it on the scales, ask them to try a bar; if they are not perfectly satisfied with it, you have our authority to refund their money.

Now, are you handling it? If not, get into line quick. Write right off for our prices.

DAVID MORTON & SONS
Limited

Victor Soap Works

HAMILTON, ONTARIO

Finest Lucca Oil

PINK'S Lucca Oil adds a delightful flavour to the salad, which is appreciated by connoisseurs and liked by everybody.

The name ***Pink*** is synonymous with ***Quality.*** A stock of Pink's goods adds to the prestige of your store.

Apply to our Canadian distributors

The Manufacturers' Agency Co.

Halifax, N. S., C. E. Creighton, Bedford Chambers Boston, U. S. A., General Sales Office, 131 St t

E. & T. Pink, London, England

LAURENTIA MILK

Always Pure, Sterile, Sweet!

Laurentia milk is an absolutely pure, natural milk, having the exquisite taste of cream, and which may be kept indefinitely in perfect condition, without special care.

All the dangers of raw milk are done away with by using Laurentia. You can do a big business. Send for prices. You will be agreeably surprised at the profit there is in it for you.

LAURENTIA MILK CO., Limited

371 Queen Street West, Toronto

Don't Hesitate to Recommend Banner Brand

The natural, delicate, toothsome quality of flavor of Banner Brand Jams is a bulwark of safety for the grocer who fears for the permanency of his over-particular trade.

The factory and equipment are kept exceptionally clean, and the quality of raw material is the best, making a foodstuff of highest standard.

LINDNER & BENNER, -:- -:- TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

WE HAVE SOME SPECIAL VALUES IN

BROOMS

An especially good line is a bamboo-handled, 4-string, at $4.00 dozen

It will pay you to wait for our Travellers

They are carrying samples of lines that will interest you

Also they have a word to say regarding CANNED GOODS for 1912 that should put money in your pockets

A SPECIAL---A Green Ceylon TEA at 18½c. Chest 100 lbs.
Fully worth 22c. Write for sample

EBY-BLAIN, LIMITED

Wholesale Grocers - Toronto

SUN AMMONIA

FOR 25 YEARS THE STANDARD OF STRENGTH AND PURITY

Secure it from your Wholesale Grocer. STUART & FOSTER, Limited, TORONTO

PRUNES

It is getting on to prune time very soon now, for it is generally recognized that the best selling season comes round about the first part of March, and continues well into the summer months, a great deal of course depending on the supply of fresh fruits as to how long and how extensive the season is. We have arranged special sale of this favorite and healthy fruit, no longer despised by most people but boarding house keepers, for it is now the aristocrat of the dried fruit line, and the quality being so much superior to what it was in the recent past, its popularity is almost sure to last. We offer for shipment in two weeks:

90	100	Santa	Clara	quality, 50s	8⅞
80	90	"	"	" "	9¼
70	80	"	"	" "	9¾
60	70	"	"	" "	10¼
50	60	"	"	" "	11¼
40	50	"	"	" "	12¼
30	40	Oregon		" "	12½

25-lb. boxes ¼ higher.

Your orders for any of above sizes solicited.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.

Sells Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

This is the Corn Syrup Season

From now on throughout the colder months of the year Crown Brand Corn Syrup will be used on thousands of tables, and where the grocer is doing his share and reminding his customers of

CROWN BRAND CORN SYRUP

he can place it in the homes of every one of his customers. It is only necessary to say a word or two to make sales; for instance, you can just tell your customers that folks who find that other syrups do not agree with them can eat Crown Brand freely.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

House Cleaning Articles to Feature

Season of Year Here When Merchants Should Endeavor to Sell Such Lines—Brushes, Brooms, Cleansing Powders, Polishes, Lyes, Soap, etc., Among Items that Should be Sold—Window Dressing and Advertising Hints.

Dealers have a splendid opportunity during the next two or three months to increase sales materially by getting behind the best lines of housecleaning articles.

Beginning with March first there comes a feeling among housewives that the spring cleaning-up process is not far distant. This can be helped along by every merchant handling the utensils and auxiliaries for this important work. Create a housecleaning atmosphere about the store by show cards, counter and window displays, newspaper advertising and in personal conversation. Bring on purchasing as early as possible and once the start has been made the time will not be long before everybody requiring these goods will be making inquiries. Stocks should be well in by the first week or two in March—before the 20th at latest.

The Brushes to Sell Now.

As pointed out in a recent issue, merchants as a rule are not giving the necessary attention to brushes for cleaning various articles in the home. There is a large sale for these goods but at present the department stores and mail order house are getting the bulk of the trade.

Bannister brushes for cleaning around the corners of bannisters and other similar woodwork, hair floor brooms and window brushes for cleaning windows are among the good sellers. Then there are cornice dusters for ceilings and walls, glass jar brushes for cleaning bottles, fruit jars, etc., and plate brushes for silverware. In addition to these every dealer knows the necessity of stocking and selling scrubbing, boot and stove brushes at the present time.

When a stock of above brushes is installed the dealer should see that every customer knows he has them and the use and value of each.

Push Good Quality Brooms.

With a brush display brooms should of course be shown. While brooms are in demand the year round, yet many new brooms can be sold at this time. Many housewives wait for this season so as to have a new broom to aid in cleaning operations. It is to the dealer's interest to sell a good quality broom. It will last longer and do better work, which qualifications will in majority of cases insure the sale of the better article.

Mops should be associated with brushes and brooms in any displays that may be made. They will sell more easily now than at any other season.

Cleaning Powders and Uses.

Attention should be given from now on to all powders, polishes, liquids, lyes, etc., that will assist in brightening up the home. Among the goods in the powder line that will sell well now are ammonia powders, dust absorbers, borax, soap and polishing powders.

If these are displayed carefully, both in the window and in the store and the selling points studied so that their uses may be intelligently told to customers—every possible buyer ought to know the value of each—they will sell rapidly. This is no theory; it has been proven too often.

"H. G." Ammoniated Powdered Soap

3 1-Lb. Boxes, 20c.
75c. Dozen
50-Lb. Box, $3.00 } **This Week**

Give it a fair trial and the probabilities are that you'll never be without it. Try it in the kitchen for washing dishes—paints—cloths—in fact, everything requiring cleansing.

If you're not pleased with it there'll be no charge.

Not a cheap washing compound.

It's actually a powdered soap into which ammonia has been incorporated, which increases its cleansing properties.

Space used to good advantage in this small advertisement.

Various Kinds of Polishes.

Stove, furniture, wall, silverware, metal, porcelain, floor, leather and glass polishes form another list of closely associated articles. If possible, demonstrate their uses by window displays.

An instance of where a dealer sold out a stock of metal polish by demonstration came within the writer's experience some time ago. The polish had been lying in his store for months and was considered dead stock. A window display was suggested in The Canadian Grocer which he immediately put into practice. It was a black boiling pot with one half polished by a certain metal polish and the other half dirty. He duplicated the suggestion, placed samples of the polish in the window with a show card and in two weeks had sold the entire stock at original price, making a good profit.

Other polishes may be displayed similarly, for instance, a chair half cleaned with a furniture polish and the other half dirty; one piece of silverware cleaned, another not, etc. Such demonstrations are bound to create interest and sell goods.

Lyes and Liquid Ammonia.

In the liquid line we have lyes, liquid ammonia and furniture polish. Housecleaning ads. should call attention to prospective purchasers of the uses of these goods. Few sales will be made unless the housewife is acquainted with the values of such articles and the retail dealer in whom she always places the utmost confidence is the man who should diffuse the knowledge.

Where practical demonstrations can be made with lyes and liquid ammonia they should be, to give possible buyers concrete examples of their uses.

Housecleaning Gloves.

Not many general merchants have up to the present paid much attention to women's gloves for housecleaning. Mail order houses are, however, doing a big business in this line. Chamois and cotton gloves keep the hands from soiling in washing dishes, cleansing woodwork, stoves, metals etc., and particularly when strong cleansers are used.

This is a line that deserves some experimenting. These gloves could be talked up every time a woman makes a purchase of some cleaning article.

Soap, of course, should also find a place in the housecleaning campaign. It will be more extensively used than at other times and if suggested in the displays it will not be forgotten.

Use Windows and Newspapers.

Housecleaning windows of individual or associated lines should be frequently made in March and April. Care should be taken not to display such articles with tea and sugar or canned goods. It is scientific window trimming to show associated lines, such as brushes, brooms, mops and cleansers, but not to mix all or any of these with eatables.

Newspaper advertisements are necessary for maximum results. Copy that is of the result-getting character, containing some definite information and proposition should only be used.

See that a housecleaning atmosphere is created early in your store. The early bird catches the worm, and do not neglect a housecleaning campaign on your own part.

The Profits on Soap in Percentages

Correspondent Brings Up the Question—What Dealers are Making Who Buy in Twenty-five, Ten, Five and One Case Lots—Large Stores Have Been Getting the Trade, Say Manufacturers.

Editor Canadian Grocer,—Will you please allow me to draw the attention of my fellow business men to the new condition of the soap business. One firm is sending out a card asking us to sell their soap at 6 for 25. Now let us just look at the question and see what we make on it.

10 boxes $4.05 equals $40.50, for which we get 11 boxes. Cost per box $3.68. Now we will sell about 90 of them for 6 for 25c, equal $3.75. 10 cakes at 5c, equals 50c; total $4.25 per box. Profit 57c, or a fraction over 13¾ per cent., and if we sell all at 6 for a quarter, as some would, the percentage would be reduced to about 11 per cent., and a fraction.

Now as the cost of doing business is from 13 to 15 per cent., where is the profit on soap? Now the man who can only buy five boxes, and there are many, has to pay $4.15. His profit is still further reduced, which is a great hardship. It is still harder for the one who can take only one at a time. Five-box lots show about 12 2-3, and the one box lot with no free goods will be so mean I should be afraid to go into it.

Now I claim goods that will not carry cost of doing business must show a loss. We make 57 cents on a box, but if all goods were sold at that rate there would be a heavy balance on the wrong side at the end of the year.

"ONE WHO LIKES A SQUARE DEAL."

Toronto, Ont.

This soap question is a particularly important one at present time and therefore demands discussion. Profits are always an interesting factor and since the problem has been gone into by the author of the above, let us further consider it.

Buying in Largest Quantity.

If a dealer sells 90 bars on the 6 for a quarter basis, and 10 at 5 cents straight, a case will bring him $4.25. If he buys 25 boxes at $4.05, cost will be $101.25 for which he will receive (from some firms at least) 28 cases. Cost per case would be about $3.61. Profit is then 64 cents, or about 15 per cent. based on the selling price.

It is, however, claimed by manufacturers that only a few large dealers will sell such a high percentage at 6 for a quarter. Let us base our calculations on half and half. Fifty bars at 6 for 25c., make $2.08; 50 at 5c, equals $2.50, or total of $4.58. Cost is $3.61, profit 97 cents or a profit of 21 per cent. on turnover.

Other dealers may sell 75 bars at 6 for a quarter and remainder at 5c straight. Sum received would then be $4.37, cost $3.61, profit 76 cents or about 17 1-3 per cent. It must be considered of course that only a small percentage of the dealers in any city or town is able to purchase in 25-case lots.

The Ten-case Buyer.

A larger number purchase 10 cases. Cost under the new prices would be $40.50 for which 11 cases would be received. Cost per case is therefore $3.68. If 90 bars are sold at the low rate and 10 at 5c straight, sum received per case would be $4.25. This shows a gross profit of 57 cents or about 13¾ per cent.

On basis of 75 and 25, profit would be 69 cents or almost 14 per cent. Half and half, the profit would figure out at about 19½ per cent.

Five-case Lots.

If a dealer purchases in 5-case lots and and gets a half case extra, the cost at $4.15 would be $20.75 for 5½ cases or about $3.77 each. If he sells half at the low price and half at 5 cents straight, profit will be $4.58 minus $3.77 or 81 cents. Percentage of profit would therefore be 17¾.

On the basis of 75 cakes and 25 respectively the profit is reduced to 60 cents on $4.37 or almost 14 per cent. If 90 cakes are sold at the 6 for a quarter rate and 10 at 5 cents straight the profit figures at 48 cents on $4.25 or about 11 1-3 per cent.

In Single Cases.

A retailer who buys a single case pays, say $4.15. If he sells it half and half the profit will be 43 cents on $4.58, or less than 10 per cent. On basis of 75 and 25 it would be reduced to 22 cents on $4.37 or a little over 5 per cent. and at 90 and 10 it would go down to 10 cents on $4.25 or 2 ½ per cent. Of course it is not to be supposed that many stores which are only able to purchase a single case will sell such a percentage as 90 to 10 at the low rate.

Where Are You At?

From the above calculation every dealer will be in a position to determine his profit if he knows what percentage he sells at the lowest rate, and his cost of doing business which must be deducted from the gross profit percentages.

As intimated in last week's Grocer we may expect to see another adjustment of prices. It will be seen from our figures that the one-case buyer is not able to make much profit. The most he can get is 17 per cent. on sales and only that when he sells all of a case at 5 cents straight.

Reasons for Decline?

Manufacturers claim that the easing off in prices is not due to decline in raw materials, for while a few of the ingredients have shown a disposition to go down, the majority are still high. The real reason, they say, is to give the retail dealer an opportunity to sell soap in competition with the large department stores which, after quotations went up, still continued to cut prices. This pertains to those dealers who also cut the price below the 5 cents straight. This applies more particularly to the larger cities where such competition is a big factor.

MANY USES TO KNOW IN THE SELLING OF LYE

By Familiarizing Themselves With These, Dealers Will be Able to Sell More During House Cleaning Season—A Window Display and Some Strong Newspaper Ads. Will Help.

The season of year when lye will be used extensively is almost here. Dealers throughout the country should see to stocks and brush up again on the selling points of this important house-cleaning article.

Lye is a useful cleanser. It has more uses than one would at first consider possible. If these are properly placed before customers sales of lye should materially increase. In the house it is used for softening water, for disinfecting sinks and closets, cleaning milk cans, etc., and washing dishes. Manufacturers claim that dishes can be washed much more rapidly if a little lye is added to the water. It will kill roaches and vermin and aids in scrubbing floors, cleaning cuspidors, bath tubs, tile floors, etc.

For outside and other work the following uses are advanced:—Disinfecting drains, washing barrels, removing old paint and frosting from windows, keeping outdoor closets in sanitary condition, cleaning ink off type, spraying trees, etc.

A window display of lye with a show card enumerating the important uses of this article will undoubtedly sell a considerable quantity. An advertisement or two in the local papers will assist.

Uses of House Cleansers Should Be Known

Advent of Housecleaning Season Will Require Dealers and Their Clerks to Know the Uses and Value of Their Goods—Advantages of Ammonia and Dust Absorbers.

The more uses an article has the greater the quantity that can be sold. That is, providing these uses are not known alone to the manufacturere of the line, but to the retailer and purchasing public as well. Therefore it behooves the dealer to become acquainted with every use to which goods may be put that he may put into practice such information to the benefit of his business.

There are many articles the grocer and general merchant display on their shelves which have more uses than he or his customers know of. One line that has recently some to light is housecleaning essentials such as ammonia, cleansers, sweeping powders, etc.

What Ammonia Will Do.

Most retailers know ammonia only as an addition to water for scrubbing purposes. This is generally the only use which they can bring to the attention of their customers. They either do not know or forget to mention the many other ways in which it is helpful to the housewife.

The greatest use of ammonia is of course for softening water, and taking the place of soap to a large degree in scrubbing and washing clothes. It is pointed out by one manufacturere that it whitens clothes and assists materially as a disinfectant and for routing microbes, bacteria, etc.

Many people use ammonia for toilet purposes. A teaspoonful in a basin of water is excellent for a shampoo, or for tired, aching feet; or a couple of spoonfuls in the bath will make it more delightful.

Digest Labels on Cleansers.

In the same manner the many cleansers now on the market will be found to have a varied array of uses, which, if explained to the housewife, will assist in increasing sales. Anything that lessens the labor of the housewife is warmly welcomed by her.

Study the labels on the packages. They were not put there to add to attractiveness only, but also to set forth the several ways in which the article may be used.

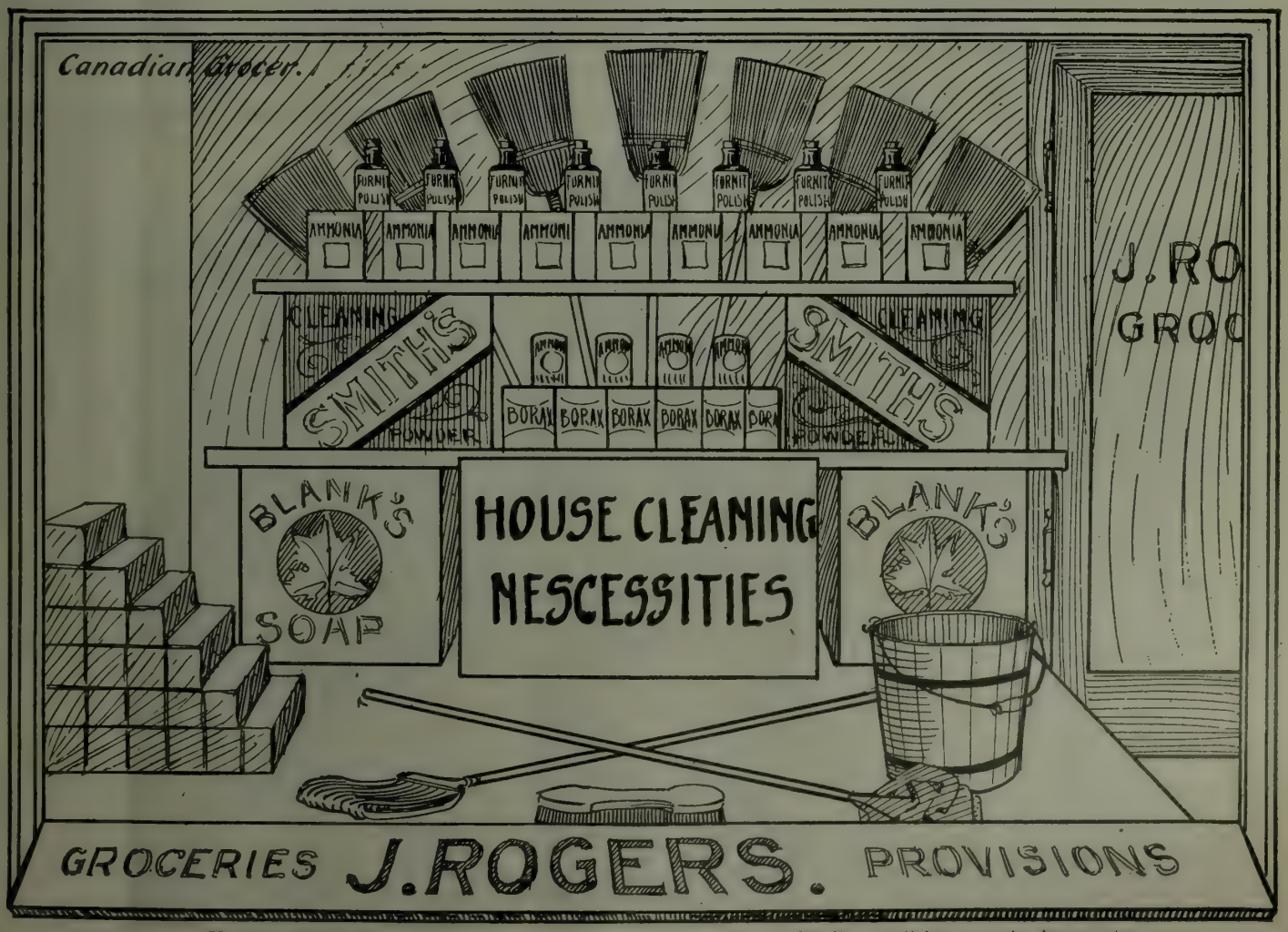
Popularity of Dust Absorbers.

Sweeping powders to prevent dust are fast becoming big sellers with the grocer and general merchant. The old method of stirring the dust up from floor and carpet only to have it settle back once more is losing ground. The housewife wants something that will take the dust and dirt up and leave the object swept bright and clean. This is what these absorbers do and for this reason the dealer has strong arguments to use in recommending them to customers.

The powder literally absorbs and soaks up dirt, dust and germs, and not merely disperses it as in ordinary sweeping. It brightens carpets. It lessens labor. It is not only a germ destroyer, but a disinfectant. These are all strong selling arguments.

A Point on Sweeping.

With most dust absorbers it is unnecessary to sprinkle the entire surface. Merely sprinkle a double handful at any point desired and go ahead. It can be used several times until its basic ingredient is completely saturated with dust. These facts should be pointed out to customers in emphasizing its inexpensiveness.



Housecleaning window suggestion, showing brooms, mops, brushes, furniture polish, ammonia, borax, etc.

B.C. Grocers Have New Goods Committee

Victoria Follows Vancouver in This Respect—When New Line is Introduced Committee Investigates its Merits — If O. K. Goes on It Passes Muster—Victoria Grocers Hold Annual Meeting—The New Officers.

Victoria, B.C., Feb. 28.—(Special)—The annual meeting of the Victoria Retail Grocers' Exchange was held on Wednesday Feb. 14, this being also the date for the regular monthly meeting. There was a large attendance of members. After the reading of various communications, reports were presented from the Treasurer, Auditor, and Secretary. The funds are in good shape, there being a substantial balance carried forward and several new names have been added to the membership roll.

No serious trade questions have arisen in the last twelve months, and the most friendly relations exist with the wholesalers. Secretary T. S. Futcher made a strong appeal for better attendance at monthly meetings, the general custom being that unless trouble, or important questions have to be considered, members do not attend. As pointed out to them, there are many trade details of the greatest importance to know. With the changing seasons certain lines come more to the front and require serious forethought. A talk with one another frequently teaches members a new method, a new house, a better seller, a hint to buy certain goods now. A talk is valuable as to some customer who is not paying up well, is buying less, must be getting goods elsewhere, not bad enough to list as "not good for credit," but a case that wants careful watching.

These, and a score of other seemingly unimportant matters can be discussed, each little detail assisting the management of the modern progressive grocer.

Credit Rating Department.

Fred Welsh, of Vancouver, the president of the Retail Merchant's Association of B. C. addressed the members, telling them of the several branch associations which had been formed since last he talked to them; also other associations of distinct trades, such as hardware, bakers, butchers, etc., had affiliated so as to get the benefits of the credit rating department and obtaining that weight and prominence which so large a body of retail merchants undoubtedly have on questions of freight, legislature, licenses, pedlars, etc.

He thoroughly agreed with the secretary's views as to attendance at meetings. "Get together," he advised and especially asked for a large number at the annual convention of the Provincial association in Vancouver in August next. "Keep it in view and make a point to have one or two days there; the active, pushing, successful retail merchants from all parts of the province will be there, and real profitable information will be theirs who attended.

To Discuss New Lines.

Before closing he recommended a new committee to the Victoria grocers. They had adopted it in Vancouver with the best results; it was for the purpose of investigating the quality, necessity for and advantages of any new lines, which travelers were continually introducing. If the committee put their O. K. to it, it went; if it did not get the O. K., they cut it out.

The elected officers of the Exchange are:—H. Schroeder, president; L. Acton, vice-president; Wm. B. Hall, treasurer; E. J. Wall, A. Thornton and A. Tait, directors.

New Goods Committee.

On motion the members adopted the suggestion of President Welsh, and President Schroeder appointed Messrs. Wall, Thornton, Acton and Harrison as a "New Goods Committee," to investigate and pass on all new goods.

Votes of thanks were passed to the past President and officers for their services during the past year; to President Welsh for attending and giving his address, and, to the donators of several boxes of cigars.

CATALOGUES AND BOOKLETS.

Jabez Burns & Sons, New York, have issued a new catalogue on machinery for coffee and kindred products. It contains 224 pages and is profusely illustrated with cuts of all kinds of coffee machinery, with description of same.

The International Harvester Company of America, have issued a 1912 almanac. It not only includes the usual astronomical calculations but illustrations and reading matter respecting the productions of the company. It contains 96 pages.

CARD PHRASES ON CROCKERY.

Dinner sets you can afford to buy.

Does your plate rail lack a plate.

Ask us the price, they're not expensive.

A piece of china will delight your wife.

Nicely decorated china for your cabinet.

Have you a complete set of cups and saucers.

Nothing better than china for a wedding gift.

Sweeping, of course, is necessary, but some regard should be shown for a customer waiting to be served.

Say Winter Carnival Brought Business

Lindsay Grocers Tell of Increased Trade During the Three Days —"Like Three Saturdays" Claims One—How Event was Managed—Expect Even Better Next Year.

Reference was made in last week's issue to the three-day Winter Street Carnival held at Lindsay, Ont. The Grocer got in touch with some of the Lindsay retail grocers to find just how this worked out.

"It was suggested," said E. E. Robson, manager of the W. M. Robson store, "and successfully carried out by a new organization in our town composed of the young business men called The Advancement Club. During the three days of the carnival every merchant in town was urged to give special prices, and I believe the majority did so. The sports were held on the main street; reduced fares on the railroads were arranged for; stores, private residences and main street were decorated, but the main features were the street parade held daily and the "Made in Lindsay" exhibit held in the town hall. No admittance or entrance fee was charged in any of the events. The prizes were all cash, a fund being established before the carnival was held by subscription from the merchants, private citizens, hotels, etc.

"From every point of view the carnival was a success—favorable weather, big crowds and enthusiasm. Merchants report 'big' business which was the main object of the whole 'show.'

Attracted New Custom.

"With regards to the effect on my own business I cannot speak too highly of the results. Seventy-five per cent. of the business I got came from people who are not regular customers of mine, many of them were never in the store before. Of course I gave special prices —as per enclosed list—but in the majority of cases I sold other goods as well. Further than that, I had some of them duplicate their orders the second and third day."

How People Were Attracted.

Adams Bros., another retail grocery firm, write favorably of the event.

"The writer," says their communication, "attended the first meeting held in the town council chambers to discuss this question. While the attendance was not large everybody seemed to take right hold. Committees and chairmen of committees were appointed and the work went along without a hitch.

"The idea, so far as we know, we believe to be of United States origin, as it has been tried in different towns and cities in the States and with great success. To put it just as briefly as we know how, the plan is to advertise liberally (both our daily and weekly newspapers were in the campaign and did splendid service), have reduced fares on all lines of railway, provide free entertainment, give prizes for best turnouts, comic turnouts, to the farmer drawing in biggest load of people, etc.

"We also put on an exhibit of goods made in Lindsay in our market building, which was lighted, heated and nicely decorated. There were some fine exhibits shown and some were quite a surprise to our own townspeople.

Merchants Did Well.

"From our merchants' standpoint it was an unqualified success. Personally speaking we never had three days in the month of February of such splendid turnover or anything approaching it in our business history. In conversation with one of our brother grocers he said 'it was just like three Saturdays put together.'

"The public responded nobly, trains were loaded, farmers came in from far and near and there was a real good time and lots of business. There was no attempt at faking, we all aimed at giving real bargains and in this way we secured the confidenc of the public and we hope to have still greater, bigger and better time next year. We enclose one of our prize circulars. We hope we have not taken up too much space and wishing you every success with the Canadian Grocer, which we find a very great help to us in our business."

An interior view of Harp's 'Cash Bargain' grocery, Brantford, Ont. Among the equipment may be noticed meat slicer, computing scale and some glass covered display bins.

THE CANADIAN GROCER

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THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

GETTING THE HOUSECLEANING TRADE.

In this issue there are a number of articles bearing on a house-cleaning selling campaign during the next couple of months. The season is almost here when good business will be done by those dealers who make particular and specific efforts to get this trade.

To sell these goods get prospective buyers thinking and talking house cleaning. Create an atmosphere of Spring house cleaning about the store by advance showcards, prominent shelf and counter displays and by personal conversation whenever an opportunity affords itself. Make announcements early that you have all the necessary stock for cleaning the home; that you carry only reputable goods and that you can recommend them. When the actual purchasing time comes you will find not only your regular customers buying at your store but occasional purchasers who have caught the house cleaning fever from you or your clerks.

The articles and illustrations suggest selling talks and display pointers. See that all appropriate to your trade are utilized and improved on.

In this issue too are many advertisements on these goods. They contain splendid selling information which can be put into practice with good results. Somebody in every village, town and city is going to get the biggest share of this trade. Why not yourself?

THE PROFIT ON SOAP.

In November, 1910, manufacturers advanced soap prices chiefly at the request of the wholesale and retail trade. The old prices on most lines were $3.75 for 10 boxes and upwards, freight prepaid; $3.85 for 5 boxes and up to 10 with freight paid. The new prices brought in at that time were generally $4.15 for a single case and less than five; $4.15 for 5 boxes with freight prepaid and $4.05 for 10 boxes and upwards, freight paid.

Soap ingredients were then high in price and it was plain either quotations on soap would go up or size of the bar would be cut down. Retailers and wholesalers made strong representations to manufacturers to have the price raised so that the retail trade would be forced to abandon the old 6-for-a-quarter no-profit selling method.

The new prices brought down meant a profit of 17 per cent. on the selling price if soap were purchased at the $4.15 price and 19 per cent. if at $4.05, because no dealer could sell at less than 5 cents straight and make a profit over cost of doing business.

Again we have new prices on soap which practically insures the 6-for-a quarter retail price. On this basis many dealers at least will not reap as good profits. Actual profits according to the percentage of cases sold at the 6-for-a-quarter price may be seen calculated on another page of this issue.

The cause for any decline in profit is that many retailers, some large and others small, have not rested easily on getting the 17 or 19 per cent. gross margin on sales. They wanted to corner the soap trade by continuing to cut prices with the result that everybody is or probably will be soon competing with them on equal terms. This is one of the evils of price cutting which The Grocer has so frequently pointed out. Price cutters on staple lines may appear to be getting the trade but sooner or later they either go out of business, or someone does the same or goes them one better.

If under the new prices retailers have their profits reduced they have themselves, or some of their number, largely to blame. It is a deplorable condition of affairs when a man will sacrifice time, energy and profits simply to take a little trade away from a competitor for a short period of time.

Profits are small enough now in groceries. They should be improved, not curtailed. The dealer has the power to improve them if he will.

LACK KNOWLEDGE OF TRADE CONDITIONS.

Under the heading "Montreal Gets 1,000 Tubs of Butter from New Zealand," an Ontario daily paper recently published a despatch from Montreal intimating that the butter market would drop suddenly as soon as this made its appearance. The despatch which is exceedingly interesting on account of the unreliability of so many statements, is here printed in full:—

> The price of butter in Montreal will go down with a bang in Montreal to-morrow on account of the receipt to-day by a large wholesale firm of one thousand tubs of butter from New Zealand, which will sell at ten cents a pound cheaper than Canadian butter. Further importations are promised if this experiment is a success.
>
> The importation of this commodity marks an innovation in Canadian methods of combating high local prices, and the great distance which the present consignment is brought indicates that the possibilities of a large business in this way are unlimited. The experiment is being watched with the greatest interest in this city, and it is quite probable that in the near future New Zealand will provide Canadians with a more varied list of commodities at prices below those demanded in this country by producers.

The Grocer stated in its issue of three weeks ago that New Zealand butter was on its way to Canada. It arrived in Montreal all right, and in this particular the despatch was correct. But butter did not go down with a bang. A thousand tubs of butter on a bare Canadian market is only a drop in the bucket and did not affect the market any more than the extra 150,000 tons of sugar the Sugar Conference allowed Russia to export affected the New York sugar market.

Neither did the butter sell at 10 cents cheaper, nor in fact any cheaper. The New Zealand butter was fresh, green grass make, while some at least of ours was storage

stock. It had the result of easing the market slightly for the time being.

The third error was that the importation was an innovation. Canada has, of course, called upon New Zealand for supplies many a time in the past. British Columbia imports it quite regularly.

That there could be a large business done in this butter is probably true—at times. British Columbia, as stated above imports considerable from time to time and Eastern Canada when it needs it. The distance, however, is great, and the chances of loss by a declining market while in transit would also act as a serious obstacle except at times like the present when the conditions are peculiar. The possibilities of importing United States butter at a lower price even after the duty of 4 cents is paid would also have to be considered.

Daily newspaper reports on markets and trade conditions should sometimes be taken with a grain of salt.

USE OF NEW GOODS COMMITTEE.

British Columbia grocers have taken an advanced step in their endeavor to sell only those goods which have merit as regards quality, necessity and margin of profit.

As will be noticed in report of the annual meeting of the Victoria Retail Grocers' Exchange, this organization has appointed a "New Goods Committee" for such a purpose. The idea is that when a salesman attempts to place a new article on the market, he is advised to see the members of the committee. These men go thoroughly into the proposition. Cost, selling price and margin of profit are, of course, the most important. If the retail trade has to distribute the article to the consumer, they maintain they are entitled to a fair commission for their work.

The question of quality and need of the article is also discussed, and when it passes muster with the "New Goods Committee" it has a certificate of honor which very much assists in getting it on the dealers' shelves. If the O.K. does not go on, the salesman has a difficult time explaining to those grocers who are members of the association.

The one thing this committee does which is most commendable—it insures a fair margin of profit. If an article does not bear its fair share of profit, the dealer who gets behind it gives his close attention to it, displays and recommends it, is not a man for the grocery business.

PREVENTING FRAUD OCCURRENCES.

A Vancouver wholesale butter and egg firm was the victim of a clever swindle recently, and one which emphasizes the importance of giving close attention to the receipt and sending out of orders.

The method adopted for obtaining free produce was this. Giving the name of J. L. McTaggart, a Vancouver retail grocer, he telephoned the wholesale house to put some goods on the curb for him and he would call for them. He got them all right, and signed for them. More than $175 worth of butter and eggs was obtained in this manner.

He was arrested, pleaded guilty, but was allowed to go on suspended sentence on account of having a sick wife to care for.

The Grocer has come across many similar thefts. A reader tells of a charcoal deliverer who got stuck on a muddy street some time ago and couldn't get out. He phoned the office, and an official was sent to relieve the situation. The charcoal was unloaded and it was found there were 56 bags more than was charged against the deliveryman.

If all such cases could be known, we venture to say the list would be a lengthy one. While in some cases it would at first be almost impossible to detect these inconsistencies, yet a strict system would serve to prevent many.

PREPARE FOR FLY SEASON.

In spite of the severe storms that have recently visited us, the sun is daily getting stronger. Some of these days spring will be here and before it is on the wane, we will have the troublesome housefly for another season.

Dealers should bear in mind that the crusades against this pest are awakening more and more interest every year. Medical health officers are strongly urging the people to "Swat the fly," and doctors are telling of the dangers it is liable to bring with it.

All of this means that the dealer should be prepared when the season arrives. Stocks of fly poison, sticking paper and other catchers should be planned for early. Have it in readiness when the time comes and let the people know early you are prepared.

EDITORIAL NOTES.

Now is the time to sell fish. Lent is passing rapidly.

* * *

Every retail grocer interested in proposal to form an Ontario Retail Grocers' Association should lend his aid at once.

* * *

The United States "sugar trust" investigating committee reports to the government that a sugar trust exists. The courts will, no doubt, soon be full of sugar talk.

* * *

If it be true that the English Co-operative Societies were largely established because the people wanted pure foods, then Canadian retail grocers should take the hint and prevent them from becoming established in this country.

* * *

In Vancouver and Victoria, B.C., the Retail Grocers' Association have committees to investigate the merits of new goods being placed on the market. When the O. K. goes on retailers are assured of quality, necessity for and profit.

* * *

The severe snow storms of the past ten days or more blocked country roads and kept farmers from marketing eggs. This prevented any noticeable decline. Thus does the weather man show his authority over the character of our breakfasts.

* * *

It is estimated that the sugar, from the bottom of tea and coffee cups which finds its way down the sinks of Canadian residences amounts to a good many thousand pounds in a year. This may have something to do with the cost of living.

* * *

No doubt many grocers have good window photographs which would reproduce well in The Grocer. We are desirous of getting as many of these as possible. We want as many good pictures as we can get of windows dressed by dealers or their clerks. It costs you nothing to have them reproduced.

An Analysis of a Year-End Statement

Dealer Should be Certain to Include Everything in Expenses —Then Add Something on for Good Measure—Charge Your Own Supplies at Regular Prices.

By Henry Johnson, Jr.

For six or seven years I have reviewed this merchant's statements. I think he is naturally a pretty good calculator and only his innate modesty leads him to give me any credit. I like his continued confidence, however. Here is his latest letter:—

Jan. 13, 1912.

Henry Johnson, Jr., Canadian Grocer.

Dear Sir,—I will enclose on a separate sheet some figures from the results of my business last year. Do as you please about publishing them, and say what you please; but do not use my name.

I take a great deal of interest in your department, and am sure that I get a great deal of good out of it.

If you are actually in the business now, I would like to know where it is.

I noticed in the big stores in Blank, a few days ago, that a large proportion of their goods was exposed to dust and fingers; how do they get around the pure food law?

Yours very truly,
M——F——H——.

The Women Buy Them.

Concerning exposed goods, have you not noticed that goods which can not only be seen but sampled and handled always sell the more freely? I find it so. Women will talk a lot with their mouths about purity, cleanliness, sanitation, etc., but I observe that those same women will buy liberally and regularly figs, prunes, rice, etc., which are exposed; and not only those goods which subsequent cooking will sterilize, but cakes and cookies will fare the same way. I do not know the regulations of the city of Blank; but perhaps it is a sort of law unto itself, as so many other cities are.

And here is his statement:—

Invoice Feb. 1911, not taken this year yet, stock...	$3,037.43
Fixtures...	1,151.21
	$4,188.64
Merchandise purchased last year...	$25,203.86
Freight and dray on same	596.71
	$25,800.57
Cash sales for the year ... (I never count it until I get it!)	$29,890.00
Expenses:	
Clerk and driver... ...	$ 1,080.00
Extra help	$ 77.50
Rent...	360.00
Advertising...	112.80
Horse feed...	117.50
Shoeing and repairs ...	46.98
Fuel...	20.00
Lights...	41.50
Ice...	35.56
Insurance...	27.90
Postage...	14.85
Interest at bank...	38.05
Night watch, paid in part by merchants, part by city...	7.50
City water...	3.00
Taxes on stock...	36.92
Sprinkling...	7.75
Oleo license...	6.00
Telephone and toll	37.10
Sweeping compound... ...	8.75
Band concerts, (belongs properly to advertising...	10.00
Miscellaneous:	
Brooms, broken glass and lot of little things	85.94
	$2,185.60
My salary, taken out each month...	$75.00
Groceries taken home for my own family not included in sales. Of these I do not make any account.	
Additional fixtures bought during the year:	
Cementing cellar	$ 65.00
Gasoline tank...	163.05
Three scales...	163.00

We have tried to get a union delivery but have not succeeded yet. Also tried early closing, but never started it until since middle of November last, we close 6.30.

* * *

Some Instructive Points.

The first three sets of figures, Stock last inventory, Fixtures at that time, and Goods purchased with transportation on same, are useful to me now only as they indicate probable total investment. I cannot use them to better advantage until I have this year's figures for comparison. But a few interesting and instructive things can be gleaned from what we have.

First, let us add a few things to the expenses listed above:

Amount brought down...	$2,185.60
Proprietor's salary	900.00
His groceries, probably...	200.00
Total Furt. & Fixt., this new stuff added to last year's 10 p.c. depreciation, ($1,542.26)	154.23
Figuring $6,000 total investment, 6 per cent., thereon...	360.00
Gives us a total of	$3,799.83

For the sake of easy figuring, let us say his sales were $30,000. Then we find that total expenses, as above fully listed, work out a ratio of 12.66 2-3 per cent., which is surely very good. Still, we shall probably find that we need all this and then some, for there are various "little things," of which we have no account. There is 20 per cent. depreciation on horses, wagons and harness, for instance; and then I am inclined to think he has more of an investment than $6,000. So, just for safety's sake, for good measure, let us add 1.34 per cent., or $402 more, and then we shall have 14 per cent. All over that $4,2[illegible] is probably net, clean margin-velvet, or true PROFIT.

M—F—H, should have 3 per cent. to 5 per cent., or $900 to $1,500 of such net profit to show on last year's business; but only he and his actual inventory figures can say whether he has it or not. But I am reasonably sure of one thing; that is, that he will not be able to lop off very much of that $4,200 expense account which I have charged up against him if he is perfectly frank and fair with himself.

Check up Family Groceries.

This year let him start up a new good habit. Let him charge to himself everything he takes home. He undoubtedly reasons that he takes a good many things which he would not take if he had to pay full value for them, but takes them to save them, etc. If there is a ½-lb. of mushrooms left over on Saturday night, for instance, he takes those home, though he would never buy mushrooms for his household. No matter about that. Fix a fairly equitable price on everything of that character you take home and pass the charge through in the regular way. Things which are not spoiling are to be charged up at full retail prices. This method will make for clean accounting when next period inventory rolls around.

* * *

I have been much interested in reading Mr. Carson's articles on The Management of a Retail Business. Most of what he says is good stuff—very sound, clear and instructive. His article on Discounts is to my mind, however, wrong on facts.

The Discount Not Granted.

The first error is in indicating that a man can get 2 per cent. discount on all his grocery purchases. The fact is, first, that much the larger proportion of goods subject to any discount whatever,

in the grocery line carries only 1 per cent. for cash, as the time limit is 30 days. Moreover, the time is being curtailed steadily, so that to-day many goods are billed 30 days and some 10 days which formerly were sold on 60 days' time. Second, the grocer can get no cash discounts on fruits, vegetables, butter and eggs; also kerosene and gasoline. Here, too, the lines are tightening all the time. I cannot give statistics, but I should estimate that 25 per cent. of the grocers' stock must nowadays be bought on a net cash basis; another 50 per cent. will not yield more than 1 per cent. discount for ten-day cash. This leaves only 25 per cent. of the total to yield 2 per cent. discount.

Business on Borrowed Capital.

But this is not the worst of it. Every man should be impressed with the value of discounts from every standpoint; and Mr. Carson has admirably brought out these considerations. It is my experience, however, that there is only a theoretical advantage, generally speaking, in borrowing to take discounts. The man who does that is more than liable to find himself doing business on borrowed capital. He will become easy-going with his outstanding accounts and liberal in his purchases. The possible benefit will be completely lost in the much more probable evils of the plan.

I have witnessed very closely the evils of doing business on others' capital; and I want none of it in mine. I have worked out into the daylight of taking all discounts, so I know, too, how that feels. But the work of digging out, of saving, of refraining from buying what our own money will not promptly pay for—those are the things of value and truly worth while.

Canadian Grocery News Done In Brief

Many Businesses Changing Hands — London Retail Grocers' Association Honored—Wethey of St. Catharines Extending—Biscuit Company Registered in Quebec—Food Show for Calgary—Cash Business for Swift Current, Sask., Store.

Ontario.

The Alpha Chemical Co., Berlin, Ont., sustained loss by fire last week.

Allin & Cawker have opened a grocery business in Bowmanville, Ont.

G. W. Reeve, Orillia, Ont., has purchased the Boulton R. Kean stock of groceries.

John Whitley, Prescott, Ont., a subscriber to The Grocer for many years, passed away last week.

Gibson Bros., general merchants, Porcupine, Ont., have sold to Harvey Gibson.

Arthur Miller has purchased the grocery, clothing and boot and shoe business of Craig & Sangster, Tara, Ont.

A. D. Cross, Welland, Ont., has sold his grocery business to Jas. McDermott, of Toronto, and formerly of Alliston.

Harvey Russel & Co., grocers, Fort William, Ont., have sold their business to Archie Black, formerly of St. Thomas, Ont.

Bradley & Son, St. Catharines, Ont., celebrated their thirteenth anniversary in business in February by special anniversary sales.

It is estimated that fish to value of $75,360 was exported from Port Stanley, Ont., on Lake Erie, from May to November last year. Most of this went to Buffalo and New York.

Gordon Lamotte, the young man who was committed for trial by Magistrate Noble, of Strathroy, Ont., on a charge of holding up J. A. Pedlow, a grocer there, at the time, taking his keys from him and robbing the store, tried to break from gaol in London, Ont., with another prisoner but was caught.

Norman McLeod, President of the Retail Grocers' Association, London, Ont., and Harry Ranahan, Vice-president, have been elected to the Western Fair Board. This is the first time in the history of the Fair that any representative of the Grocers' Association have been elected to the board.

J. H. Wethey, Limited, St. Catharines, Ont., has decided to erect a larger factory. They will build in the north portion of that city and instal a larger plant to be better equipped to meet their trade. In addition to the continuation of the manufacture of mincemeat, they will likely branch out into other lines.

B. W. Thomas, of Hartford, Ont., for fifty years a general merchant of that place, passed away at his home Tuesday night of last week after a short illness. He was born in Pen-y-cwm, Pembrokeshire, Wales, 85 years ago. He served his apprenticeship in Haverfordwest, afterwards holding positions in Liverpool and London. He came to Canada in 1858 and entered into business with his brother James in Hamilton. From there they moved to Cayuga, carrying on a general business. In 1862 he came to Hartford and bought the stock of Robert Gaynor who had assigned to Adam Brown, of Hamilton. He was appointed postmaster in 1864 which he held till his death. One of his sons, R. J. Thomas, has been associated with his father for the past 20 years and will continue the business.

Quebec.

The Dominion Biscuit Co. has been registered at Quebec, Que.

The annual convention of Retail Merchants' Association of Quebec is in session this week in Montreal.

W. H. Manders has become manager of the grocery department of Goodwins, Limited, Montreal. He came from Lanark, Ont.

The Brodies Manufacturing Co., Montreal, has been changed to A. W. Hugman, Limited. Mr. Hugman has been connected with Brodies for past five years and prior to that with Maybell & Co., Toronto. W. Rae Wilson, for a number of years with Dearborn & Co., St. John, N.B., will attend to the Maritime Province field.

Western Canada.

The estate of Arthur Dagenais, grocer, St. James, Manitoba, has sold the stock to John Hayman.

Motter & Argue, general merchants, Adanac, Sask., are succeeded by E. J. Motter.

The Saltcoats Supply Co., general merchants, Saltcoats, Sask., is succeeded by Barrow & Jamieson.

Shaw & Davis, grocers, Colwood, B.C., are succeeded by W. & A. F. Frewing.

Calgary will have a food show in April from the 20th to the 27th.

A. Arcand has assumed the management of the Up-to-Date Grocery, North Vancouver, B.C. It will be run on a cash basis.

A. S. Gimpel, proprietor of the Winnipeg Farmers' Store, Winnipeg, announced in a newspaper advertisement a beautiful big picture with every $20 worth of purchases.

Argue & Cooper, Swift Current, Sask., dissolved partnership on February 1, W. W. Cooper & Co. taking over the business. Mr. Cooper has decided to adopt the cash system of doing business and expects to carry it on successfully.

The wholesale grocery business of G. F. & J. Galt, Camrose, Alta., has been taken over by Nash Bros., Grand Forks, North Dakota. Nash Bros. are virtually the owners of the Acme Fruit Co., Calgary, Royal Fruit Co., Edmonton, and the Moose Grocery Co., Moose Jaw. Mr. Forbes will be the Camrose manager. Possession was taken on Friday, March 1st.

A "Darky" who conducted a grocery store put the following sign on his display of watermelons:—

Our choice—25 cents.

Your choice—35 cents.

Advance in English Food Legislation

The Nucleus and How It Evolved Into Present Food Laws—The Many Errors Made From Time to Time and Amendments Necessary to Overcome Them—United States Law to be Discussed in Next Article.

* By W. S. Greening.

One day in the year 1850, a London physician happened casually to examine a specimen of ground coffee with a microscope. Perhaps no one with great intelligence had chanced to do this before; perhaps if it had been done the investigator was not of a curious turn of mind. What this physician found when he examined the particles through the lens, was of such an absorbing and interesting nature that he wrote down the results and the paper was read before a Scientific Society in London.

The "Times" and the "Lancet" then took the matter up. The latter began to make a collection of foods for sale in London, examine them, and if they found evidence of adulteration, published the names of the manufacturers. This created a great sensation and the matter was brought to the attention of the House of Commons who appointed a Select committee in 1855. As a result of their investigations an act entitled "The Adulteration of Food and Drinks Act" was passed in 1860.

Beginning of the Exposure.

The physician's name was Arthur Hassell. He had discovered with his microscope a new principle in food analysis,—a method by which adulteration could be detected by observing the differences in structure between a pure article and an adulterant. His discovery caused the exposure of food adulteration for all time.

One can see how great was the need of such an investigation, when it was found that alum was almost universally used in bread, red lead and coloring found in cayenne pepper, chicory and peas in coffee, and worst of all, great quantities of poisonous colors in confectionery.

With commendable fearlessness the "Lancet" exposed manufacturers both great and small, who were deluding the public with impure foodstuffs, giving first their addresses, and if no admentment was made at the expiration of three months they published their names. Such an outcry ensued, Parliament was forced to take the matter up, and appointed a special committe before whom Dr. Hassell appeared to give evidence. The report of his findings is published in his book on Food Adulteration, which is the first standard book on this subject.

Some of the testimony was striking; notably that of Mr. Blackwell of the famous firm of Cross & Blackwell. He stated that it was a general custom in the trade to boil pickles and vegetables many times in copper kettles in order to impart a green hue to the finished product, but as a result of the "Lancet's" investigations his firm has discontinued the practice. This is a splendid example of the good results of publicity even unaided by legislation.

Early Legislation Incomplete.

The Act of 1860 which resulted, had nearly every possible defect. The onus was laid on the retailer as the actual seller of the adulterated article. The penalty was placed at $25, no inspectors were appointed, no standards named, and no analysts provided. There was merely a general definition of adulteration with no machinery provided to enforce even the clearest and most flagrant offence. How the framers of the Act expected it to bring results is a mystery. It is certain it was a complete failure and remained a dead letter until 1872 when it was superseded by a new Act entitled "The Adulteration of Food and Drugs Act."

This time the penalty was increased $250—a move of doubtful value as the onus was still left on the retail merchant. Inspectors were appointed to collect samples and bring actions against offenders. The question of public analysts was left optional to each municipality. The definition as to what constituted an offence under the Act was left beautifully vague. This time there was some effort to bring offenders to book. but with little success. Without standards it was very difficult for the inspectors to get a conviction.

Another serious drawback was the lack of skill on the part of the chemical experts who belied their name by being unable to swear to the accuracy of their findings when called into Court to give evidence. To overcome this, a Society of Public Analysts was formed in 1874, and this Society began, crudely to be sure, to make a set of standards covering butter, milk, cocoa, vinegar, etc.

When Compounds Were Allowed.

It was evident that the law on the subject was anything but satisfactory, and once again Parliament took the matter in hand. In 1875 a law was passed which still remains on the Statute Books although it has been repeatedly amended. A really good definition of an offence was inserted; inspectors and analysts were appointed. The enforcement was left in the hands of local authorities, but with an appeal to Somerset House. A new feature was the proviso that mixtures of harmless foods such as cocoa and arrowroot could be offered for sale if labelled "mixture" or "compound." It really seemed a good law and likely to be effective, but it took the cuteness and proverbial "canniness" of the Scotch legal mind to ingeniously evade this law by a clever argument.

The law stated that "no person shall sell to the prejudice of the purchaser any article of food or any drug which is not of the nature, substance and quality of the article demanded by the purchaser." To have a clearer understanding of this, substitute the word "harm" for "prejudice." It was argued that when an inspector purchased a sample he did not himself eat it but took it to an analyst. The inspector was not harmed as he did not actually consume the food, therefore the offence was not complete, without it being to the prejudice (or harm of the purchaser. The hard-headed Scotch judges of Edinburgh declared that the offence on this account could be "brought home to no one." We can easily see that a judgment of this sort rendered in one case, quickly blocked the course of justice in succeeding cases of inspectors who had purchased samples.

Onus Off Retailer.

It was evident the Act had to be amended before it could be effective, and this was done in 1879. The "prejudice" question was settled by a change in definition. Some standards were introduced for the first time in any legislation, and most important of all, the onus was shifted from the retailer to the manufacturer or wholesale dealer, if the former could produce a warranty that he had bought the goods he was offering for sale, had been sold to him as pure. With these changes the law worked very well on the whole, but minor difficulties arose from time to time which had to be settled by amendments or judicial decisions.

* Mr. Greening, the author of this important series, is vice-president of the Pure Gold Manufacturing Co. He will go into the question fully, explaining in future articles the scope of the United States and other pure food laws.

One of these was the curious decision that the Act did not apply to Baking Powder as it was neither a food or a drug. This had to be amended by the total prohibition of alum in food. Another was the abuse of the word "compound" in the case of chicory in coffee. A sample was found containing 40 per cent. chicory but as it was labelled "compound" the defendant claimed he had not infringed the law. The Court held that amount of chicory was excessive and fined the offender.

A special Act had to be passed in 1887 to regulate the margarine trade.

Adulteration Was Disappearing.

It was not until 1894 that Parliament appointed another Select committee. Their report was on the whole gratifying. They found that the Act had worked well and that most of the forms of adulteration which had flourished prior to 1875 had disappeared. Conditions had steadily improved as was shown by the ratio of adulterated samples to the total number collected, having fallen from 16 per cent. to 8 per cent. They recommended, however, that the onus be placed more on the manufacturer than before; that the fines be made much heavier; that imports be more closely inspected and impure goods refused entry, and that steps be taken to fix a complete set of standards of purity and that these be incorporated in the Act.

These recommendations were incorporated in another Food and Drugs Act of 1899. Unfortunately, this new Act did not supersede the previous legislation but merely attempted to remedy existing defects, so we have the curious spectacle of five acts on the same subject, all in force at the same time. That the result is at all satisfactory speaks volumes for the fairness and justice of the English law courts.

Wise Plan to Enforce Law.

To supplement the work of the local authorities a permanent committee with the rather picturesque title of a "Roving Commission" was appointed to travel over the whole country and see that the law was enforced. The expense was borne by the local authorities—a wise provision, as it made each municipality anxious to avoid the expense of entertaining this Commission; by enforcing the law on their own account.

In the next year came the famous arsenic poisoning case in the Midlands. Over 6,000 people were affected and there were many deaths. After some investigation the beer from two breweries was found to contain a large percentage of arsenic. The matter caused a tremendous sensation and a Royal Commission headed by Lord Kelvin, was appointed to look into the whole matter.

They reported the brewers to be entirely innocent, the arsenic being the result of the sulphuric acid used in the bleaching of the malting sugar. This acid had been supplied to the brewers by a firm who were not aware of the purpose for which it was intended. The whole matter was the result of ignorance and does not properly come under the scope of this article, but the results are important. The whole question of preservatives in food was investigated, with the result that formaldehyde was prohibited. Salicylic acid and boric acid were allowed in small quantities, the amount being definitely restricted.

Court to Change Standard.

It will be seen from the above that Great Britain has gone a long way towards the solution of her difficulties, but the machinery for enforcement of the various Acts is still rather crude. It is generally agreed by writers on the subject, that the most crying need is a permanent High Court of Appeal, something along the lines of an Admiralty Court, vested with the ultimate decision on all matters in connection with food legislation. This court should also have power to fix and change standards if necessary.

There is no question that fraud and adulteration are decreasing in Great Britain, but the whole credit for this must not be claimed by the authorities. The rise of the Co-operative Societies—one of the most remarkable phenomena of the last half century—has helped because there is no incentive for them to sell any but the best and purest goods.

This is a point which should have the serious consideration of the retail merchants in Canada. One of the most potent factors in the success of the Co-operative stores was the fact that before they were started adulteration was so common in Great Britain that thousands of people joined on the plea of pure food alone.

Then England is a great exporting country and export business has to be built on the foundation of purity and quality, so the great firms could not afford to make impure goods at all—even for the home market.

Finally, in England the retailer has a further protection under the common law—a suit for damages against the manufacturer or wholesaler who sells him impure goods.

How Retailer is Protected.

The principal points to be remembered are: Firstly, that the enforcement of the Acts is in the hands of local authorities in England. Secondly, the onus is on the actual seller of the goods; e.g., the retailer. Thirdly, convictions are easy to obtain under the Act, so that the retailer need not be deterred by law costs in defending his rights; and lastly, the practice of obtaining a warrant of purity from the manufacturer is universal and affords perfect protection for the retail merchant.

In my next paper I will deal with food legislation in the United States.

A Judge for Commercial Cases Only

Suggestion Made by Speaker at Last Meeting of Ontario Division Canadian Credit Men's Association in Toronto—Portion of Talk on Commercial Law—Assignment Act and How It Used to Work Out.

By A. G. McMaster.

Not so many years ago it was quite customary for wholesale merchants and manufacturers to act in a manner almost hostile towards each other, and the moment a retail merchant appeared to be in difficulty it was the custom for an individual creditor to endeavor to get security or persuade the debtor to sell out and pay that creditor in full or otherwise to procure in some manner an advantage over the other creditors.

To this end lawyers with a good knowledge of the Assignment Act and Insolvency Law, made many hurried trips about the country and devised many curious means of getting around the provisions of the statute for the prevention of preferences, a statute which the creditors should have realized, as no doubt they now do more and more realize, that they, as merchants ought to be the last to endeavor to circumvent, and which they ought to seek to make more and more effective and stringent.

The Old Method.

Many of these devices were ingenious and curious and from time to time were met by amendments to the Assignment Act. For instance, there was so-called common law assignment—a favored creditor got speedy judgment and execution and then the debtor would be induced to make an assignment leaving out some of his assets so as to make it an assignment under old common law and so as not to come under the act respecting general assignments for the benefit of creditors. Thereupon the assignee

would proceed to sell the assets only to find that he must pay off the execution creditor before he could make title.

Another favorite act to be evaded was the "Chattel Mortgage Act." It provides, as you know, that all mortgages of chattels where immediate delivery of possession is not made, shall be registered. The court in a desire to do justice in a particular case where everything was honest and above board and where the enforcement of the act no doubt seemed a hardship, held that a man who had bought a half interest in a horse did not require to register his bill of sale because the court said that since under the act one had the alternative of either delivering possession or registering a bill of sale, it must apply only to cases where delivery of possession could be made and you could not very well deliver possession of half an animal.

Wanted to Avoid Publicity.

That seemed fair enough in the particular instance, but the decision had not been long on the books until a gentleman of the bar was asked to draw for a wholesale house a chattel mortgage on a debtor's stock, and was asked to avoid the publicity of registration. He, therefore, decided not to take a mortgage on the debtor's entire interest in the stock, but to take it on nineteen-twentieths, or something of that sort, and then claimed that it was unnecessary in view of the decision above referred to, to register the mortgage.

You will see from these two cases how a very innocent decision intended by the court to do justice in particular instances may end by doing a great deal of harm and in spoiling altogether the effect of preventive legislation. It is this tendency of human nature not to enforce a statute too strictly in particular instances where it seemed a hardship to do so which has made our Assignment Act in so far as it attempts to put a stop to preferences much more inefficient and useless statute than it should be. It has led to the ridiculous construction which holds that when an Act of Parliament says a transaction shall be void, it only means voidable.

Protection From Assignee.

Every assignee, too, under the Assignment Act should give security, and the assets of the estate should not vest in the assignee or at all events he should not be able to deal with them or make title to them until he gave such security. In many cases people act as assignee who have no financial standing at all.

Another spot for improvement would be the provisions as to preferences under the Assignment Act. There has been a great deal of litigation over these provisions and a good deal of money wasted trying to upset fraudulent securities.

Had the Act been construed strictly by the courts it would have been useful but owing to the tendency to help people out in particular instances that I have mentioned, or owing to some peculiar frame of mind, which leads the judge to dislike to find a transaction fraudulent where it is not morally wrong but only forbidden by statutes, the act has been continually cut down in its effect.

Judge for Commercial Cases Only.

Evidently a time has come when mercantile creditors are no longer seeking preferences over each other, and the people who are now getting or attempting to get preferences are principally relatives and friends of the insolvent, sometimes on claims not too well established and not too honestly made, and within thirty days of an assignment. I think securities for such claims should be cut off absolutely whether they are honest or dishonest and without leaving the court any discretion. I emphasize the necessity of taking away from the courts all discretion in that connection. There is one thing which since it is impossible to get a bankruptcy act and a bankruptcy court would assist considerably in this province, and that would be a judge sitting continuously to try commercial cases, and if possible a commercial court. It is said some new judges are about to be appointed and if instead of a politician they would give us a man with some knowledge of mercantile business to deal exclusively, quickly and expeditiously with mercantile cases it would be worth thousands of dollars. This is not a novel idea; they have it elsewhere and we should have it here for the advantage of particular interests of various kinds.

PROGRESS OF ONTARIO GROCERS' ORGANIZATION

Request Made of Secretaries and Presidents of All Town and City Associations to Get in Touch with W. C. Miller, Toronto —London Grocers Working Hard.

Toronto, Feb. 29.—(Special).—Negotiations are still going on among different retail grocers associations concerning a provincial organization.

W. C. Miller, past president of the Toronto association, and who is a member of the local committee on this question, has received a number of letters, among them an encouraging one from James McKenzie, secretary of the London association. The Londoners are working strongly for the Ontario organization. They are anxious to adjust such matters as the Scale Inspection Act, the garnishee law, to have more power to confer with wholesale grocers and manufacturers re trade questions in which their interests are bound, and to watch more closely co-operative store legislation.

Mr. McKenzie pointed to statements made by certain manufacturers to the effect that the retailers would be forced to handle their goods.

"We want to show them," he intimates, "that we retailers can and will sell those goods that we want to sell—the goods of the manufacturer who co-operates with us."

The project of forming a provincial association is therefore going merrily on. W. C. Miller, whose address is 632 Yonge street, Toronto, wants to get in touch with the secretaries or presidents of associations in Ottawa, Hamilton, Guelph, Brantford, Galt, Sarnia, Windsor, Chatham and any other town or city where there is an organization. When he has heard from these the question of convening and going into the plans of organizing will be taken up.

All retailers interested in the proposal are requested to communicate with him at once.

UNIQUE AD. ON BANANAS.

The cheapest of pure and nutritious foods. Put up and sealed by nature in a dust and germ proof package.

J. H. Bogart, one of the veteran grocers of Chatham, Ont., has sold his business to E. R. Kiddicott, of London, who is now in possession. Mr. Bogart has been in business at the present Queen St. stand for some 30 years, and prior to that for six years on King St. He is taking a position with the new proprietor.

A project which may have an effect upon the bean situation in Western Ontario, is under way. The Lambton Bean Elevator Co. is being organized, with leading farmers as stockholders, the purpose being to build a modern elevator at Petrolea, Ont., and equip it with machinery for handling beans. The provisional directors are Edward Hyatt, Horatio Porter and Wm. Kells.

Harold M. Scott & Co., have bought the Maple Leaf Grocery from W. J. Wilkins, Tillsonburg, Ont.

Latest Review of the Grocery Market

Trade in Some Parts Handicapped by Heavy Snow Storms — Sugar Market Awaits Further Developments in Cuban Crop Situation — Prunes Firmer in Montreal—Evaps Continue to Steady in Price—Big Demand for Beans.

QUEBEC MARKETS.

POINTERS—

Prunes.—Firmer market.

Evaps.—Steady.

Sugar.—Waiting market.

Montreal, Que, Feb. 29.—Business is gradually assuming larger proportions as the winter wanes. A big obstacle during the past couple of weeks has been the severe snow storms which in many cases have tied up the country roads, preventing country people making their usual trips for groceries and provisions. Collections are reported fairly good and business generally fair.

There is little commotion in many of the grocery markets. Sugar remains firm and prunes this week show a slight advance. Evaps are firm as are also beans.

SUGAR.—It is a hold-off market in sugar. Cuba crop developments are of much importance. More favorable conditions there would have the effect of weakening speculators' ideas. Unfavorable conditions would have a contrary effect. The volume of demand is also a factor in the market.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, Imperial	5 40
Granulated, Beaver	5 45
Paris lump, boxes, 100 lbs.	6 35
Paris lump, boxes, 50 lbs.	6 45
Paris lump, boxes, 25 lbs.	6 55
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—These lines are meeting with a good retail demand, conditions being especially favorable for their sale. The Lenten season also aids in this regard.

Fancy Barbados molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	0 40	....
Corn syrups, bbls.	....	0 03¾
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
Cases, 5-lb. tins, 1 doz. per case	....	2 75
Cases, 10-lb. tins, ½ doz. per case	....	2 65
Cases, 20-lb. tins, ¼ doz. per case	....	2 60

DRIED FRUITS.—The prune market is strengthening somewhat, wholesalers quoting prunes about 10 per cent. higher than old quotations. Evaporated apple market cannot be expected to go lower this season, while raisins also present a strong front. While the currant market has been easier it is only a temporary characteristic. Primary situation denotes future strength.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¾
Prunes—		
30-40	0 16	0 18
30-40	....	0 15
40-50	....	0 14
50-60	....	0 12½
60-70	....	0 12
70-80	....	0 11½
80-90	....	0 11
90-100	....	0 11
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¾
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Demand from the retail trade for teas is fair. Markets are steady. Ceylons and Indias have lost none of their steadiness. Indeed all primary markets are ruling steady.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Buying of coffee appears to be on a hand-to-mouth basis, both on the part of retailer and jobber. There are no special features having bearing on retail prices to report.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—In primary markets, allspice presents perhaps the greatest strength at present. Primary markets on ginger are slightly easier. Cloves and cassia are steady. Local demand is fair.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 36
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Apart from shelled walnuts and almonds little is doing in the market. The season for large peanut demand—the ball season—is slowly approaching, but at present nuts in shell are not moving with any great degree of briskness.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Mayette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 12½	0 13
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

RICE AND TAPIOCA.—There is only a routine present business in these lines. For Mar. 15 and May 1 delivery, local mills are quoting lower values on some grades of Rangoon rice. Tapioca is steady.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

CANNED GOODS.

TORONTO.—Different jobbers have different reports to make in regard to movement of canned goods. There are those who note an improvement, while others state that it is a little early yet for any big demand. Some retailers who did not purchase heavily last fall are finding it necessary to replenish stocks of some lines.

One thing is true and that is, retail trade are finding an appreciable demand for canned goods. Canned fish are do-

ing well on account of Lenten demand. High prices for salmon is causing a larger demand than usual for ½s. Scarcity of vegetables is helping the sale of the canned article.

ONTARIO MARKETS.

POINTERS—

Evaps.—Higher.

Dates.—Firmer.

Beans.—Stronger.

Matches.—One firm reduces prices.

Paper.—Rumor of increased discount.

Toronto, Feb. 29.—The wholesale grocery trade has experienced somewhat dull period during past week or so. This lull in business is due mostly to recent heavy snow storms throughout the province. With streets heavy with snow and country roads badly blockaded, the consumer is more inclined to toast his toes before the fireside than to brave the elements in an endeavor to pay the merchant a visit. The retailer's trade has therefore suffered and accordingly that of jobber. Country travelers have also been held up by heavy storms, and have been unable to cover their routes on schedule time. Complaints are heard this week from wholesalers in regard to slowness of deliveries. Snow blockade of trains is partly responsible while transportation facilities here are still said to be inadequate.

Sugar market is awaiting further developments in Cuban crop situation.

The new sugar package costs retailer 30c per cwt. more than best refined. That is, each package costs 1½c more than the same amount in 100 lb. bags. There is no set selling price for it. Local brokers are now booking Barbadoes raw sugar, some of which is now on the way. Opening price was slightly over 1 cent per pound above last year's opening figure.

One Canadian manufacturer has announced lower prices on number of brands of matches. The decrease in price is 10 to 15 cents per case.

There are rumors this week of increase in discounts on paper and paper bags. No definite announcement has been made, but there has however been some talk of allowing larger discount to the trade.

SUGAR.—Sugar market is a waiting one. At present it is steady and depends largely on outcome of Cuban crop. This crop so far has been turning out rather poorly and if it does not improve it will have the tendency of firming market as crop estimates are reduced. Any close estimate of the final outturn would be more or less guesswork, however, for better weather from now on might put different complexion on final yield, so that caution is as yet necessary in reducing estimates. Further heavy demand from refiners would probably have a stimulating effect on raw market.

Extra granulated, bags	5 65
Extra granulated, 20-lb. bags	5 75
Imperial granulated	5 50
Beaver granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 05
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 85
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	5 85
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 55
Paris lumps, in 50-lb. boxes	6 65
Paris lumps, in 25-lb. boxes	6 85

SYRUP AND MOLASSES.—Trade in syrups and molasses has been heavy during all winter and still continues on brisk scale. High price of butter is one reason for big consumption of these lines. Lent is conceded as a good season of demand, and reports from wholesalers and retailers bear out this.

	Per case.
Syrups—	
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03⅜
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	.... 0 45
Porto Rico	0 45 0 52
Muscovado	.... 0 30

DRIED FRUITS.—Firmness in evaporated apples and probability of higher market was pointed out last week. The strength is beginning to make itself felt in shape of quotable change, 10½ to 11½ cents being asked this week. Stocks continue to get into smaller compass. In contrast to the Canadian market, values across the border have been on the decline, but prices are not low enough to allow of importations, the duty being 25 per cent.

It has been pointed out before that supplies of dates here were not large. Indeed some firms report next thing to a clean up in half boxes of Hallowes, while full boxes are getting into small compass and firming in price, up to 6 cents being asked now. Package dates are quoted at 7 cents.

The general tone of dried fruits is one of steadiness.

Prunes—	
30 to 40, in 25-lb. boxes	0 15 0 16
40 to 50, in 25-lb. boxes	0 14 0 15
50 to 60, in 25-lb. boxes	.... 0 14
60 to 70, in 25-lb. boxes	.... 0 13
70 to 80, in 25-lb. boxes	0 10¾ 0 11
80 to 90, in 25-lb. boxes	0 10¼ 0 10½
90 to 100, in 25-lb. boxes	0 09¾ 0 10
Same fruit in 50-lb. boxes, ¼ cent less.	
Bosnia prunes	0 09 0 10
Apricots—	
Choice, 25-lb. boxes	0 22 0 23
Fancy, 25-lb. boxes	.... 0 25
Candied Peels—	
Lemon	0 10 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs, 2 to 2½ inches, per lb.	0 09 0 13
Tapnets	0 04 0 04½
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 08¾ 0 09
Evaporated apples	0 10½ 0 11½
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Vostizzas	0 10 0 12
Uncleaned, ¼c less.	
Raisins—	
Sultana	011 0 12
Sultana, fancy	0 14 0 14½
Sultana, extra fancy	0 16 0 17
Valencias, selected	.... 0 08½
Seeded, 1 lb. packets, fancy	.... 0 09
Seeded, 16-oz. packets, choice	.... 0 08½
New Dates—	
Hallowees—	
Full boxes	.... 0 06
Half boxes	.... 0 08
Package dates, per 1 lb.	.... 0 07
Fards, choicest, 12-lb. boxes	0 09½ 0 10½
Fards, choicest, 60-lb. boxes	.... 0 07

TEA.—"It will be a day or two," commented a tea broker this week, "before we see good common tea go abegging at 4½d as it did a few years ago." Indeed, the day of cheap tea is apparently past, for a number of years at least. It is now next to impossible to get a tea to retail at 25 cents that gives a shadow of a profit.

The general tea market holds up well. All primary markets are steady in tone.

COFFEE.—Features of special importance to retail trade in coffee are lacking. New York reports some improvement in movement of spot coffees. Demand from the retail trade on local market appears to be on a fair scale. In face of fact that law of supply and demand does not appear to be governing the world's coffee situation, local wholesalers are not loading up with supplies.

Rio, roasted	0 23 0 24
Green Rio	0 19 0 20
Santos, roasted	0 24 0 25
Maricaibo, roasted	0 24 0 25
Bogotas	0 26 0 27
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Gautemalo	0 25 0 26
Jamaica	0 25 0 26
Chicory	0 12 0 13

SPICES.—A fair trade is being done in general lines of spices. In regards to markets, allspice continues strong with gradually advancing primary market, due to short crops. Cassia holds steady to firm, the China situation as pointed out before having some influence. Gingers are easier on new crop offerings. Peppers hold steady.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	.... 0 12
Celery seed, per lb. in bulk	.... 0 20
Shredded cocoanut, in pails	0 16¾ 0 17¾

NUTS.—Demand for nuts is by no means brisk, but a big demand is not usual at this season. There is a routine trade in shelled varieties. A general tone of steadiness prevails in all lines of nuts.

Almonds, Formigetta	0 15 0 15½
Almonds, Tarragona	0 16½ 0 17
Almonds, shelled	0 34 0 38
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 12 0 13
Walnuts, Marbots	0 13 0 14
Walnuts, shelled, new	0 35 0 38
Filberts	0 11 0 12
Pecans	0 17 0 18
Brazils	0 20 0 21

Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

RICE AND TAPIOCA.—Lower prices as noted last week are being quoted by Montreal mills on Rangoon rice for Mar. 15 and May 1 delivery. New crop will be in by that time. Old crop rice is now being milled. Primary markets for future delivery hold fairly steady.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	....	3 65
Rice, standard B., f,o,b, Toronto	....	3 75
		Per lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

BEANS.—High price for potatoes has been cause of big consumption of beans this winter. They are also used extensively by lumber and mining camps. Market is strong and prices gradually firming under continued steady demand.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 08

NEW BRUNSWICK MARKETS.

St. John, N.B., Feb. 27.—The feature of interest in local market during past week, or in fact for several weeks, has been the steady strength of sugar. Local wholesalers look for an increase before long, while an advance was reported in New York refined stock of 10 cents last week.

For more than a fortnight wheat market in Chicago has been on the decline, and it is here considered that with a scarcity of good milling wheat in Canada the prices may change for an advance almost any time now. The market is reported in a nervous condition. As regards beans, both yellow eyes and hand picked, practically a record price is being quoted, with the former noted at a slight advance over the h.p.

A goodly number of orders are now being received by local dealers for seed, especially in timothy and clover. In the primary markets alsike clover is quoted as having advanced over $2 per 100 pounds and red and mammoth are also higher. Indications are that the run on seed will be quite heavy and wholesalers are advising customers of advantage in making an early purchase for the market is surely going higher even than at present.

Orders are being taken on the canned goods pack of 1912 and once again the advice is "buy early." One firm is offering to its customers as an inducement to their making an early purchase a guarantee of delivery on all orders for new pack vegetables and fruits ordered before March 1 with concession of 2½ cents per dozen under the price listed on opening, and a further allowance of 2½ cents per dozen on all orders of 10 cases and upward.

Eggs and butter have not been so scarce for quite a while as during the last week. The former went up to 45 cents on Saturday and ranged during the week from 30 to 40 cents per dozen, while butter gained such strength as to bring 36 cents for the best stock, a remarkably high price for local butter. The average asked for butter of late has been 30 cents, but the market has gained much strength even in the last few days.

Cheese has also taken an upward tendency, and advanced from one-half to one cent per pound.

Potatoes are scarer than heretofore but no further increase from the $2.50 to $3 price is being asked. A quantity of Irish potatoes for Montreal, numbering more than 3,000 bags, were received here during the week but were so badly frozen in transportation in the old country as to be useless for human consumption.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 25	0 28
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W. grey bag	3 00	3 10
Cheese, new, lb.	0 16½	0 17
Currants, 1's, lb.	0 08	0 08¾
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 70
Cornmeal, bbls.	....	3 85
Eggs, hennery	....	0 35
Eggs, case	0 28	0 35
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 45	6 50
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 75	3 00
Raisins, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 80	5 90
Austrian granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	6 75	7 00

NOVA SCOTIA MARKETS.

Halifax, Feb. 29.—Grocery dealers are now devoting considerable attention to butter and potato markets. Local dealers who have disposed of most of their stock at good prices are now looking around for more potatoes to carry them over until arrival of new stock. Quotations on Irish potatoes have been received here, and also some samples of the stock offered. These potatoes are large and of fine quality, and they can be landed here at fairly low prices. Nova Scotia potatoes are now selling at $2.25 per bag, which is 75 cents per bushel.

With regard to the butter situation there is not much change. Receipts of local stock is only fair, but the threatened shortage has been relieved by importations.

The flour market is a little easier. Shipments now are comparatively light, with exception of some orders for lumber camps. Lard is in good demand, and price is firm.

LETTERS TO THE EDITOR.

Editor Canadian Grocer.—Quite frequently lately I have received along with my invoices little circulars from the Manufacturers Association urging us to purchase home-made goods.

The last was a quotation from one of Abraham Lincoln's speeches to the effect that he did not know much about tariffs, but he did know that when we bought goods abroad the foreigner got the money and we got the goods, but when we bought at home we got both the goods and the money. Now, the other day, when inquiring the cause for the sharp advance in mill feeds, I was told that they were being sent to the United States where they are paying all sorts of fancy prices for them. Now the question occurred to me, what kind of an arrangement is this the manufacturers want? Are we to confine our purchases to Canada when in many cases we can buy cheaper elsewhere, and the manufacturer is to be permitted to sell his product wherever he can get the highest price?

In other words, if it is fair for him to send his goods abroad where they will bring more money than they will at home, is it not as fair for us to send our money abroad whenever it will purchase more goods than it will at home?

Forsyth, jr.

Dartmouth, N.S., Feb., 1912

BUTTER AND EGG DEALERS.

Editor Canadian Grocer.—Please give me the names of two or three butter and egg dealers where I could buy butter in solids to sell out by the pound for table use, as I want to get something which would be cheaper than pound prints.

Burlington, Ont. Grocer.

Editorial note.—Among these are Gunns Ltd., White & Co., Wm. Ryan & Co., The J. A. McLean Produce Co., Fox Provision Co., all of Front Street East, Toronto, and The Swift Canadian Co., West Toronto.

MACARONI FIRMS UNITE.

Three firms manufacturing Canadian macaroni in Montreal have been consolidated. They are the C. H. Catelli Co., D. Spinelli & Co. and Cie. Francaise des Pates Alimentaires. The name of the amalgamated firm is La Cie. C. H. Catelli Limitee.

Quite a Shortage of Milling Oats

Due to Freight Congestion—Unless Deliveries Improve it is Feared Some Mills May Have to Close Down Altogether—Feed is scarce and on the Ascent—County Dealers Buy Flour to Get Feed—Export Flour Trade Quiet.

The domestic movement of flour might be described as fairly free. However some mills note a temporary lull in trade. They point out that the retail trade is quite well supplied for present needs. One reason why many country dealers are carrying good stocks is that they have bought flour in order to get feed which is scarce and which mills in many cases refuse to sell unless a certain percentage of flour is purchased.

Export business in flour is quiet, in fact some dealers note it extremely dull. On account of scarcity of winter wheat, winter wheat flour is high, being above level that would attract European business. Australian flour appears to be offering strong competition against Ontario on European markets.

Cereals show a fair consumptive demand. Rolled oats are steady to firm. Not alone is the raw material holding a steady position, but there is quite a shortage in milling oats at the mills due to the non-arrival on account of freight congestion. Millers state that if the deliveries are not any better during the next couple of weeks than they have been of late, they fear some of the mills will have to be closed down altogether.

Feed of all kinds continues extremely scarce with prices gradually on the ascent. Mills sending out prices hold them good for only a short time. Bran and shorts showed marked scarcity and during February alone prices have in some instances advanced as much as $3 per ton.

Conditions are not working for any improvement in freight congestion. The heavy snow storms of late in many parts of Canada have further increased the difficulty. Both finished product and raw material are being held up.

MONTREAL.

FLOUR.—Export demand for flour is not great but there is a fair call from local sources. Market shows little change from a week ago.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	....	4 30
Manitoba 1st Spring wheat patents, bags	....	5 60
Manitoba straight patents, in bags	....	5 10
Manitoba strong bakers, in bags	....	4 90
Manitoba second, in bags	....	4 40

CEREALS.—Rolled oat market continues fairly strong in view of strength in the oat market. Freight congestion is causing trouble among some as shipments have been delayed.

Fine oatmeal, bags	....	2 64
Standard oatmeal, bags	....	2 64
Granulated oatmeal, bags	....	2 64
Bolted cornmeal, 100 bags	....	1 80
Rolled oats, jute bags, 90-lb.	....	2 50
Rolled oats, cotton bags, 90-lb.	....	2 55
Rolled oats, barrels	....	5 05

TORONTO.

FLOUR.—On the whole there appears to be fair domestic trade in flour for the season. Some millers, however, note a tinge of quietness and state that the trade is pretty well stocked up for present. Export enquiry is quiet, and in Ontario flours, bids are considerably out of line at present. Australian flour is offering strong opposition to Ontario on European markets.

Situation in Ontario wheat is apparently a little easier, due to freer deliveries. Around $4 is the price for straight roller winter wheat flour.

Manitoba Wheat.		
1st patent, in car lots	....	5 50
2nd patents, in car lots	....	5 10
Strong bakers, in car lots	....	4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00
Blended	4 50	5 00

CEREALS.—"There is at least no easiness in the market," was the way miller referred to rolled oats. Consumptive demand in this line is good, the raw material is steady in price and due to freight congestion, mills have little milling oats on hand. Some mills fear they may have to shut down for lack of raw material.

Rolled oats, small lots, 90-lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	2 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

FEEDS.—Feeds continue to firm in price. Bran and shorts are particularly scarce. Prices on these lines have advanced as much as $3 per ton during the past month. Bran is quoted at $25 to $26, and shorts at $27 to $27.50.

CEREAL CO. EXPANDING.

Winnipeg, Feb. 29.—The Dow Cereal & Milling Co., which was recently burned out at Pilot Mound, Man., have purchased a large mill and elevator and considerable additional property at Neepawa, Man., and will continue to manufacture granulated and standard oat meal at their new premises. The mill has a capacity of 700 bbls., with storage room for 6,000 sacks, and the elevator capacity is 75,000 bushels. Neepawa lies west and south of Winnipeg, a distance of 150 miles. Nicholson & Bain, wholesale commission merchants and brokers, own one-half of the interest in this company.

WEIGHT OF PECK OF APPLES.

Regarding a standard weight for a peck of apples which was taken up in last week's issue, The Grocer can now definitely state that there is none. The question has been discussed with the Departments of Agriculture and Trade and Commerce at Ottawa and information gained that no such standard has been fixed.

WHAT GROCERS ARE SAYING IN THEIR ADS.

Peas.—They have a fine flavor and tenderness that appeal to the appetite.

Baked Beans.—Are appetizing as well as nutritious. Good hot or cold.

Pumpkin.—Unusually rich golden color with sweet, natural pumpkin flavor.

Canned Pineapple.—Has the full rich flavor of selected ripe pineapple.

Mincemeat.—Delicious. All of the ingredients and flavoring are the finest and purest obtainable.

A CANNY CANNER.

A canner exceedingly canny,
One day remarked to his granny,
A canner can can anything that he can
But a canner can't can a can can'e?

Vegetable Diets Tax Purse Heavily

All Lines of Vegetables High in Price—Short Crops in Most Lines Last Year—Importation of Irish Potatoes Quiets Excited Market—Celery Scarce and Still Dear—Marmalade Oranges Drawing to an End.

"The vegetarian needs to have a good-sized salary these days," remarked a commission man this week. A glance over the vegetable prices show just how true this is and how heavily the family purse is taxed for vegetable diets as compared with other years. Last year's short crops combined with unfavorable growing weather in that part of the South on which we depend for green vegetables at this season are the principal causes of the high values.

The old staple, the potato, leads off the list at an extremely fancy figure. Last year's short crops is of course the cause of the high prices on this line. Values were making headlong strides upward for a time but with the importation of European potatoes, the market quieted down. Values are expected to hold steady, Holders of stocks in New Brunswick continue firm in their ideas.

Parsnips, beets and carrots are other lines which showed a short yield last year and which have been steadily firming up. Special mention needs also to be made of cabbage and onions, which are well to an end at many centres. In the face of the scarcity of home grown onions, valencias are selling freely at a firmer figure.

Celery is also scarce and high. Canadian stock has been finished for some time. Owing to unfavorable growing weather, offerings of California stock to date have been small and at high prices. Larger shipments are expected along in March. Some Florida celery that came to Canadian markets was only of fair quality.

Marmalade oranges will not last a great while longer. The last shipments for the season have arrived at most markets. The season started a little earlier than usual and the demand has been good, although prices were slightly higher than last year.

While Floridas are the best eating orange just now, the public continue to demand the seedless, being apparently unacquainted with the qualities of the Florida orange.

MONTREAL.

GREEN FRUITS.— "Not moving," sums up the green fruit market for the week. The demand is seasonable, with steady prices for all varieties.

Florida grape fruit is much easier and will offer a decline during the week.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	....	4 00
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas	....	4 00
Tangerines, per strap	....	5 25

VEGETABLES.—The market has not brought forth any changes this week; but promises interesting results before long. The prices all around have experienced no change; but are likely to advance owing to shortage of crops. Onions tend to advance as a result of scarcity offered.

Potatoes are likely to show a decline as the Irish potato imports are becoming stronger.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 25
Carrots, bag	....	1 25
Cabbage, dozen	....	1 00
Cauliflower, dozen	2 25	2 50
Celery, Cal., 6 doz. to crate, crate	8 50	9 00
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
Radishes, dozen	....	1 00
Sweet potatoes, per basket	....	3 00
Montreal potatoes, new, bag	....	2 00
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	5 00	6 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

GREEN FRUITS.—There is a fairly active demand in green fruits for the season of the year. The heavy snow storms of late interfered somewhat with the shipment of goods.

Another supply of marmalade oranges has arrived and is moving out to the trade quite freely. They have sold well this year. The last shipment for the season has now arrived.

Navel and Florida oranges are in fair demand. Although Floridas are the best eating orange, the seedless seem to have secured such a hold on public favor that they are in greatest demand. Stocks of good apples are gradually being reduced.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Marmalade	....	3 00
Florida	....	3 50
California navels	3 00	4 00
Mexicans	2 00	2 25
Valencias, 714's	....	5 50
Valencias, 420's	4 25	4 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	5 00	6 50
Jamaica, case	3 50	4 50
Grapes, Almeria, per keg	4 00	6 00
English hot house grapes, lb.	0 65	0 75
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida strawberries, box	0 65	0 75

VEGETABLES.—The firmness in parsnips was referred to last week. Up to $1.50 per bag is being asked by wholesalers this week. They are extremely scarce, and not only can they be expected to continue high but probably be unobtainable before many weeks have passed. A similar strong situation prevails in beets, carrots, cabbage and home grown onions. Valencia onions are also firmer and higher.

Potatoes are holding their position but the excitement has subsided. Considerable European potatoes have come to this market, settling the situation by supplying the demand. Holders in New Brunswick continue to hold firm ideas. The imported potatoes are being sold at about the same figure as Ontarios.

The Florida celery that came in last week was only fair in quality. Canadian stock has been exhausted for some time. California continues scarce.

Parnsips, per bag	....	1 50
Potatoes, N. B.	1 90	1 95
Potatoes, Ontario, bag	1 75	1 85
Onions—		
Spanish, case	....	4 00
Spanish, ½ cases	....	2 00
Canadian, 75-lb. bags	....	3 00
Sweet potatoes, hamper	1 75	2 00
Mushrooms, 1-lb. boxes	....	0 75
Can. hothouse tomatoes, lb.	....	0 32
New lettuce, per dozen	0 20	0 40
Green onions, dozen	....	0 25
New radish, per dozen	0 40	0 50
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	1 60	2 00
Canadian beet, per bag	1 10	1 25
Cabbage, barrel	2 25	2 50
Carrots, bag	1 10	1 25
Turnips, bag	0 50	0 60
Celery, per dozen	....	1 00
Celery, Cal., per case, 6½ to 10 doz.	....	8 00
Celery, Fla., per case, 5 to 8 doz.	4 50	5 00

Western Grain Storages are Advised

For Purpose of Storing Western Canadian Grain that Does Not Reach Lake Superior Ports Before Cold Weather—Long Hauls in Zero Weather Means Slow Progress on Part of Railways—Serious Situation Now Existing in View of Tough Grain Mixed With Ice.

Staff Correspondence.

Manitou, Man., Feb. 28.—The grain situation through the West appears to be a serious one. The fine weather is rapidly approaching and there are millions of bushels of grain yet in the country, very much of which is tough or mixed with ice. This, unless moved soon, will spoil when the weather gets milder, and to all appearances it will be impossible to handle it all, or nearly all, by that time. Some assert that if the railways supplied all the cars that could be loaded in the next six weeks they could not take out all the grain.

The last few days great quantities of grain have been going by southern routes to Duluth, but it is feared the relief has come too late to save many of the farmers from serious loss.

Railways Behind Development.

In reviewing the situation it is quite evident that the railways have not kept pace with the development of the country in their facilities for taking care of the rapidly increasing products. The situation this year is abnormally serious, but the question is often heard and is quite reasonable: What would it have been if all the land under cultivation last season had produced a normal crop? The product could not have been moved under existing circumstances for months yet.

Another question that is often heard out here and a very natural one is: What of the future? Those who have traveled over the great provinces of Saskatchewan and Alberta and seen something of the millions of acres that have been broken last summer and fall by the traction plows and will be under crop next year can realize in some measure the seriousness of the question.

Great things are being done by the railways in adding rolling stock and motive power, but not in proportion to the increased acreage ready and that will be ready for crop this spring.

Outside Advice Freely Offered.

Many suggestions are being offered to meet the threatening situation, most of them by people who have little practical knowledge of the conditions. The railway magnates are advising the farmers to build granaries to take care of their crop till such times as it can be moved; or are advising them to go into mixed farming and cattle feeding, thus reducing the amount of grain to be carried east in the early season.

Both these propositions have their difficulties. Granaries may be all right if the grain is dry, but in seasons like the past where so much of the grain is tough, a granary is of little value as soon as the weather turns mild in the spring.

Mixed Farming Coming Slowly.

Mixed farming may be one of the remedies of the future, but there are many reasons, which are too long to discuss in this article, why it will not be largely adopted by western farmers in the near future. It will no doubt come, but it will be by the slow process of evolution.

There is one plan, the adoption of which would give great relief and could be made available in a very short time. Under present conditions all the grain is hauled to lake ports and after the season of navigation closes is stored in the terminal elevators at these points. It must be borne in mind that almost immediately after navigation closes the weather in this western country becomes severely cold. The effect of this is that the hauling capacity of the railways is materially reduced, even if there is little snow to impede the progress of the trains. This makes the transportation of grain over the long haul to the lake front a slow and tedious operation.

Storage at Western Points.

The remedy for this appears to be, not the building of increased storage capacity at Port Arthur and Fort William, but the erection of a large storage warehouse at Winnipeg or Brandon, and another at Regina, each of these with drying capacity for tough grain.

It may be urged in opposition to this scheme that there would be the increased expense of elevator handling, but this would be more than offset by the additional capacity of the rolling stock and motive power. It would be a comparatively easy matter for the railways to transport grain to those elevators, compared with what it now is to haul it hundreds of miles to the lake ports when the thermometer is below zero.

Take to Lake Ports in Spring.

This stored grain could then be hauled down to the head of navigation in the spring and summer when a locomotive could handle fifty or sixty loaded cars, while in zero weather one-third of that number is a heavy load and a long, slow and unprofitable undertaking. Such elevators as suggested above would be equally efficient and convenient if the grain went by the Hudson's Bay or the southern route.

If this method had been adopted and in operation now it would in all probability save the farmers of the West millions of dollars this season.—David Williams.

PROPOSED ST. JOHN REFINERY

Atlantic Sugar Refineries Looking Over the Merits of the Project.

St. John, N. B., Feb. 29—(Special)—Norman J. C. Mather, of the financial firm of Murray & Mather, Toronto, was a visitor to St. John last week, and his visit recalled the matter of proposed erection of a sugar refinery here. He said that his firm had made the financial arrangements with the Atlantic Sugar Refineries, Limited, the successors of F. C. Durant, and that he came here to determine the present status of the company's agreement with the city. Mr. Mather was informed that the city council had already voted unanimously against granting the successors of Mr. Durant the desired extension, and the matter of another site was suggested, and is now under consideration.

The Board of Trade Council held a meeting, but made no recommendation pending results of negoiiations for another site along the harbor front. The company, it is said, have had engineers in St. John recently, inspecting properties, and their reports have been favorable. Should satisfactory arrangements be made for the sugar refinery coming to St. John the council will be asked to grant the same terms conceded Mr. Durant with regard to taxation and water supply.

CALGARY CLERKS ORGANIZE.

Expect to Have Thursday Half Holiday Effective the Year Round.

Calgary, Alta., Feb. 28—(Special)—The clerks of Calgary have formed an association wth the following officers:—President, M. Wilson; Vice-President, Geo. S. McKenzie; Secretary-Treasurer, C. A. Washburn; Executive Committee, D. D. Campbell, G. A. Meikle, F. Bauntinheimer and Geo. S. Mackenzie. The committee has visited the Calgary merchants, and reports that they have agreed to close their stores every Thursday at 12.30 p.m., except in weeks in which a holiday occurs, this half holiday to begin the first Thursday in April.

For some time past the above has been in operation during the summer months, but the clerks expect now to make it a rule the year round.

Lenten Fish Trade Now in Full Swing

Sales Start Off Briskly—Weather Conditions in Some Parts of Country Unfavorable—Fish Must be Seen to be Sold—Should be Displayed Prominently—Scarcity puts Firm Tone on Several Lines.

The Lenten fish trade is off to a good start. The opening of the season on Wednesday of last week found a brisk retail demand which is expected to continue. In some sections adverse weather conditions interfered to some extent with trade. Heavy snow storms were responsible for delayed shipments, while blockaded roads in the country prevented customers from getting out to purchase.

It is pointed out by one wholesaler that fish must be seen to be sold. Here is where the phone should be freely used. If the people do not get out to the stores, this is one of the lines that suffers heavily. Dealers should not allow fish to occupy an unimportant place in the store either, but should, especially now, be given full prominence.

Scarcity in many lines resulting in a firming tendency was pointed out last week. Indeed, there are few if any lines which show any overplus. With a continued good demand, prices can be expected to rule firm.

Dealers should not lose sight of the opportunities now presented for sale of fish. "Make hay while the sun shines," is advice which the dealer in fish would do well to follow just now. He should put strong efforts forward to boom sales in this department. Conditions could hardly be more favorable for the sale of this line than they are now.

QUEBEC.

MONTREAL. — The Lenten trade holds strong, with a firm market in most lines. Prices have developed no change during week, and are likely to run on same level for some time. A shortage in cods has been predicted since the beginning of the Lenten season and are now almost entirely off the market. A scarcity of halibut is close at hand.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 08½	0 09
Herring, frozen, per 100 fish	1 90	2 90
Mullets	0 04½	0 05
Pike, round, per lb.	0 05	0 05½
Pike, dressed and headless, lb.	....	0 06½
Steak cod	0 05	0 05½
Mackerel	....	0 10
Dressed perch	....	0 10
Dore or Pickerel	0 07½	0 08
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 09
Extra smelts, per lb.	....	0 14
Lake trout, per lb.	0 08½	0 09
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb..7, 8, 10,	11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New Labrador herring, per bbl.	5 75
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotia herring, No. 2, bbl.	....
Lake trout, kegs	6 00
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs. 7 50	8 00
No. 1 green pollock, per 200 lbs.	7 50
Salmon, B. C., red, bbl.	14 50
Salmon, B. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador,, trcs., 300 lbs.	21 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. brls.,	0 10½

SMOKED.

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 06½
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque oysters, per bbl. 8 00	12 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 20

Standard oysters, which have been scarce owing to the extreme cold, show signs of improvement and a better supply is expected as result of milder weather.

ONTARIO.

TORONTO.—The opening of Lent on Wednesday of last week found dealers pretty well prepared for the good demand which set in. With more favorable weather conditions, it is quite probable that trade would have shown up better. Heavy snow storms, with the resulting crippled freight service and blockaded roads throughout country made for a smaller consumptive demand than would have otherwise been felt. Lenten season is young as yet, however, and wholesalers look forward with confidence.

Steadiness prevails in all lines of fish, as pointed out last week. It is not unusual when the Lenten season is on the wane to see prices ease off on some lines, which dealers wish to clear. Present indications, however, point to no overplus at the end of the season. Pickled trout are noted as in rather limited supply by some firms, while Labrador herrings in half-barrels show a marked scarcity for the season.

FROZEN FISH.

Gold eyes	....	0 05
Pike	....	0 05
New pink sea salmon	0 09	0 10
Whitefish	0 09	0 11
Halibut	0 10	0 11
Smelts, extra, per lb.	....	0 15
Smelts, No. 1, per lb.	....	0 10
Red salmon, headless and dressed	0 11	0 12
Sea herring, 100	....	2 25
Mullets	....	0 04
Bluefish	0 10	0 11
Lake herring	0 03	0 05
Steak, cod, per lb.	.....	0 06½
Flounders, per lb.	....	0 05
Tullibus, per lb.	....	0 05½

FRESH CAUGHT FISH.

Steak cod	....	0 06
Haddock	0 05	0 07
Trout	0 10	0 11

SMOKED.

Kippers, per box	....	1 15
Bloaters, per box	....	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 90
Cod, Imperial	....	0 06½
Quail-on-toast	....	0 07
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65

PICKLED.

Lake herring, per keg	....	4 00
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, bbls.	....	6 00
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans	....	1 25

PREPARED.

Shredded cod, 2 doz pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Skinless cod, 100-lb. boxes, whole fish, box	....	7 50
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NEW BRUNSWICK.

ST. JOHN.—Local dealers are decidedly pleased with manner in which Lent business in fish was opened last week, for sales were brisk on all lines and supply sufficient to meet it. Weather conditions had been conducive to fairly good catches and although no dealer was too well stocked, there was quite enough on the market to meet the trade.

Prices prevail about as usual but with greatly increased demand through Lenten season there is possibility that some lines may be dearer. Clams none too plentiful and fair weather is desired before they are again received in large quantities either from local sources or from the Scotian flats. Lobsters are also in rare supply. The reasons given for the scarcity of lobsters is that high winds and cold weather which have prevailed along the coast have materially affected the fishing, and until mild weather sets in the local market will be unimproved.

NOVA SCOTIA.

HALIFAX.—Since Lenten season opened local dealers have had all the business they can handle. They are handicapped, however, by scarcity. No fresh halibut is offering. There is a small quantity of iced stock on market, but demand for this is only fair. The price is also high, which to some extent restricts sales.

The market is bare of lobsters. No live lobsters reached the local market during the past week. Demand is excellent and dealers cannot get sufficient lobsters to fill orders. Many years have elapsed since such a condition prevailed in Nova Scotia.

Salt mackerel are also scarce. The market for these fish shows a firmer tendency.

There was an abundance of smelts on market last week and they were finest of the season. Haddock and cod are in fairly good supply.

Sales of oysters are large and the demand for smoked fish is unusually heavy. Fillets and finnan haddies are the leaders.

Window Displays Suggested for Fish

How Frozen, Prepared, Pickled and Canned Fish Can be Attractively Arranged—An Actual Display that Sold Goods—An Opportune Time to Feature Fish.

This is perhaps the briskest season of the year for the sale of fish. At least it should be to the dealer who takes full advantage of the opportunities now presented. Favorable weather or other conducive conditions will not of themselves bring to the dealer the greatest possible amount of business. The retailer must introduce salesmanship and selling methods which combined with favorable conditions will work for the greatest amount of trade possible in this department.

Display is an important factor in the sale of any line of goods. This is perhaps more true with fish than many other lines. They must be brought before the notice of customers in order to induce sales. They must also be shown in an attractive manner for unsanitary and unattractive displays will not sell foods to particular customers, and the public are becoming more strict in this regard than in the past. The show window can be used to good advantage these days in promoting fish sales.

Making Frozen Fish Display.

Frozen fish are a good selling line. With this variety some appetizing displays may be made. A catchy window can be made by the introduction of a fish net into the display. It is suggestive. If a mesh net is used it may be draped down from the back of the window and caught up at the bottom so as to hold in a quantity of fish of all varieties. On the floor of the window the several individual lines can be shown separately. Do not forget to set the display off with a show card or two. "Fresh frozen fish for dinner to-day," is a suggestive phrase.

To carry out this fish net scheme, if a large net is not obtainable, several smaller ones each holding a quantity of fish could be substituted.

Shown in Separate Dishes.

Another good frozen fish window recently came to the writer's notice. Each line was shown in separate dishes. These dishes or trays were of white porcelain, making a tasty exhibit. At the front of the window the words, "Fish—a good food," were spelled out with frozen lake herring. Letters can be easily formed with these fish, a certain quantity of which are sold by most grocers.

Customers are not always acquainted with every variety of fish. A good idea might be to show one particular line, not common, have a big show card bearing its name and shortly describing it and its taste and qualities. Considerable interest can in this way be aroused.

Wheel-shaped Design.

Smoked and pickled lines of fish also offer good material for a display. A background might be made of haddies or some similar line hung from hooks at the back of the window. Wheel-shaped displays can easily be made on the floor of the window with salt sardines or salt or pickled herring. Oysters and shrimps could also be placed in this display.

In fish, the dealer has a varied array of lines which may be used for window display. We have also canned and prepared lines. In canned fish we have salmon, sardines, lobsters, herring, smelts, shrimps and anchovies. In prepared we have codfish in its different preparations. These lines can be shown after the style of any canned and package goods display.

Points that Assist.

Show cards can be used to good advantage. In canned fish emphasize the fact they are ready to serve. Point out that fish is a good food and that it is sanitarily prepared.

All kinds of fish and fish foods combined may be worked into an excellent display. It it is possible, it is suggested that the dealer have a painted fishing scene for a background. The addition of a number of ordinary fish poles and fishing lines will give a touch of the realistic. Down either side of the window a wall of canned salmon can be built up. On the floor of the window the different varieties of fresh, frozen, salt and pickled lines may be shown on white porcelain trays. With the addition of catchy show cards such as, "Fish to suit your fancy," the whole should present an attractive display that should sell goods.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Coupon Books.

Editor Canadian Grocer,—Re your articles on The Management of a Retail Business, by H. C. Carson, F.S.S. Where could a merchant procure those coupon books spoken of?

ALBERT C. IDLE.

Irma, Alta.

P.S.—I consider my investment in your paper the best I ever made.

Editorial Note.—The Allison Coupon Co., Indianapolis, Ind., U.S.A., manufactures coupon books.

* * *

Standard Weight to Eggs.

Editor Canadian Grocer,—Is there any Government standard weight to a dozen of eggs? Please settle bet by replying through your Letter Box as early as possible.

A. H. H.

St. John, N. B.

Editorial Note.—Under the Dominion Government's Inspection and Sale Act, section 339, the following appears:—"When eggs are described as sold by the standard dozen, the dozen shall mean one pound and a half."

Produce & Provisions

How Butter and Egg Markets Stand

Importation of New Zealand and United States Butter Prevents Prices Soaring—Canadian Production Supplies Only Small Percentage of Demand—Egg Market Depends on Weather—Eggs Coming From United States—Lard in Good Demand.

Left to the Canadian supply alone, where would butter prices be to-day? Undoubtedly at a higher level than now obtaining, for without importations of New Zealand and United States stocks, an acute situation might now be ruling in this commodity in Canada.

The small stocks of storage butter carried into early winter have been referred to on several occasions. Added to this winter production has been exceedingly light. It, therefore, became evident some weeks ago that left to itself Canadian demand was going to greatly exceed supply. At that time no relief could be looked for across the border, for values were reaching record heights there. New Zealand butter was, therefore, called to the rescue and considerable quantities have been brought in. Now prices in United States have slumped, making possible importations from across the line.

This will have a steadying tendency on market. Canadian production is supplying only a small percentage of demand so that imports are necessary. Indeed country merchants in farming sections are in many cases not receiving sufficient butter to care for their own demand. The fact that other countries are ready with offerings will have the tendency of keeping prices from ascending higher.

Eggs have also had to be brought in from United States in large quantities in order to care for Canadian appetites. Storage and pickled eggs have been off the market for some time and new laids are alone offered. Lent is working for a larger consumption, while the new laid egg itself, once the consumer commences to use it, is such as to further appeal to the consumer's palate.

The weather now rules the egg market. As the temperature moderates, production will increase, and prices accordingly ease. While the Canadian supply is showing up to better advantage of late, it as yet falls far below the demand, and big quantities are being brought from across the border.

Lard is in good demand, the result of the high prices prevailing for butter. Lent is not conducive to a big meat demand but hams and bacon are moving fairly well. Live hogs are steady under limited supplies.

MONTREAL.

PROVISIONS—Market has been devoid of features, prices for all lines being steady with fair local and country demand in hams and bacon. The call for lard is good and the movement of barrelled pork about up to the average. The Lenten season has had no effect on the market, but may develop new features as the season progresses. Hogs are likely to show an advance in price as a result of the short stocks.

Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 00 7 10
Hogs, dressed, per cwt.	9 25 9 50
Pure Lard—	
Boxes, 50 lbs., per lb.	0 11¾
Cases, tins, each 10 lbs., per lb.	0 12¼
Cases, tins, each 5 lbs., per lb.	0 12⅝
Cases, tins, each 3 lbs., per lb.	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12¼
Pails, tin, 20 lbs. gross, per lb.	0 11⅝
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11⅝
One pound bricks	0 12⅝
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08¾
Pails, tin, 20 lbs. gross, per lb.	0 08¼
Tubs, 50 lbs. net, per lb.	0 08¾
Tierces, 375 lbs., per lb.	0 08¼
One pound bricks	0 08½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls	7 50
Plate beef, 200 lb. bbls.	14 50
Plate beef, 300 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER—Butter has been exciting for past few weeks, but now seems to have settled down. The consumptive demand is fairly good, the New Zealand importation going freely. No tendencies towards a decline are yet in sight.

Creamery	0 35 0 35½
Dairy, tubs, lb.	0 28 0 30
Fresh, dairy rolls	0 32

EGGS—The extreme cold weather and heavy snow storms last and this week had a trying effect on egg market, almost resulting in famine due to blocked roads. Dealers found the only means of supplying customers was to borrow from each other. Price advanced 5c, but declined almost immediately. The mild weather of latter end of last week relieved the situation, and the roads clear once more made importations possible. Prices will soon drop to the 30c level, provided U. S. new laid supply runs freely and the weather continues mild.

New laids	0 38 0 42

CHEESE—Cheese market is practically in same shape as it was last week. Prices for the present remain unchanged, but will undoubtedly advance, as stocks have been reduced considerably. The local demand is steady, but greatly modified as result of high quotations.

Quebec, large	0 17 0 17½
Western, large	0 17 0 17½
Western, twins	0 17 0 17½
Western, small, 20 lbs.	0 17 0 17½
Old cheese, large	0 18 0 18½

POULTRY—Poultry has been featureless; the same slow market prevails, with prices as previously quoted. The situation will not vary much until navigation opens in May. Then a little more active market can be looked forward to.

Fowl	0 13 0 14
Chickens	0 15 0 16
Geese	0 14 0 15
Turkeys	0 22 0 23
Ducks	0 18 0 20

HONEY—With a steady market and a good seasonable demand, honey for the week has remained unchanged. The prices stand in last week's position, and no tendencies towards new developments are perceptible.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 09½

TORONTO.

PROVISIONS—A firmer feeling in lard is one of the features of week. As pointed out in our last issue, high prevailing price for butter works for a larger consumption of lard, thus accounting for firmer tone. Some wholesalers whose stocks are being heavily taxed are quoting prices ¼c up. Lent does not work for a big demand for meats, but

hams and bacon are moving quite freely. Hogs are firmer and 10c higher.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10¾	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12¼
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	6 45
Live hogs, local	....	6 75
Dressed hogs	9 00	9 25

BUTTER—Importations of butter from United States and New Zealand brought relief to the butter market, which was fast developing into an exceedingly acute one. Left alone to the supply of Canadian butter, prices would have undoubtedly advanced to higher level than now obtaining. With storage stocks exhausted and Canadian production supplying only a small percentage of demand, relief had to be sought elsewhere. A considerable supply was brought forward from New Zealand, while decline in price of this commodity across the line made possible the bringing in of butter from Chicago. Several houses have brought along considerable quantity, thus having a steadying tendency.

	Per lb.	
Fresh creamery print	0 35	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS—"Purely a weather market" was the way one dealer summed up the egg situation. That is to say, that as the weather becomes milder, production will accordingly increase and prices moderate. For some time now pickled and storage eggs have been an unknown quantity, and new laids have had to be wholly depended on. The Canadian hen falls far below supplying present demand and considerable quantities are coming in from United States. As the temperature moderates, however, Canadian eggs will become a more important factor in supply. As supplies increase, prices will ease.

New laid eggs	0 35	0 38

CHEESE—The cheese situation needs no repetition. Prices are undoubtedly high and are likely to continue so. So strong is tone of market that further firmness would not be a surprise.

Cheese—		
Large		$ 16½
Twin	0 16¾	0 17
Stiltons	0 18	0 18½

POULTRY—Situation shows no particular change. There is not great deal doing just now, but those dealers who handle this line extensively state that movement is fully up to average for the season.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese		0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

HONEY—Demand is moving along the usual lines, not brisk, but fair.

Honey—strained—		
White clover, 60-lb. tins, per lb.		0 12
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		0 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 08
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 25	3 00

F. J. Wood, for fourteen years in the grocery and dry goods business at Petrolea, Ont., has retired. His grocery stock has been sold to A. Scarsbrook, who has moved the stock to other premises. Mr. Wood may remove to the West.

Money Lost in Buying Inferior Eggs

Details of an Actual Purchase Sent to Commission House—Out of 120 Dozen Alleged Fresh Stock 40 Dozen Came Below Mark—Shipper Loses About 3 Cents Per Dozen—Where The Trouble Lies.

A produce firm in an Ontario town recently experienced a rather unpleasant transaction, one which is of frequent occurrence and which has much to do throughout the year with the price of eggs.

This firm prchased 120 dozen eggs from farmers in the surrounding country, all guaranteed to be strictly new laids, and sent them on to a Toronto commission house.

The Expected Profit.

The eggs were bought at 35 cents a dozen. The produce dealer expected to make 5 cents per dozen or a little more than 12 per cent.—a profit no one can call unreasonable when cost of doing business is concerned. The farmer's word was taken that the eggs were fresh and sent them forward to Toronto. One hundred and twenty dozen at 40 cents meant a return of $48 on an initial outlay of $42.

Out of the $6 gross profit, the dealer had the commission and the freight to pay and did not expect to have a net profit of more than 1 or 2 per cent. per dozen.

Here is the statement he received from the commission house on arrival of the eggs:—

Fresh —80 doz. @ 40c...	...$32.00
No. 2 —24 doz. @ 28c	6.72
Inferior—14 doz. @ 23c	3.22
Rotten— 2 doz. @ 0c	0
120 doz.	$41.94

The Actual Loss.

The eggs cost originally $42. Add to this say 3 cents per dozen for commission and freight and we have a cost of $45.60 leaving an actual loss of $3.66 on the small transaction without taking into account necessary overhead expenses on which any such transaction must bear its share.

Cause of the Trouble.

No dealer can or should do business on such a basis. The trouble lies with the farmer who holds his fresh eggs too long. He probably notices from the daily press that eggs are high and going higher and desiring to get the best price going holds stock for probably two weeks or a month. This necessitates culling on part of commission men after candling when the real character of the eggs is shown up in its true light.

To get at the root of the evil, therefore, the dealers must get the eggs when they are fresh. On a declining market like the present this is not difficult as the farmer naturally and quite rightly wants to get the best price going. But when prices are going up like they were three, four and five weeks ago it was not so easy.

A Possible Solution.

Before buying it might be a good policy with some produce and country town merchants to stipulate that the farmer be paid according to the result of the candling. In a tactful way this could be gone into; perhaps the farmer would be more careful if a diplomatic letter were written him pointing out the result of such a sale chronicled above and showing the necessity of farmers sending in eggs when new laid. A circular letter would possibly serve the purpose so that none would take offence at thinking they were singled out from among others. But it must be worded very carefully.

Many merchants are fairly good candlers themselves and on receipt of eggs at once determine their character. Farmers are generally a good class of people and will submit to reason.

Practice Should be Eliminated.

At any rate eggs should be paid for in accordance with their quality. If all merchants buying them would stick to this principle, egg producers would soon discover that the best time to dispose of their stock is when it is fresh. It would also help to lessen the cost of eggs to the retailer in the large cities and to consumers as well.

A WORD FROM ST. JOHN, N. B.

The MacLean Publishing Co., Ltd.,—We herewith enclose your subscription to "Canadian Grocer" to January, 1913.

We are always pleased with the growing excellence of our weekly journal.

H. W. COLE, LTD.

St. John, N. B., Feb. 7, 1912.

SATISFACTION! — DOLLARS!

That's the way we want you to feel and that's the way we want to feel ourselves. We're not giving away fish for nothing, we want "ours" too. But we can allow you such a good profit and supply you with high-class, fast selling lines that will help you to fill the cash bag and make you happy. It will pay to co-operate with us.

HADDIES

The Ocean Brand kind in plenty. Let us quote you. They are just fine.

OCEAN BRAND Kippers, Bloaters. BOUTILIER'S Fillets.

WRITE FOR PRICE LIST. LENTEN DEMAND IS ON.

Halifax Cold Storage Co., Limited, - Montreal

Protect Your Customers

The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case $6.00
1-dozen	12-oz.	
1-dozen	10-oz.	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 10c size, per dozen	0 90
" breakfast cocoa, ½'s.	0 38
" No. 1 chocolate, ½'s.	0 32
" Navy chocolate, ½'s.	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26
½-lb pkgs, White Moss	0 27
¼-lb pkgs, White Moss	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd.	0 27½

Leaders in Every Article

PON-HONOR
GUNNS
FOOD PRODUCTS

That is produced in an up-to-date packing house, abattoir and cotton oil refinery.

GUNNS LIMITED

WEST TORONTO - - ONTARIO

ROYAL

BAKING
POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16
White Moss in 5 and 10-lb. sq. tins			21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto

	Per Case
Eagle Brand, each 4 doz.	$6 00
Gold Seal Braud, each 4 dz.	4 90
Challenge Braud, each 4 dz.	4 15
Peerless Brand, "Hotel," each 2 doz.	$3 90
Peerless Brand, "Tall," each 4 doz.	4 40
Peerless Brand, "Family," each 4 doz.	3 65
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.,

	Per case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 65
Canada First Medium (20 oz.) Evaporated Milk	4 40
Canada First Hotel Evaporated Milk	3 90
Canada First Condensed Milk (sweetened)	5 05
Rose Bud Condensed Milk (sweetened)	4 90
Beaver Condensed Milk, (sweetened)	4 15

REINDEER LIMITED.

"Jersey" braud evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case	6 20

ST. CHARLES CONDENSING CO.

Prices—	
St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

MBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.	
Presentation (with tumblers) $3 per doz.	

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices

	per doz.
Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.
SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.

Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs, 11-lb bars, lb.	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz.	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
F.O.B. Montreal.

Tierces, lb.	0 10
20-lb. pails	2 10
20-lb. tins	2 00
60-lb tubs, per lb.	0 10¼
3-lb. tins, 20 to case, lb.	0 11
5-lb. tins, 12 to case, lb.	0 10⅞
10-lb. tins, 6 to case, lb.	0 10¾

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09½
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.
SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL
Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb cases (loose) per lb.	0 06
25-lb. cases, 1-lb pkgs., lb.	0 06½

Royal Yeast Cakes.

Most Perfect Made.

Sold and Used Everywhere.

With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry Hop Yeast.

E.W.GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

ESTABLISHED 1852.

Highest Honors at all Expositions.

LARD

Market is higher and demand brisk. There will be a good demand for Lard during Lent. We look for further advance.

F. W. FEARMAN CO., Limited
HAMILTON

If Mince Meat ever sold at any time then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH WORKS.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes about 40 lb.	0 05½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0 06
Finest Quality White Laundry- 3-lb. canisters, cases of 48 lbs.	0 06¾
Barrels, 200 lbs.	0 06¼
Kegs, 100 lbs.	0 06¼
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07¼
6-lb. toy trunks 8 in case	0 08¼
6-lb. toy drums, with drumsticks, 8 in case	0 07¾
Kegs, extra large crystals, 100 lbs.	0 06¾
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07¼
Canadian Electric Starch— Boxes of 40 fancy pkgs, per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 05
Brantford Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 07¼
Crystal Maize Corn Starch, 1-lb. packets, boxes of 40 lbs.	0 07¼
(20-lb. boxes ¼c higher.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz, in case, per case	2 60
Barrels, 700 lbs.	$0 03⅜
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO.

Enamelled tins of	CUBES. Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling. prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90

H. P. Pickles—

Cases of 2 doz. pints ...	$3 35
Cases of 3 doz. ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan...	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW

W. P. Downey
MONTREAL, QUE.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make this additional salary every week this year and longer should they wish.

If you would like us to show you, write to-day.

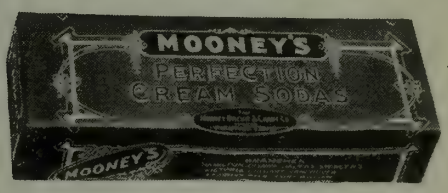
This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

Don't You Believe It!

Some people are prone to believe that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Let your customers try—they will be delighted.



TRY A
Condensed Ad.
IN
This Paper

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.
Wholesale Potato Exporters
48 MAY STREET
BELFAST, - IRELAND.
Cables—"Paradox" Belfast.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. **Winnipeg, Man.**

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

THERE IS A DEMAND
FOR
MAPLEINE
(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	24	30
Orange Label, 1's	23	30
Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

VOLUNTEER and ROSE BRAND

CALIFORNIA NAVELS

NOTHING BETTER TO BE HAD

Lemons are now arriving good, prices are reasonable.

Florida Oranges, extra fine eating. Florida Grape Fruit, Spanish Onions, Yellow Danver Onions, Sweet Potatoes, Florida Celery, Strawberries, Head Lettuce, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.
30 William Street, Montreal

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

The
B. L. O. E.

"ST. NICHOLAS"
"HOME GUARD"
"PUCK"
"KICKING"

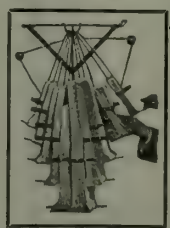
Brands. Handle only

The
B. L. O. E.

J. J. McCABE
AGENT
TORONTO, : : ONT.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

Lenten Necessities

Smoked Bloaters and Kippered Herrings

Make a good line for present selling and show a good profit too.

A full carload of these arrived this week and selling at cut prices.

Frozen Trout, Halibut, Qualla and Cohoe Salmon

Everything Desirable in Fish of Good Quality

WHITE & CO., LIMITED
TORONTO and HAMILTON
Wholesale Fruits, Produce and Fish

DOMESTIC ONIONS

We have taken in this week some very fancy cooking onions—Red Globe variety. They are all good dry stock, well cured, and are put up in 100 lb. sacks. Order now.

"Golden Orange" Brand
CALIFORNIA NAVELS

Fresh cars arriving every week. Every orange bang full of quality.

BANANAS LEMONS
GRAPE-FRUIT (Florida and Cuban)
OYSTERS and SMOKED FISH

THE HOUSE OF QUALITY

HUGH WALKER & SON
GUELPH, ONTARIO
(Established 1861)

The Best English

Pun' we know of is twenty shillings.

The Best Lemons we know of are BUSTER BROWN. Quality first, last and always is our motto and results speak for themselves.

Our increase in business is unequalled in the history of the Lemon trade. There's a reason, and it is the Buster Brown Quality.

Order from your wholesale our Lemons. Mention Buster Brown or Follina's Pack of Extra Fancy Lemons.

W. B. STRINGER

Toronto. Sales Agent

Why are we Successful?

We have always had a strong faith in the ability of the retail grocer as a salesman, and while we have put into CLUB JELLY POWDER superior quality, that gives entire satisfaction to the consuming public, we have allowed for a profit to the dealer that makes it well worth his while to give us the benefit of his salesmanship. The combination has proven successful, and we regard the grocers of Canada as real partners in the work of giving the general public the best that money can buy—

CLUB JELLY POWDER

is YOUR line. Feature it.

S. H. Ewing & Sons, Montreal
"The House With a Character"

IS SHE A CUSTOMER OF YOURS ?

No. 4

Mrs. Rich—"—— and send me four packages of the very best Soup you have got."

Mr. Businessgetter—"SYMINGTON'S SOUPS really are the best but not the highest priced. They will please you, for they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto

She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her too.

The Canadian Salt Co.,
LIMITED

WINDSOR - - ONTARIO

"ANYTHING LITSTERS IS GOOD"

PURITY AND SATISFACTION

THE SUCCESS OF YOUR BUSINESS

depends on the kind of satisfaction you give. When people go out of their way to tell their friends about the superior quality and flavor of

LITSTER'S
Half-Minute Puddings
(Seven Kinds, Including Custards)

depend upon it, there's a reason. Our plan is —once a customer, always a customer—and this is the sort of assurance we give those who handle LITSTER Goods.

THE LITSTER PURE FOOD CO., Limited
TORONTO

PURE FOOD LITSTER'S

House-Cleaning Time

At this season of the year the housewife is thinking of the coming spring house cleaning, dreading the drudgery of rubbing and scrubbing to make woodwork, floors and household textiles clean.

The dread of extra rubbing and scrubbing is unknown to the housewife who uses

Wonderful Soap

As if by magic the dirt immediately vanishes with the application, and only little power is needed to give the desired result of perfect cleanliness.

In the washtub Wonderful Soap works with even greater aptitude as a cleanser of wearing apparel or household textiles. Being absolutely pure, it may be used with the utmost safety in washing even the finest fabrics.

It is the season's best stock.

The profit is as the soap - Better than all others.

THE GUELPH SOAP COMPANY
GUELPH - - ONTARIO

DO YOU KNOW HOW MANY OF YOUR CUSTOMERS ARE BUYING THEIR TEA FROM a PEDLAR INSTEAD of from YOU?

If you would like to know we feel sure you have an ambitious clerk who would just like the chance to call on each one personally and find out. The pedlar is now selling a much poorer grade of tea than he sold formerly. High markets have driven him to it. If you will make these personal calls we promise you you will get an agreeable surprise.

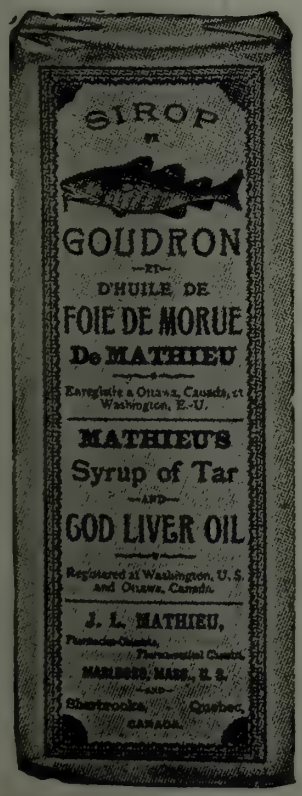
You will find that these customers of yours who have been buying from pedlars are not at all satisfied with the tea they are getting and will be very ready to give you an order for tea they can depend on.

Sell them Red Rose Tea once and we think we can guarantee they won't buy from a pedlar again.

T. H. ESTABROOKS CO., LIMITED

7 FRONT ST. EAST - - - TORONTO, ONT.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Why Have Soap Troubles?

when we offer you

Quaker Soap

100 double wrapped bars to box without even prizes or premiums at the lowest price good soap can be sold for.

YOU HAD BETTER WRITE NOW OR ASK OUR TRAVELLERS.

Mathewson's Sons

Wholesale Grocers

MONTREAL

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

STORE, BUILDING AND LOT IN TOWN OF Transcona. This is a genuine snap. Will be worth $2,000.00 more than price asked in three months. Good terms. Apply Box 414, Canadian Grocer, Toronto.

A HIGH CLASS GROCERY BUSINESS IN one of the best sections of the City of Ottawa. Business, $25,000 to $30,000. Could be increased considerably by first-class man with ample capital. About $5,000 will complete purchase. Owner has good reasons for selling. A rare opportunity for anyone looking for a city trade. Apply, Box 415, Canadian Grocer.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

SITUATION WANTED

TRAVELER, GROCERIES, ETC., POSITION wanted. Connection, Montreal, Ottawa and district. Apply Box 705, Canadian Grocer, Montreal.

TRAVELER, 15 YEARS' EXPERIENCE IN the Maritime Provinces, open to handle line of grocers' specialties. Apply Box 413 Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—A GROCERY CLERK, ONE WHO has had good experience in the retail grocery business and capable of handling assistants. Must be strictly temperate and be able to furnish first-class references from late employers. The Marks-Clavet-Dobie Co., Limited, Port Arthur, Ont.

AN OLD ESTABLISHED AND SUCCESSFUL joint stock manufacturing company in Toronto wants an office manager who, besides being an expert accountant, is capable of following costs closely, stopping leaks in the manufacturing department, and capable of introducing effective methods. For such a man there is a good future. He can in time acquire an interest in the business. State experience and salary wanted. Apply Box 9, Canadian Grocer, Toronto.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

Just for Curiosity's Sake—

Just to satisfy that curious feeling aroused by our previous announcements, steal a couple of minutes and write for a

FREE SET OF ERMALINE COOKING BAGS.

We will mail them promptly with instructions for use. Let your wife try them and ask her to pay particular attention and see how this device

SAVES TIME
SAVES GAS
SOFTENS MEAT
DESTROYS ODORS
PREVENTS SHRINKAGE
RETAINS FLAVOR

If she be satisfied, then ask your wholesaler to supply you, and start to sell. There is a big profit for you, and any educational work you do will be appreciated and well paid for.

The Ermaline Bag Bags Money

Edward Lloyd
Limited
MONTREAL

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful aud skillfull handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

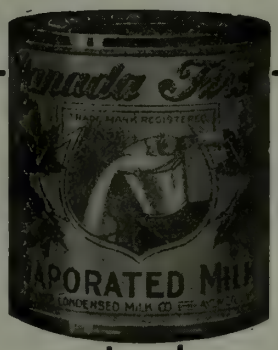
"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal; P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - - Ontario

Head Offices: Hamilton, Ontario

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG

Reindeer Condensed Coffee

(Liquid Form)

with Milk and Sugar combined ready to use.

A tin of REINDEER CONDENSED COFFEE—a spirit lamp—a little kettle—that's all you need for many a cosy time in your room. When you come in after exercise---when you sit up late to study or read, or when a friend drops in, a fragrant cup of REINDEER COFFEE is more than welcome.

Always ready, simply put a little in each cup and pour on boiling water. The milk and sugar are right in the Coffee. Will keep in same can after opening.

Reindeer Limited, Truro, N.S.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

GOOD SALT MEANS GOOD TRADE!

The grocer who values his trade will make sure of his salt. Nothing can take the place of good salt. It is the grocer's staple.

ONTARIO PEOPLE'S SALT is absolutely pure and fills the popular demand for a GOOD salt.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited

KINCARDINE, ONTARIO

BLACK JACK

The Best Family Polish Made

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

WHICH IS BETTER?

To stock and sell goods which have an absolute *guarantee of quality* behind them, and which are the leaders in their line, or those which have just come on the market, having no old-time reputation and which cannot possibly give thorough satisfaction?

BOVRIL

(THE ORIGINAL)

belongs to the first class and you, as an up-to-date grocer, know that it will pay you to uphold your reputation by selling it and leaving others to take chances with substitutes.

We Will Help You

to increase your sales. Just drop us a card asking for a few of our elaborate show-cards.

Don't Delay ***Advertised Everywhere***

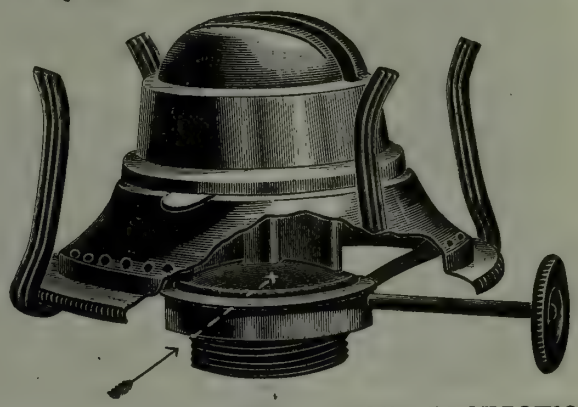
BOVRIL, LIMITED, - MONTREAL

Banner All Brass **Lamp Burners**

MADE WITH

BANNER TRADE MARK

COVERED BASE



It is put in the BANNER for YOUR PROTECTION

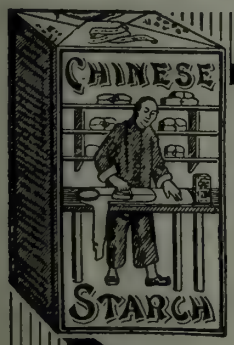
Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER



Good Reasons Why You Should Sell Chinese Starch

There are as many sales of Chinese Starch as any other brand. Guaranteed quality, better percentage to dealer and general satisfaction to the customer make it the stock for you to handle.

AGENTS

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. **OCEAN MILLS** **MONTREAL**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

THE DELICIOUS FLAVOR
OF
"Kit" Coffee
CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a **delightful flavor and aroma.**

It will pay you to get full information from our CANADIAN AGENTS:

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

KIT COFFEE CO., Govan, Glasgow

VEROX SOUP TABLETS

Prepared from Concentrated Beef Essence and fresh vegetables. One tablet and a little boiling water is all that is required to make a cupful of delicious, invigorating, strengthening soup. "VEROX" Tablets are economical and should be in every home where there are children or invalids.

Recommend "VEROX" Tablets, for they yield you a worth-while profit and give every satisfaction in use.

Send for sample and prices

Wholesale Agents Wanted for Toronto, Montreal, Winnipeg

Tooth's Extract of Meat Co.

Established 1865

12 Duke Street, LONDON, S.E., England

COVER ON CAN TO RETAIN MOISTURE
TIGER
THE GREAT HAND CLEANER
A WONDERFUL DISCOVERY
HARMLESS & ANTISEPTIC
PRICE 10 CENTS
MADE & SOLD BY THE TIGER MANUFACTURING CO WALKERVILLE CANADA

Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience —the result is a hand cleaner that will remove any and all stains with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Push Catsup in Lent Season

There's an excellent business in catsup to be had at this season of the year; and especially so when the brand is a household name of purity and exquisite flavor.

"E.D.S." Brand Tomato Catsup

is known, as the other products of this well-known manufacturers are, as the choicest and best grade of its line.

Only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is **pressed out** by a special process of our own.

It is delightful with fish. Make it a window display—and see it sell.

Made only by

E. D. SMITH at his own fruit farms **Winona, Ont.**

5% DISCOUNT 5%

by purchasing before March 15. Shipment any time before June 1st.

We are not anticipating having anything but a regular summer this year—that means plenty of flies. Take advantage of this extraordinary offer of 5% discount by ordering now.

Wonder Fly Killer

is the neatest and deadliest enemy to the household pest. It gets them every time.

The stock never grows old—it will be just as good and as saleable a year after you get it as it is now.

WRITE FOR QUOTATIONS

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

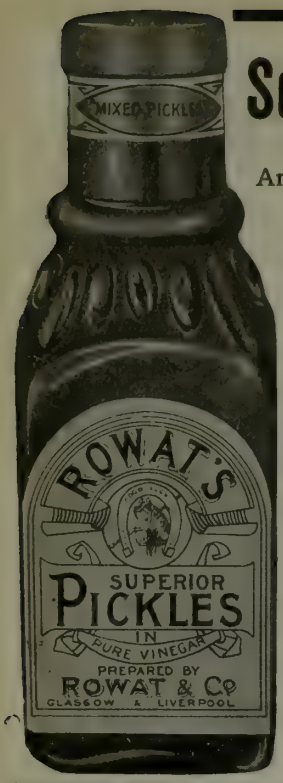
Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.: ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

Proper Refrigeration Adds to Your Profit

The accompanying illustration represents our special refrigerator for butchers. The same design is made up for grocers' requirements.

Ask us to quote on your refrigerator needs.

JOHN HILLOCK & CO., Ltd., - TORONTO



Sell? Well Rather!

Artistic bottling and labelling of the finest pickles made, gives

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

pride of place among the profitable stocks of your store. Put in a stock—and you will be convinced.

Rowat & Co.

GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sterling BRAND

Horseradish

TASTY WITH FISH

Fish forms the greater part of many a meal at this season of the year. To make it more pleasing add

"STERLING BRAND" HORSERADISH

made from fresh, selected roots, treated in a sanitary and up-to-date factory, and prepared with the addition of the purest vinegar only.

Write for details and prices of our complete line of ready sellers.

T. A. LYTLE COMPANY, Limited
STERLING ROAD, TORONTO

Butter, Eggs

AND

Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

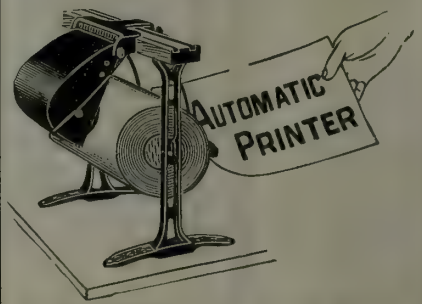
WINTER APPLES

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

ADVERTISE YOURSELF
ADVERTISE YOUR STORE
ADVERTISE YOUR SERVICE
In Fact
Advertise Everything by using this



It Costs Little and Saves Money

Can be attached to any paper wrapper and prints as you pull the paper off. Can you imagine anything better for announcing cheap sales.

CAN STAMP YOUR BAGS ALSO

UTILITIES LIMITED
MONTREAL

How To Please Your Customers

Have a nice variety of goods all the time and display them. Put in a supply of the following and push them. You'll make no mistake.

Spanish Peppers
Tomato Extract
Peeled Tomatoes

The cheapest canned vegetable yet the highest in quality on the market just now, is our

Haricot Vert

Can't You Sell Some Italian Canned Peas.

WRITE FOR LIST AND PRICES.

H. E. VIPOND & CO.
MONTREAL

You sell them all—the Smokers and the Chewers—when you handle

GREAT WEST

The great big red bag of "quality" tobacco.

Have you a good supply on hand?

It's Great

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Master Mason
King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce **repeats** and profitable enough to make the **dollars** come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are **bound to please.**

DROP A LINE

The Rock City Tobacco Co.
Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

NO FLAWS

in this Chain or Anchor, both have had the same care in manufacture as "The Flour of the Mark." **Anchor Brand**

Manfd. by
LEITCH BROS.
FLOUR MILLS
Oak Lake, Man.

LEITCH ANCHOR BRAND OAK LAKE

Sold by leading dealers in every lively town. 17

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

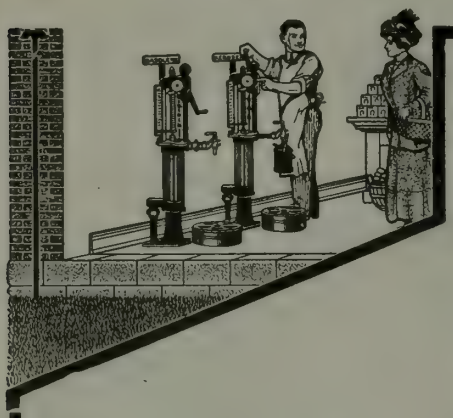
Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.



Larger Profit---A Cleaner Store

Every merchant loses part of his profit if he sells kerosene and gasolene by the faucet tank and tin measure method. No matter how careful you are, some oil will be spilled. That's loss. The floor becomes saturated and invites fire. The foul odors arising from this condition fill the store and contaminate foodstuffs, resulting in wasted goods and dissatisfied customers.

BOWSER

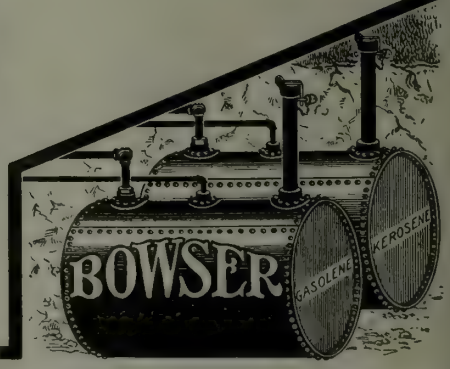
SELF-MEASURING SYSTEMS

remove these objections. The heavy steel tank is evaporation and leak-proof. The self-measuring pump discharges any amount into the customer's can, counts the gallons and computes the charge. The salesman don't touch it and the measurement is guaranteed.

Ask for free book No. 5 illustrating the complete line. It will bring increased profits
Get in line for more money. We'll help you.

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., TORONTO, ONT.

If you have an old Bowser, and want a new one, write for our Liberal Exchange Offer.



Knowledge Is Power

Every hardwareman can get valuable pointers and make his business a more profitable proposition if he will study the experiences of experts who have 'made good.' Our Technical Books for hardwaremen cover a wide range of subjects, among which may be mentioned Metal Working Books, Hardware Window Dressing, Store Business Methods, Paints and Painting, Salesmanship and Sales Plans and Advertising. We have also the very latest books on the plumbing and heating problems.

TECHNICAL BOOKS, 143-149 University Ave., TORONTO

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

Brilliant Fly Catcher

When you yourself enter a store to buy any article, you like to have the clerk introduce "something new," something which has peculiar merit and something which is worth while purchasing. Your customers are all alike, and you should make a point of being able to produce the **Brilliant Fly Catcher** when they call.

Why It Excels

It is the most reliable glued catcher on the market.

It is warranted to retain its stick-fast quality.

It will unroll, as a ribbon, a full yard.

There is no drip or dirt with it.

The favorite of thousands of dealers.

IT IS CHEAPER
IT IS CLEANER
IT IS DIFFERENT

$1.75 PER BOX OF 100

FOR JOBBERS' PRICES WRITE

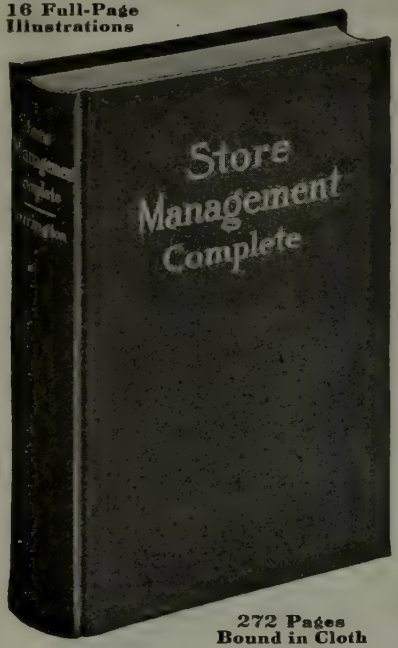
GRANGER FRERES LIMITÉE

390 St. Paul Street — MONTREAL

Selling Agents for the Western Provinces:—
J. J. TOMLINSON & CO., WINNIPEG

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOJGLAS & CO., Ltd., Water St. VANCOUVER

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

Very Little Persuasion

is needed to make your particular customer try

"GLOBE" Macaroni and Vermicelli

because they are made from hard wheat with no maize or rice flour mixed with it, and they are absolutely pure. They possess a quality which gives distinctive flavor. You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while
Order from your jobber, or

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

"EUREKA"

Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

When The Hands Are Soiled

At the Office, Store, Bank, Printer's Home, in fact

At the Foundry, Shop, Mill, Factory, Garage or Farm

anywhere or after any kind of employment or amusement, use

SNAP

Beneficial to the skin.

Big sale for this Hand Cleaner

SNAP COMPANY, Limited
Montreal, Quebec

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

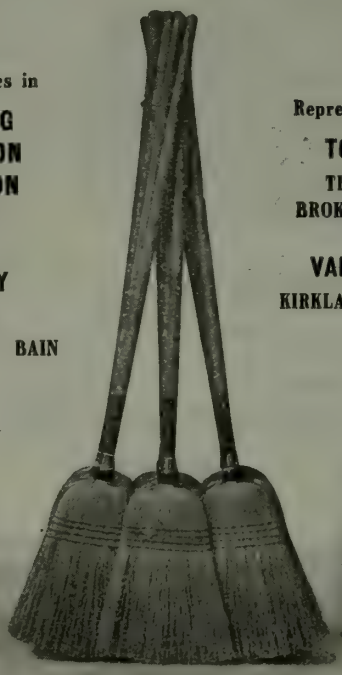
Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

BROOMS! BROOMS!

The Kind That Give Honest Value

Representatives in
WINNIPEG
SASKATOON
EDMONTON
REGINA
and
CALGARY
MESSRS.
NICHOLSON & BAIN



Representatives in
TORONTO
THE LIND
BROKERAGE CO.

VANCOUVER
KIRKLAND & ROSE

The Parker Broom

is well made and finished, gives more and better wearing usefulness than inferior grades which cost as much. The particular housewife insists on quality in broom buying. You can give her good quality and rest assured that it will prove satisfactory by handing out a broom of the Parker brand.

Spring cleaning generally means new brooms and whisks. Be ready to supply the demand by ordering a stock of PARKER to-day.

The Parker Broom Company
692 Wellington St. - OTTAWA

A Surprise Package

If there is any dealer in the country who has failed to follow this space up to the present let us impress upon him now that there is a **SURPRISE PACKAGE** for him here every week. Many dealers have made dollar upon dollar since the beginning of the month, simply by following our bulletin and getting prices on goods offered. What's more, they admit that the values are wonderful.

LOOK!

PINK SALMON (a fair stock on hand still), **$1.00 per doz.** Don't overlook these goods. They are the cheapest on the market at the present time and yet are of the very highest quality. All standard.

SARDINES—Canadian pack. At a price to retail at .05c. Just figure out what you can make on these alone.

Dried Fruits are Moving Fast

Naturally dried fruits are big sellers during Lent. Don't be afraid to stock up. We have a good supply on hand and can offer them at remarkably attractive figures.

California and Oregon Prunes, Currants, Valencia Raisins, Seeded Raisins, Loose Muscatels, Figs (in mats), Peels, etc., etc.

1000 cases of 1 lb. Currants, VICTORIA BRAND,
Very special price for a few days more.

Lemonade Imported from Vichy Bassin

LA SAVOUREUSE	ST. NICHOLAS
$5.00 c/s of 50 pts. Claret btls.	$5.50 c/s of 50 pts. Champagne btls.
5.50 " " Champagne btls.	10.00 " 100 " " "
9.50 " 120 splits " "	7.50 " 100 splits " "

Water from Vichy Bassin

LA CAPITALE -	$5.00 case of 50 qts.
NEPTUNE - -	6.00 " " " "
ST. NICHOLAS -	7.00 " " " "

All these bottled goods carry crown or cork. We are willing to send them express prepaid to your station.

Castile Soap

We have still a quantity of **Le Soleil** and **La Lune** Brand on hand and would advise you getting in touch right now, as soap conditions are somewhat up-side-down. You may find a stock of our goods as outlined in last week's issue of **GROCER** a way out of the difficulty.

Laporte, Martin & Cie.
LIMITÉE
568 St. Paul St. MONTREAL
Telephone Main 3766

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 12
Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Can Co. 10
American Comp Co 4
Aylmer Condensed Milk Co. 67

B

Baker, Walter, & Co 76
Balfour-Smye & Co. 16
Banner Mfg. Co. 22
Benedict, F. L. 21
Bickle, J. W., & Greening. 14
Borden Condensed Milk Co. 3
Borwick Baking Powder 14
Bovril, Ltd. 61
Bowser, S. F. 76
Brant & Co 10
British American Assurance Co. 22
Brown Mfg. Co 62

C

Campbell Bros. & Wilson. 55
Canadian Cocoanut Co. 22
Canadian Commercial Car Co. 13
Chaput Fils. 27
Chase & Sanborn. 18
Clark, W. 19
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 12
Connors Bros. 67
Cowan Co 15
Crescent Mfg. Co 61

D

Dalley, F. F. Co. 24
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 4
Downey, W. P. 61
Dunn, W. H. 3

E

Eby-Blain, Limited. 30
Eckardt, H. P 31
Edwardsburg Starch. 32
Estabrooks, T. H 65
Eureka Refrigerator Co. 79
Ewing & Sons, S. H 63

F

Fairbank Co, N. K. 13
Farrow & Co., Jos. 16
Fearman, F. W., Co. 59
Furuya & Nishimura. 18

G

Gillard, W. H., & Co. 68
Gillett, E. W., Co., Ltd. 59
Gorham, J. W., & Co. 2
Gorman, Eckert & Co. 16
Granger Freres. 77
Gray, John 12
Guelph Soap Co. 64
Gunns, Ltd. 57

H

Halifax Cold Storage Co. 55
Henderson, Thos. 62
Hillock, J. 71
Hodson Leemner. 27
Hotel Directory. 22
Hudon-Hebert Co. 82

I

Irish Grocer. 21
Isaac, Robert. 21
Island Lead Mills Co. 22
IXL Spice and Cereal Co. 18

J

James Dome Black Lead. 17

K

Kessel Co., F. 21
Kilgour Bros 2
Kit Coffee Co. 70

L

Labrecque & Pellerin. 66
Lambe, W. G. A. 20
Laporte, Martin & Cie. 80
Lascelles de Mercado & Co. 70
Laurentia Milk. 29
Lawrason, S. F. & Co. 11
Leitch Bros. 76
Lemon Bros. 72
Lever Bros. 23
Lind Brokerage Co. 20
Lindner & Benner 30
Lister Co 64
Lloyd, Ltd., Edward. 66
Loughlin & Co. 61
Lovells Bag and Packet Machinery Co. 31
Lytle Co., T. A. 72

Mc

MacLure & Langley. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 62
McDougall, D., & Co. 21
McLeod & Clarkson 21
McVitie & Price. 78
McWilliam & Everist. 62

M

Magor, Son & Co. 32
Malcolm, Jno. & Son. 79
Maple Tree Producers. 24
Maples Ltd. 17
Marshall Brokerage. 20
Matthewson's Sons. 65
Mathieu, J. L., Co. 65
Meadow-sweet Cheese Co. 9
Menard Motor Car Co 78
Millman, W. H., & Son. 20
Mooney Biscuit and Candy Co. 57
Morton Soap. 28
Mott, John P. & Co. 68

N

Nelson, Dale & Co. 14
Nicholson & Bain. 3
Nickel Plate Stove Polish Co. 68

Ocean Mills. 69
Ontario Lantern and Lamp Co. 69
Ontario Peoples Salt & Soda Co. 68
Oshawa Canning Co 9
Oxo Company. 81

P

Parker Broom Co 80
Paterson, R 14
Patterson Wylde & Co. 24
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S. 2
Pickford & Black. 21
Pink, F. & T 29
Piqua Bracket Co. 4

Q

Queen City Oil Co. 21

R

Raymond Bros. 22
Reindeer, Ltd. 68
Richards & Brown. 20
Robinson & Co., O. E. 21
Robson, F. A. 64
Rock City Tobacco Co. 75
Rowat & Co. 72
Royal Baking Powder Co. 57

S

St. Lawrence Sugar Refining Co. 17
Sanitary Can Co 6
Sapho Mfg. Co. 8
Simple Account Salesbook Co. 10
Smith, E. D. 71
Smith & Proctor. 69
Snap Co., Ltd. 79
Spinelli, & Co., D. 79
Spurgeon, H. G. 20
Stewart, I. C. 21
Stimpson Computing Scale. 25
Stringer, W. B. 63
Stuart, Foster Co. 30
Stuhr, C. F. 61

T

Thum Co., O. & W. 61
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works 21
Tooths Extract of Beef Co. 70
Tuckett, Geo. E., & Son Co. 75
Turnbull, J. B. 76

U

Utilities Limited. 72

V

Vipond, H. P. 72

W

Waite & Fuller. 24
Walker Fan and Store Fixture Co. 16
Walker, Hugh, & Son. 63
Warren, G. C. 20
Watson & Truesdale. 20
Wellington Mills. 61
West India Fruit Co. 62
Western Assurance Co. 22
Western Distributors, Ltd. 20
Western Salt Co. 6
Weston Ltd., George. 25
Wethey, J. H. 59
White & Co. 63
White Swan Spice & Cereals, Ltd. 9
Wiley, F. H. 20
Wilson, Jos. R. 71
Winn & Holland. 12
Woods & Co., Walter. 67
Woodruff & Edwards. 7

Have You Told Your Customers All About OXO CUBES

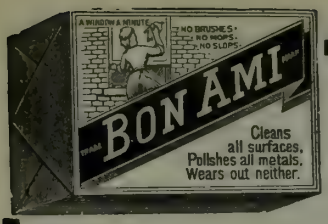
Have you told them about the 4,000,000-acre OXO cattle ranches, where the hundreds of thousands of OXO cattle thrive? About the factories, covering 500 acres, where OXO is made? About the absolute cleanliness of the process and the product?

Have you told them what a delicious, invigorating drink can be made in a minute with one OXO Cube? Have you mentioned any of the dozens of ways in which Canadian women are using OXO Cubes in the kitchen—in soups, stews, gravies, hashes, meat pies, and with such dishes as boiled rice?

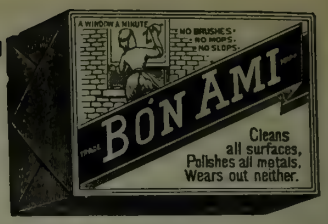
Why not develop the big possibilities for trade which there undoubtedly are in OXO Cubes?

CORNEILLE DAVID & CO.

Toronto Montreal Winnipeg
Ottawa London, Ont. St. John, N.B.



Clean Up



a few dollars this year by pushing "BON AMI," the "Good Friend" of the dealer as well as the housewife. Your customers will need something to polish up the pots, pans, taps, etc., etc., during the "Spring Cleaning" days and you had better be in a position to supply her with something effective, something which will make the work easier, the results better, the time shorter.

BON AMI

has proven itself a boon in every household wherever used, and you may rest assured that the number is a big one. Besides, it allows you a long margin of profit, and what is more, creates satisfaction, and you know what it means to you to have your store regarded as the "Satisfaction Centre."

Stock Up Now

Can be had from any Wholesaler from Ocean to Ocean

Cases of 3 dozen $1.19 per dozen, or $14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross $13.40 per gross

Delivered to any railway station from
Halifax to Vancouver

TERMS: Net 30 days.

Hudon, Hebert & Co., Limited

MONTREAL

Established A.D. 1839

Wholesale Grocers and Wine Merchants.

THE MOST LIBERALLY MANAGED HOUSE IN CANADA

If you could stand beside each clerk as he makes a sale, and make a note of the details

there'd not be much chance for mistakes, would there?

You would know the amount and kind of the transaction, and who handled it.

You would know that the customer got the right change, and that you got the right amount of money.

You'd have a record of every cash transaction in the store that would make the night's "balance" a very simple matter.

And your clerks would be better salesmen, more careful and accurate because they would get credit for good work, and know that the blame for mistakes would be fixed beyond dispute.

That's exactly what a National Cash Register does for you

The amount and kind of each transaction is publicly displayed and a positive and permanent record kept for your private inspection.

Separate adding wheels show you the totals of Cash Sales, Charge Sales, Money Received on Account and Money Paid Out—at any time during the day.

The Sales Strip, kept locked inside the machine, gives you an itemized record of every transaction made during the day—just as complete as if you followed your clerks all day and recorded the various amounts yourself.

You know how many customers each clerk waited on—the amount of each clerk's sales for the day, a separate record of each sale—who made the mistakes—who did the best work—and you know exactly the amount that should be in the cash drawer.

The National keeps track of every detail of every transaction—stops leaks, checks losses. How can you afford to be without one?

You place yourself under no obligation by writing for Free booklets, explaining the uses of National Cash Registers in your business. Write now to

The National Cash Register Company

Canadian Factory at TORONTO.

F. E. MUTTON, Manager for Canada, 285 Yonge St., Toronto.

'For I want what I want when I want it"

How can you figure the sales YOU lose by not selling FIVE ROSES?

How big is the profit that day after day slips past your open door?

Only *one* way to judge of this, Brother Grocer.

—By watching your competitor's *gain.*

Every bag or barrel he sells of FIVE ROSES might have cashed YOU a profit.

And this is trade you can never seduce—

Since FIVE ROSES makes *permanent patrons.*

Every bag or barrel sold brings profit somewhere to a retailer.

Why not get it YOURSELF?

Every bag or barrel makes the *next* sale easy with its further profit.

And this is proved beyond a doubt by the really *sensational* increase in FIVE ROSES sales.

Just think, in 1888 there were only 800 barrels of FIVE ROSES sold in the world—now the Keewatin mills can make 10,500 barrels a day.

Which means only *one* thing, Brother Grocer—

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

Increased sales for the retailer, since we *never* sell direct.

It's the *best-sold* flour—why?

Because it's the best *flour value* for buyer and seller alike.

In the West homesteaders write u- that they often go for miles out of their way to be sure of getting their bag of FIVE ROSES.

Think of the stores they drive past on the way—the *lost* sales.

Don't let customers cross the street. Sell FIVE ROSES.

Don't delay—to-morrow's profit can't make up for *to-day's* neglect.

Write your jobber—

Or ask our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

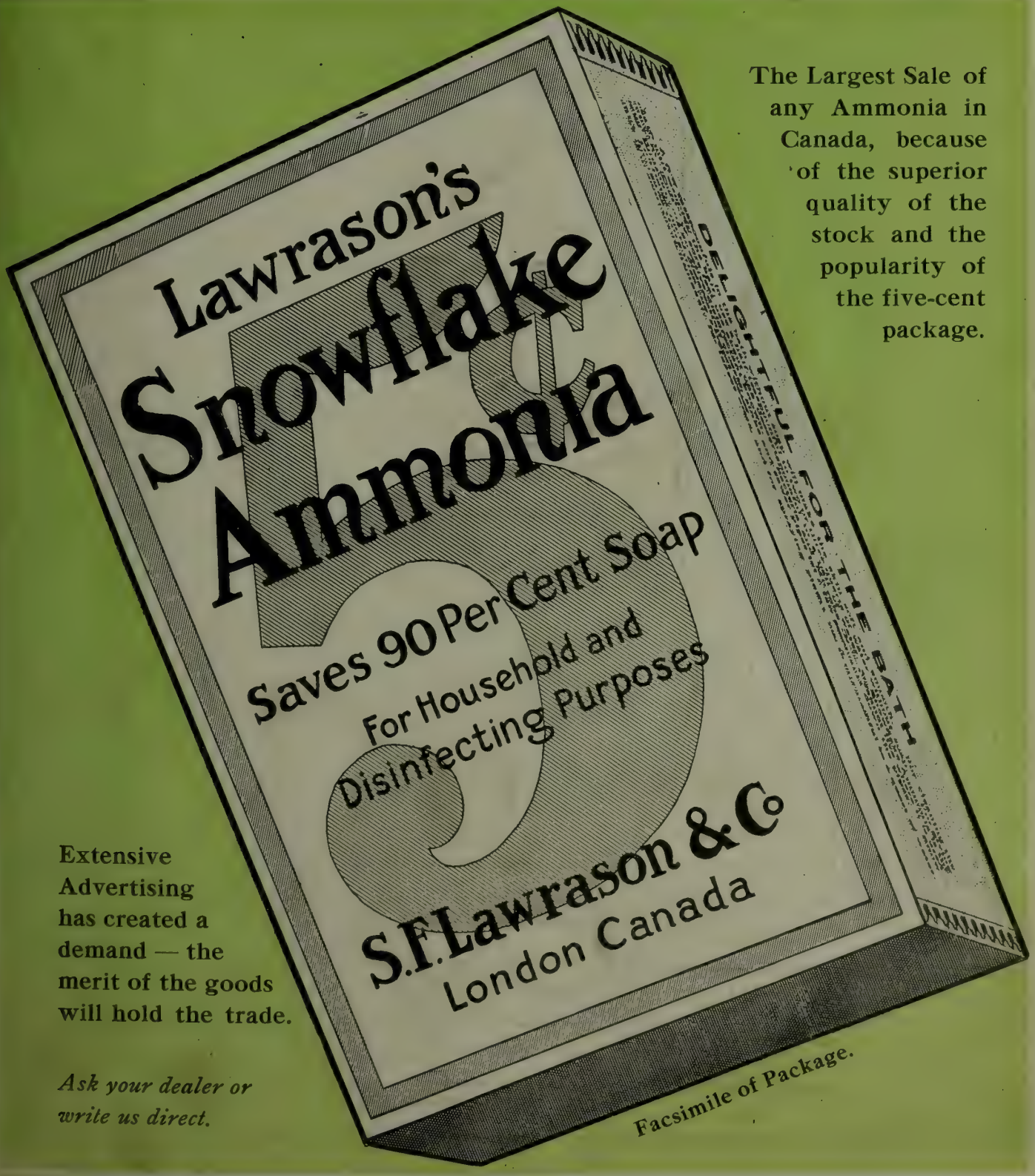
Not Bleached Not Blended

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MARCH 8, 1912 No. 10

The Largest Sale of any Ammonia in Canada, because of the superior quality of the stock and the popularity of the five-cent package.



Facsimile of Package.

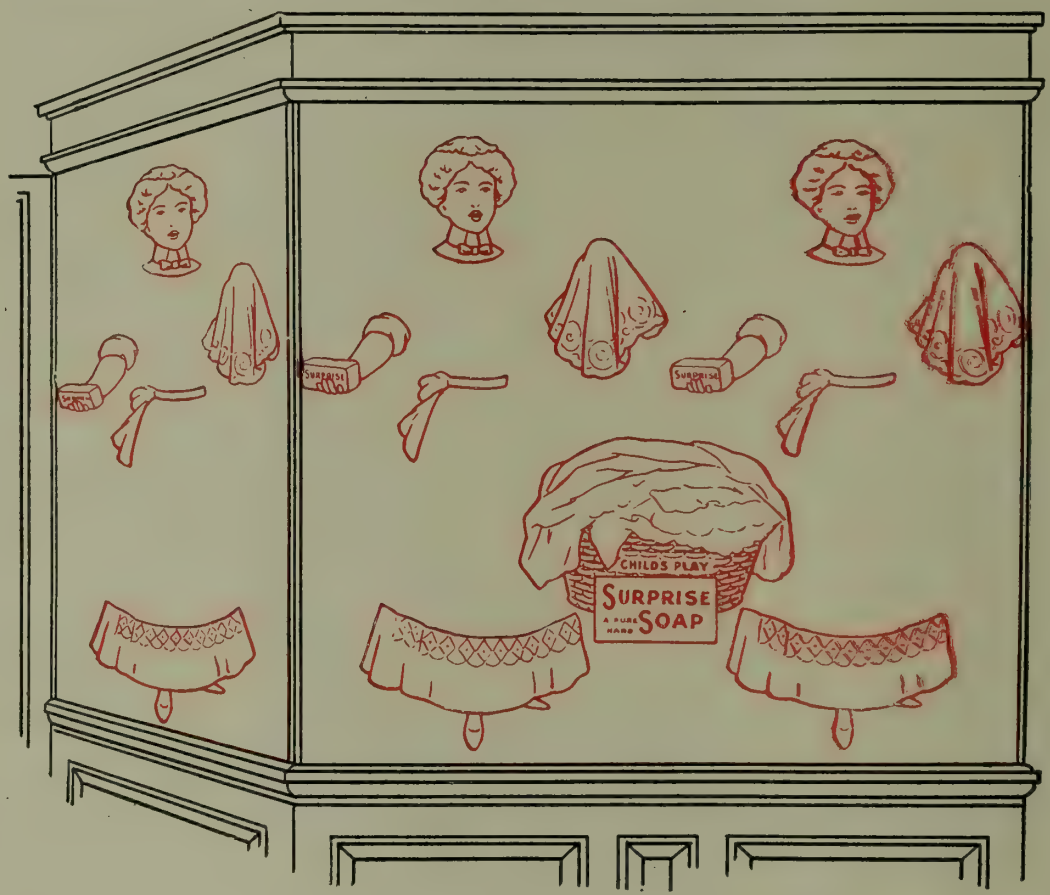
Extensive Advertising has created a demand — the merit of the goods will hold the trade.

Ask your dealer or write us direct.

SURPRISE SOAP Window Display

TO BE USED IN

House Cleaning Window Competition



This gives a general idea of the "Surprise" Soap Window Display to be used in connection with the HOUSE CLEANING WINDOW Competition. It's very easy to attach.

Competition is for:—A HOUSE CLEANING WINDOW, consisting of any or all of the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap given a good display and prominent position, and with this Window Display also used. Prizes to be given:—

1st PRIZE	-	$50.00	6th PRIZE	-	$10.00
2nd PRIZE	-	35.00	7th PRIZE	-	10.00
3rd PRIZE	-	20.00	8th PRIZE	-	10.00
4th PRIZE	-	15.00	9th PRIZE	-	10.00
5th PRIZE	-	10.00	10th PRIZE	-	10.00

In addition to these prizes, every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Date of Competition:—Window Display can be made any time between the middle of March and middle of May, 1912.

Judges:—The Judges of this Competition will be Mr. H. C. McDonald, President, and Mr. J. L. Maude, Secretary, of the Canadian Window Trimmers' Association.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

.....

.....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

"Just as Good" means absolutely Not as Good!

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with "something just as good," when she knows what she wants and has come to your store to get it.

Moral—"Give them what they ask for."

The
Thistle Brand of Fish

Frequently the ever increasing demand for haddies, kippered herring and herring in tomato sauce, packed under the "Thistle" label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

Griffin & Skelley's Asparagus

As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

Macaroni

Made by P. Codou

As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker, "Codou."

Get your supply of these quality goods NOW.

Arthur P. Tippet & Co., Agents

MONTREAL *TORONTO*

PERRIN'S

5c. and 10c. Fancy Thin
Blue Packages
Only

Regular Lines put up

5c. Parchmentin
10c. Red Label
10c. Cartons
25c. Cardboard
30c. and 35c. Ti

DAIRY

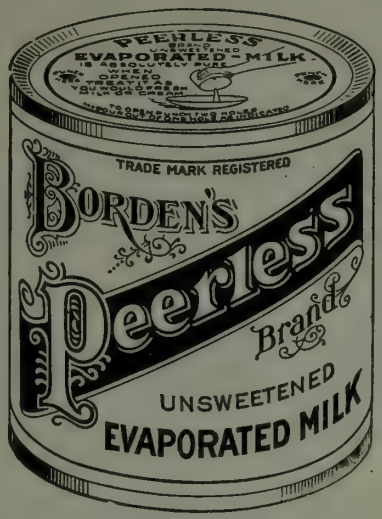
CR

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

BORDEN'S EVAPORATED MILK PEERLESS BRAND

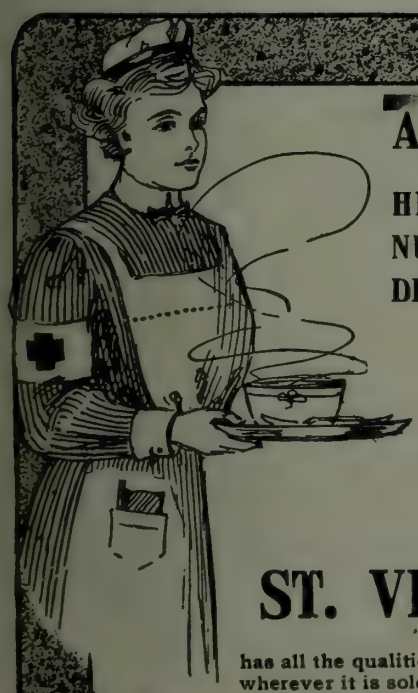


Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

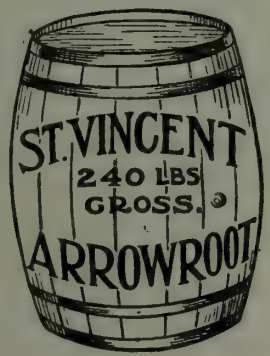
Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



APPROVED BY ALL AUTHORITIES

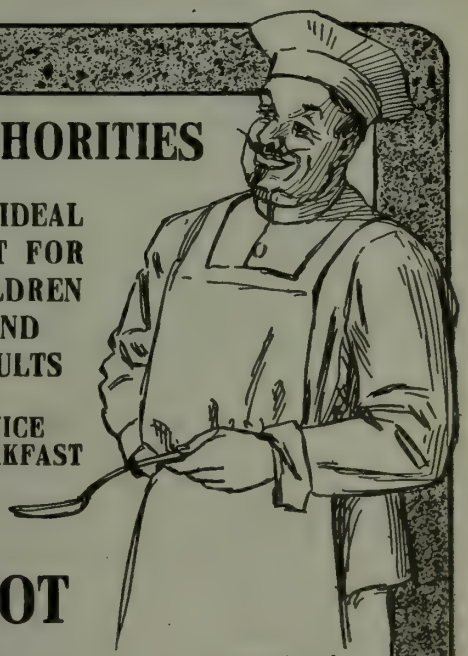
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

MAKE LIFE PLEASANT

for every housekeeper by relieving them of the burden of worrying over what they will serve as dessert for luncheon or dinner. Between the high cost of material and the continual racking the brain to find something real tasty, it makes life unbearable for the women folk, instead of a pleasure as it is when they once become acquainted with

MONK and GLASS'S

GOLD MEDAL

CUSTARD POWDER

AND

DAINTY DESSERTS

ABSOLUTELY PURE

24 PINTS

For 25 CENTS

"GOLD MEDAL" Custard Powder

is one of the most popular table delicacies, owing to its excellent quality, its adaptability to so many dishes, and the simplicity with which it is prepared for the table.

IT IS PUT UP

in Vanilla, Lemon, Almond, Raspberry, Strawberry, and in Plain or Standard Flavors, The Vanilla is the most popular, although the others make a pleasant change.

Monk & Glass's DAINTY DESSERTS

are varied, and besides being pure, wholesome and nourishing, are real palate ticklers, and can be thoroughly enjoyed by old and young. The beauty of them is that they can easily be prepared, and with an assorted supply on hand, any housekeeper need never want for something real tasty to prepare for five o'clock teas, luncheons or dinners.

Write for Full Information, Prices and Samples

And Try Them Yourself

Representatives:

MacLaren Imperial Cheese Company, Limited

Manufacturers and Importers Grocers' Specialties

TORONTO and MONTREAL

Baked Beans are Popular

The reason may be partly accounted for through the high price of other food necessities, but chiefly it is because of the excellent flavor and wholesomeness of

SIMCOE BRAND BAKED BEANS

It is one of the few lines of foodstuffs that has not advanced in price, notwithstanding that the beans themselves are very much higher.

Your good profit on Simcoe Brand Baked Beans has been sustained, and the demand now is greater than ever. The Profit is good.

Put up plain, in Chili Sauce or Tomato Sauce; also in different sizes.

Put in a stock of this popular food.

Dominion Canners
LIMITED

Hamilton, - - Canada

A BIG SAVING

can be made by anyone who is accustomed to do their own clothes-cleaning, etc., by using

Golden Ray Cleaner

which is good for anything. This may seem an odd statement to you, so in order to be thoroughly satisfied, we would like you to write for free sample box and try it.

Golden Ray

Is a Good HAND CLEANER,
CLOTHES CLEANER,
CARPET CLEANER,
RUG CLEANER,
ETC., ETC.,

It may seem strange to you. But write and make sure.

The Golden Ray Co.

4 UNION AVE., MONTREAL

JAM QUALITY

If you have not seen a sample of "King" Brand Jam, let us hear from you right away. You want our goods —of that we are sure. We are sure because one of the most influential western wholesalers has told us after seeing the goods that "they are simply delightful."

JOBBERS—

Do you want any particular packing?

We can supply you either in glass, carton, or pail, and make everything thoroughly satisfactory to you, price or anything.

WRITE

LABRECQUE & PELLERIN

MONTREAL

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

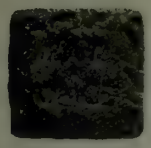
Niagara Falls, Ont.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal Appointments

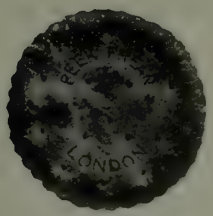
32 Prize Medals

PEEK, FREAN'S BISCUITS

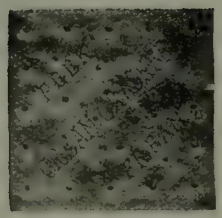


PAT-A-CAKE

BILLIKEN



GOLDEN PUFF



CREAM CRACKER

TEXAS CRACKER

MILK

DIGESTIVE

BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

SELL AND RECOMMEND

The Original and Genuine

PYRAMID ▣ FLY ▣ CATCHER

(Registered)

"PYRAMID" can be hung up ANYWHERE and is out of the way of accidents.

"PYRAMID" WILL NOT DRIP, has no sickening odor.

"PYRAMID" has a ribbon two inches wide and 30 inches long. There is as much sticky surface as on two sheets of "Fly-Paper."

"PYRAMID" The paste for the coated surface is prepared from a secret formula — BEWARE OF IMITATIONS with a varnished surface.

"PYRAMID" has been exclusively advertised to consumers for the last three years and is packed in ATTRACTIVE COUNTER DISPLAY BOXES.

"PYRAMID" is the BEST SELLING fly-catcher device which has ever been placed upon the market.

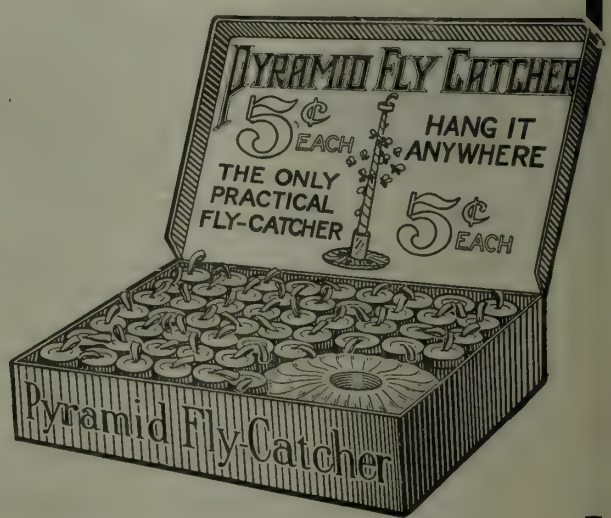
Beware of Fly-Catchers represented to be "precisely similar in APPEARANCE to PYRAMIDS."

WE have no old stock, but guarantee delivery in April of "PYRAMIDS" manufactured this year.

Price $3.50 per hundred

CASES CONTAIN FORTY CARTONS OF FIFTY PYRAMIDS EACH

Place your order now to ensure early delivery.



WM. H. DUNN, Import Agent and Wholesale Distributor **Montreal, Vancouver and Toronto**

Agents:—MASON & HICKEY, Winnipeg; J. W. NUNN, Vancouver; ALBERT DUNN, Quebec.

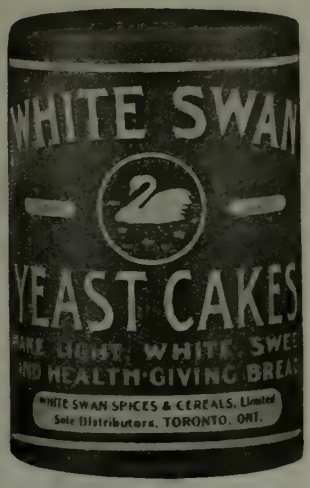
Carr & Co.'s Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.



WHITE SWAN YEAST CAKES

ARE

THE FINEST MADE BY MODERN ART AND FULLY GUARANTEED

A STOCK YOU WILL BE PROUD OF

Kitchener Brand Canned Goods have an established sale because of their purity and flavor, and you can always depend on their pleasing your customer.

KITCHENER BRAND

goods are cooked and packed in a modern plant that makes cleanliness a feature. The quality of goods and expert cooking do the rest.

Make sure of canned goods sales by ordering Kitchener Brand.

Ask for Quotations

OSHAWA CANNING COMPANY

OSHAWA - - - ONTARIO

Many items are omitted from each order during the Lenten Season.

The wise dealer will protect his profit account by an increase in the sale of some line in demand at this time.

An ideal leader for the Lenten trade is Molasses

DOMOLCO

The favorite for table use;

or

GINGERBREAD

So popular for baking;

Sold in tins, various sizes to meet the requirements of each customer.

The attractively labelled cans make a good display on the counter or in the window.

Repeat orders will surely follow, as your patrons will appreciate the quality and find a new use each day for these pure products.

DOMOLCO is all MOLASSES,
but all MOLASSES is not
DOMOLCO.

THE DOMINION MOLASSES CO.

LIMITED

Halifax, - - - - - Nova Scotia

Redpath Extra Granulated Sugar

In the New 5-Pound Carton

Offers Important Advantages to the Dealer.

Perhaps the most important advantage is that it is bound to please your customers.

They will prefer package sugar just as they prefer package tea, cocoa, raisins or breakfast food.

The new REDPATH Package saves you the time spent in weighing and parcelling. We do this by machinery at a fraction of what it would cost you.

The REDPATH Package saves you the loss and annoyance due to the bursting of paper bags in delivery.

The REDPATH Package makes a striking display in windows, on counters or on shelves, reminding customers, when they are in the store for other things, that they need sugar.

The wooden cases of REDPATH Cartons pack away much better than barrels in your store-room.

The REDPATH 5-Pound Package is the newest thing in sugar, and our vigorous advertising, backed by this novelty and the well-known REDPATH quality, is already creating a keen demand. If you haven't stocked the REDPATH Package yet, order now from your jobber.

The Canada Sugar Refining Co., Limited

Montreal

Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—THE VERY BEST.

Samples and prices from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

John Gray & Co., Ltd.
Glasgow

SOMETHING GOOD

The Price is Right.
The Mill is Right.

Nothing Counts Like Service.

The chief aim of this company is to give the purchaser of a **COLES**, a mill as refined, as characteristic, and altogether as desirable as any other manufacturer can offer at a higher price.

Back of all this is a feeling of strong moral obligation and a sincere desire to instill in the minds of **COLES** users that feeling of confidence which should and must always be the basis of honest business relations.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

The Bulk of Your Trade

Is done with women. They are directly reponsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.
Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited, HAMILTON, Canada BUFFALO, N.Y.

Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine abounds will reach your customer in the best form.

Pure oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON - - - ONTARIO

An Offer Exceptional!

Wonder Fly Killer

The only logical method of fly destruction. A neat little tray that spells death to the fly who drinks of the deadly waters. It is as sure of its work as there is a sky above. You can do a large sale in this much-needed household requisite, and for immediate orders (booked before March 15th) we offer an exceptional discount.

Book orders now for deliveries to June 1st

5% DISCOUNT 5%

Liberal—isn't it? when you take into consideration the genuine popularity of Wonder Fly Killer. But you must act quickly if you want this 5% added to your profit. Remember the offer closes on March 15th. It is an order you would be wise in snapping up.

5% Discount

WIRE
AT OUR EXPENSE

We want your trade, Mr. Grocer, whether you live in Halifax or in Vancouver. The goods will merit every effort we put forth to their sale by giving satisfaction and making repeat orders a certainty; and to that end, in addition to 5% discount, we will pay telegraphic expense of ordering.

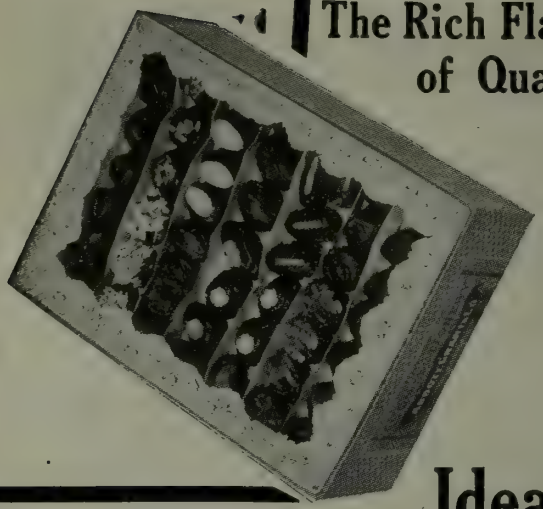
Wire at our Expense

Again we would urge that, if you wish to take advantage of the liberality of this offer, you must act quickly. This offer of 5% **DISCOUNT** closes on March 15th, and unless orders are booked before that date the **ADDED 5% PROFIT** is lost. Only Fly Killer on the market which, by actual test, will kill Black Flies, Mosquitoes, Sand Flies, etc.

Dominion Agent: JOS. R. WILSON

204 Stair Bldg., Toronto

DISTRIBUTORS:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K. & A. Cameron, 204 Second Street West, Calgary, Alta.; MANITOBA and SASKATCHEWAN, W. H. Escott, 137 Bannatyne Ave. East, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.



The Rich Flavor of Quality

Ideal Chocolates

Start your customers buying them and they will keep on because of the exquisite flavor, smoothness and quality. They will not only buy them in preference to other kinds, but they will buy oftener and that means increased sales at good profits.

Send an Order To-day.

ABBOTT, GRANT & CO.

Limited

BROCKVILLE .:. ONTARIO

COOK'S FRIEND

"The Baking Powder With a Pedigree," made from pure grape cream of tartar and containing no alum or other deleterious ingredients, has been conforming to Pure Food Laws before their existence. It costs no more than unknown brands and is equal to imported powders at double the price. Sell **Cook's Friend** and reap the benefits of our advertising.

Purer than the Law Demands
Contains No Alum

W. D. McLAREN, Limited, Montreal

COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

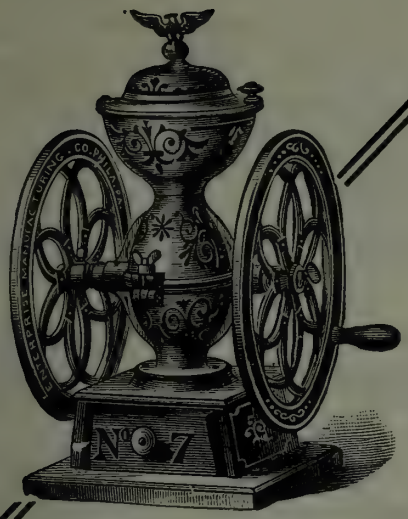
is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Your Trade Wants Good Salt

You are building a permanent quality business that pays you a living profit when you recommend to all your customers in the highest possible terms our **CENTURY SALT.** It is as pure as salt can be and you can guarantee it so.

THE DOMINION SALT C° LIMITED
SARNIA. ONT.



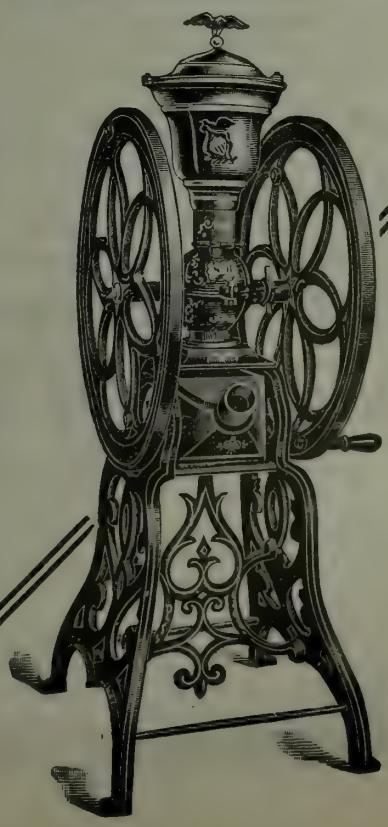
Enterprise Accuracy and Enterprise Quality are in These Coffee Mills

It is best to consider well, in buying a coffee mill for your store, whether there is *character* under the brilliant finish—whether the machine will do the work perfectly and *continue to do it.* *That is what*

ENTERPRISE Coffee Mills

are made to do. **Enterprise** Mills are made under our own patents. Expert mechanics make every part. The grinding system gives absolutely uniform, perfect results. There is no crushing of the coffee, but an even grind to the fineness you want—every time.

All parts interchangeable. And under our system of manufacture, there cannot be the deviation of the thousandth part of an inch. Replace a part next year—ten years from now—and it fits *exactly.* Strong, staunch grinders guaranteed equal to steel do the work evenly and perfectly. New grinders can be put in your machine at low cost. The easiest running machines made. Better to be sure of good quality—service—first of all. The name **Enterprise** is your guarantee of both. Let us send you catalogue showing you the line of **Enterprise** machines—many styles in hand and electric power.



There is a maximum service in ENTERPRISE Meat and Food Choppers. The one right cutting principle — four-bladed steel knife revolving against the inner surface of a perforated steel plate. Cuts like shears.

The Enterprise Mfg. Co. of Pa.

Patented Hardware Specialties

Philadelphia, U.S.A.

21 Murray St. New York **Chicago Branch 24 W. Lake St.** **544 Van Ness Ave. San Francisco**

FISH FOR LENT

Tartan BRAND
THE SIGN OF PURITY

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS
ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

A Dialogue With a Moral

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

Write your jobber for prices

Gorman, Eckert & Co.,
LIMITED
LONDON, Ont. WINNIPEG, Man.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence Granulated

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

GOODS THAT SELL

PURE MAPLE SYRUP LION BRAND

Why experiment with doubtful brands of irregular quality when you can buy LION BRAND PURE MAPLE SYRUP at prices as follows:

QUART TINS, 24 to case, $6.00 per case.
QUART BOTTLES, 12 to case, $3.00 per case.

Can be sold at 30 cents. Other sizes same proportion. This line will draw trade and make a reputation for you. Freight prepaid in 5 case lots, assorted, to extent of 40 cents 100 lbs.

MAPLE BUTTER

Our MAPLE BUTTER is made from PURE MAPLE SUGAR and FRESH RICH CREAM, is manufactured and filled into cans by automatic machinery, is not touched by human hands. This is an article in great demand and at a price within reach of all.

Price:

1 lb. TINS, 2 dozen to case, $3.80 per case.

Sells for 20 cents.

ALL WHOLESALE GROCERS' TRAVELLERS CARRY OUR LISTS

MAPLES LIMITED

MANUFACTURERS OF HIGH GRADE MAPLE GOODS

TORONTO

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS.** Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.

Mr. Grocer— What Are Your Ideals?

First, a clean store, of course. Service. Good treatment of customers. The money-back policy.

These are the methods that win for you in the long future.

You also want the leading lines—the lines of quality—the advertised lines.

You want the Heinz line especially, we believe. Because Heinz Foods are pure and good beyond question.

And because our advertising tells your customers, in so many words, facts about good grocers that will do you good in more ways than one.

Have you been reading Heinz advertising?

There is a message to you in it—as well as to the consumer.

H. J. Heinz Company—57 Varieties

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM

("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd., Victoria Street, Winnipeg.
For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Ltd., Toronto.
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.

We are at your Service

for improvement of your business with our lines. We are direct representatives of manufacturers and are enabled to supply the retailer with the cream of many lines of products for his trade. Many new and direct lines are offered us daily, and by our unique connection, combined with our unequalled facilities for handling, we can supply you with anything and everything you want of the highest standard.

ASK FOR INFORMATION

RICHARDS & BROWN, - - WINNIPEG

WHOLESALE GROCERS AND COMMISSION MERCHANTS

Clark's
Boston Baked Pork and Beans
The People's Beans
Unapproachable in Quality.

Clark's
Sliced Smoked Beef
In Glass Jars and in Tins
Always in Demand.

Clark's
Beef Steak and Onions
A Perfect Meal.

Clark's
Cooked Corn Beef
Nothing but the Primest Beef Used in its Preparation.

W. CLARK, - MONTREAL
Manufacturer of High-Grade Food Delicacies

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

We have a few cars of potatoes coming from Scotland; if wanting a car, write us immediately.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MACLURE & LANGLEY, Limited
IMPORTERS AND MANUFACTURERS' REPRESENTATIVES
Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

When Wanting
Canned Vegetables or Fruit
Wire or Write
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS
AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A.B.C. 5th edition, and private

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Jam Manufacturers and Confectioners' Sundriesmen.
Specialty :—Fruit Pulps of all Kinds.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

OTTAWA

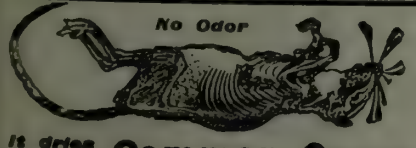
L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT GEO J. CLIFF, Manager

CLAY PIPES
None equal. Insist upon McDougall's There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England
Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

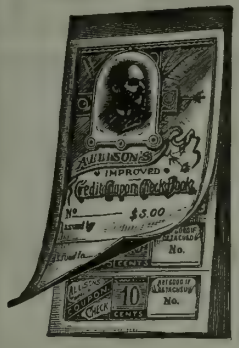
When writing advertisers kindly mention having seen the advertisement in this paper.

DO YOU KNOW ALL OF YOUR "CREDIT CUSTOMERS" PERSONALLY? IF NOT, YOU NEED

Allison Coupon Books

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either, for they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

FOR—

"Green Mountains," "Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

You Will Find WESTON'S Soda Biscuits

equal to the very highest grades---and superior to the ordinary makes of most factories -:- -:-

When you want quick delivery telegraph to our address at your nearest branch delivery point.

Hamilton, Ottawa, Winnipeg, Brandon, Regina, Saskatoon, Edmonton or Calgary—

We carry a full stock at each branch.

We sell the Best Biscuits that we can make at the lowest possible price.

We do not cut prices nor cater for the trade that does.

Write for price list and terms.

George Weston Limited, Toronto,

or any of above branches.

CANNED GOODS

ESSEX brand Canned ***PEAS,*** 1911 pack, 2s - -	at $1.25 per dozen
ESSEX brand Canned ***CORN,*** 1911 pack, 2s - -	at $0.95 per dozen
RED SOCKEYE Canned ***SALMON,*** 1 lb. tins, talls -	at $2.25 per dozen
COHOE, good quality Canned ***SALMON,*** 1 lb. tins, talls -	at $1.80 per dozen
PINK SALMON, very choice quality, 1 lb. tins, talls -	at $1.25 per dozen

TEA

CEYLON BLACK Tea, in chests, good Cup quality - - at 16½c. per lb.

R. SIMPSON & COMPANY

TEA IMPORTERS AND WHOLESALE GROCERS

29-31 CHARLES STREET, HAMILTON, ONTARIO

Purity-Cleanliness-Freshness

AFTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."

PURITY—Cleanliness—Freshness—these three, are the hall-mark of this world-famed make of food products. Starting in a very small way with a mere handful of employees, Chivers & Sons have developed into a thoroughly organized concern employing thousands of people.

Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skillfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

CHIVERS & SONS, LIMITED

FRUIT GROWERS, - - HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

E. & T. Pink

are manufacturers of pure foods of finest quality.

BAKING POWDER, CORN FLOUR, PEA FLOUR

are prepared from the finest ingredients.

Grocers carrying a stock of Pink's products are sure of giving satisfaction every time a sale is made.

Send for full list of manufactures to our sole Canadian Distributors

The Manufacturers' Agency Co.

HALIFAX, N.S., C. E. CREIGHTON, BEDFORD CHAMBERS
BOSTON, U.S.A., GEN. SALES OFFICE, 131 STATE ST.

Manufactory—London, Eng.

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

carries with it a guarantee that it is absolutely pure. The feature in selling that makes profit for you, Mr. Grocer, is to tell your customers the truth of that statement. Made in maple groves, right where the sap runs from the trees—pure, and lots of it. When you buy brands of the Maple Tree Producers' Association you get absolute guaranteed purity.

Get the first business this spring with "Pride of Canada"—and you will be assured of steady sales.

STOCK EARLY. SEND FOR PRICES.

THE
Maple Tree Producers' Assoc.
LIMITED
WATERLOO, QUE.

MONTREAL OFFICE: 58 Wellington St.
TORONTO OFFICE: 512 Dundas St.

Good Matches Always Sell!

There is always a constant demand for matches. Your customers want matches that light every time with no spluttering.

SHAMROCK
Silent Tip Matches

furnish that desire, and you can rest assured that they will prove in every way satisfactory. They are packed 1000 (full count) to the box—144 boxes to the case, handsome lithographed boxes.

YOU CAN GET GOOD PROFIT

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.

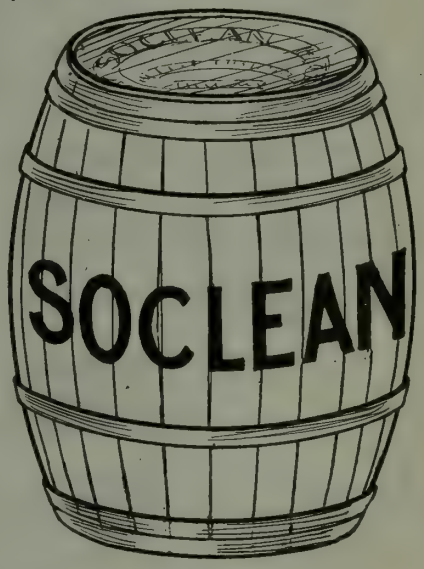
HOUSEWIVES DEMAND SOCLEAN

at this season of the year.

At this season of the year, Mr. Grocer, when the housewife is busily engaged in thoughts of spring cleaning, would it not be the psychological time for you to stock sweeping compounds?

SOCLEAN

The Dustless Sweeping Compound



Tell her of its merits in the home, viz.: Soclean is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, requires the use of much less motion than any other sweeping compound, and leaves a pleasing disinfecting odor.

MERCHANTS:

Here is a profitable line that will have many sales at this season of the year, and its excellent properties will hold that steady trade—that is so much sure profit. Soclean is put up in handy sized lithographed pails, convenient for household use, or in large quantities for commercial use.

BE AN AGENT

Make your store the selling point of your district. You will find that Soclean when introduced will have a call in large proportion for banks, churches, lodges, etc. Send for particulars.

SOCLEAN LIMITED Toronto, Ont.

As Like as Two Peas.

The chef makes up a Jell-O dessert and the butler serves it. The young housewife makes one and serves it herself. She is no cook, but the dessert she has prepared is as like the chef's as two peas are alike. Both were probably made in a minute.

JELL-O

desserts can be made by anybody without practice.

A package of Jell-O and a pint of boiling water are all that is needed for the plain Jell-O desserts.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't there, it isn' Jell-O .

Nation's Custard Powder

& EGG POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

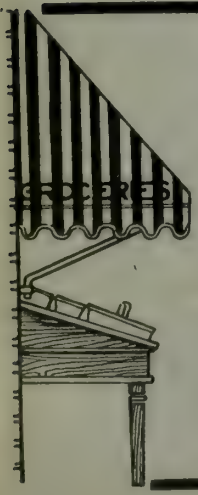
KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



Where Do Your Profits Go?

The most likely way of being swindled out of a margin that should be yours is claimed by Old Sol. He beats down tremendously upon your stock, and in that way lessens its value that you cannot get your price or cannot make quick sales—the attractiveness is wilted. But if you have a Raymond awning it centres attractiveness to your store, and the good condition it keeps your stock in makes sales that pay you.

What about the sun season just commencing? Ask for prices and particulars.

Raymond Bros.

London *Ontario*

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

YOU CANNOT AFFORD

to be without a supply of

Carter's Tested English Seeds

Your customers will ask for them. Why not stock them? They are a profitable line, and they will be placed in your store at no expense to you.

Not only high-grade garden seeds, but finest pedigree FARM SEEDS as well; and the quality, the name and the *price* sell them for you.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

A postcard will bring you full information.

Address the Sole Distributors for Canada:

PATTERSON, WYLDE & CO.

P.O. Box 532, Toronto

Head Office:
Chamber of Commerce Bldg., Boston, Mass.

WHERE WE WIN

When the customer pays for an article knowing that she is getting a premium with it, she sooner or later begins to think that she is not getting value for her money. But when she purchases

Club Jelly Powder

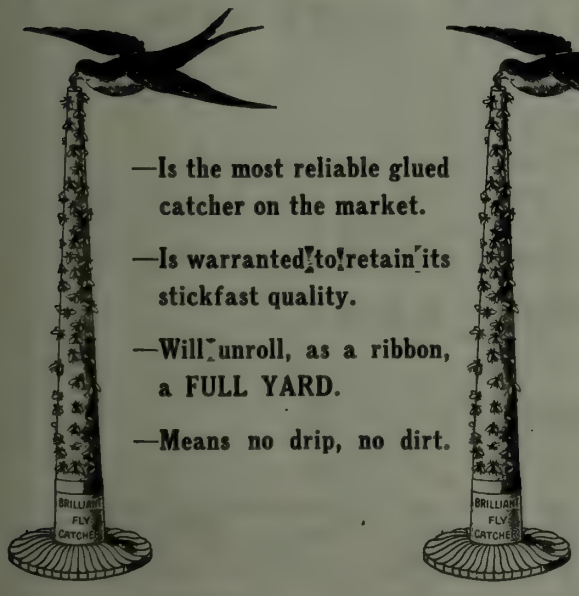
she knows that the value is there all the time and that she is getting SOMETHING EXTRA, a valuable extra (not a useless premium) in the form of a **FREE, DELICIOUS CUSTARD POWDER.**

Club Jelly is the height of perfection.

S. H. EWING & SONS

MONTREAL **TORONTO**

Brilliant Fly Catcher



—Is the most reliable glued catcher on the market.

—Is warranted to retain its stickfast quality.

—Will unroll, as a ribbon, a FULL YARD.

—Means no drip, no dirt.

$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE

390 St. Paul Street, MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG.

EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St., - -	Montreal
W. G. PATRICK & CO., - - -	Toronto
W. H. ESCOTT & CO., - - -	Winnipeg

This is the "How" of Better Soap Profit

The public must have soap, and it is only natural that the grocer should supply that demand. Now, are you going to continue selling cake soap that yields the barest profit, when there is a soap proposition that will yield you a GOOD profit and build up a trade of satisfied users?

N.P. BAR

It is an honest piece of goods with no fake or fad connected with it. It shows the retailer an honest profit. It gives the consumer by far the best soap value for the money, both as regards quality and quantity, of any Soap on the market to-day.

Show the N.P. Bar to your customers, put it on the scales before them so that there will not be the least shadow of doubt about their getting honest value, and if they are not perfectly satisfied with it, you have our authority to refund their money.

Do You Want the Better Soap Profit?
SEND FOR PRICES RIGHT AWAY

DAVID MORTON & SONS
Limited

Victor Soap Works

HAMILTON ONTARIO

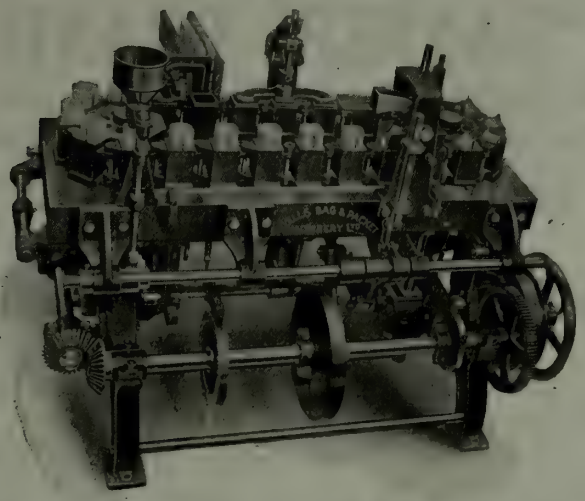
BAG-MAKING & PACKETING

Machinery of Every Description

Labelling

Wrapping

Etc., Etc.



THE LOVELL NEW TYPE PACKETING MACHINE

Bag Machines

With folding in both these methods

Send us Samples and let us suggest where we can save you money

Lovell's Bag and Packet Machinery, Limited

59-60 Gracechurch Street, LONDON

Were Your 1911 Earnings Satisfactory?

If you are an inside worker closely confined to office hours, without the opportunity you desire; if you are determined to better yourself, insuring for yourself a larger income, we have the position for you.

We will make hundreds of appointments of representatives to take new and renewal subscriptions to our

FIFTEEN PUBLICATIONS

for the coming year. We would like to have you represent us in your locality, if you are ambitious and of good address.

The work is entirely out of doors. Your earnings will be gauged by your own efforts. Some of our representatives earn $50.00 and $40.00 a week. Many earn $25.00 and $30.00 a week, and we offer them no greater assistance than we offer you. You are unlimited in territory. We pay you a commission on every order, whether new or renewal, and you have every opportunity for advancement to a district sales managership.

We furnish you with everything necessary.

The MacLean Publishing Co., Limited

143-149 University Ave. **TORONTO, CAN.**

Increase Your Jam Sales

Don't you believe your customers would buy a great deal more jam if you were handling the brand that appealed to them?

"BANNER" BRAND JAMS

are exceptionally popular. They are put up in pails of different sizes. Just fresh fruit and clean methods make the quality of flavor that sells Banner Brand.

LINDNER & BENNER, -:- -:- TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

JAMS

This is the JAM SEASON—and if you are careful to see that you handle reliable goods, your sales are bound to increase.
FOR SATISFACTION YOU SHOULD STOCK

HOW IS YOUR STOCK ?

"ANCHOR" Brand PURE JAMS

16 oz. glass
4 lb. sealed tins

RASPBERRY, STRAWBERRY, APRICOT
BLACK CURRANT, GREEN GAGE

Quality is Guaranteed FRESH FRUIT and PURE GRANULATED SUGAR ONLY USED IN THEIR PRODUCTION.

QUOTATIONS UPON REQUEST

"ANCHOR" Brand MARMALADE

16 oz. glass
4 lb. sealed tins
7 lb. " "

The finest quality manufactured in Scotland, the home of good marmalade.

ORDER NOW

These lines show you a good margin of profit.

EBY-BLAIN, LIMITED

Wholesale Grocers **Toronto**

SUN AMMONIA

FOR 25 YEARS THE STANDARD OF STRENGTH AND PURITY

Secure it from your Wholesale Grocer. STUART & FOSTER, Limited, TORONTO

DIAMOND CRYSTAL SALT

"The Salt That's All Salt"

The Diamond Crystal Company are introducing to the trade a new package containing cooking salt. It's the flaky kind so much in demand by good cooks wherever good cooking is known as a fine art.

It is so made, that it exactly suits the requirements for which it is intended, and when made by the best qualified people in the best qualified factories in America, you can have no hesitation in believing that it is the very best product of the kind that it is possible to turn out.

The Diamond Crystal factory is a model of excellence in every way, and after having been improving it periodically for the last thirty years or more, it has now come to be what may properly be called a perfect salt producer. What wonder then, that all salt with the Diamond Crystal name is easily first in quality.

To introduce the cooking salt which is put up in very attractive cartons of four pounds weight, the company will allow you to make a present of a package to every purchaser of one package of the well-known Shaker Table Salt. All you have to do---Keep list of sales made.

Here's a chance to give your customers something for nothing and without interfering with the regular premium which goes with the Shaker brand.

Get into this now, for it will only last a short time.

Diamond Crystal Cooking Salt, 4 lb. Cartons, Cases 2 Doz. - $1.60 Case
Diamond Crystal Shaker Table Salt, - - 2 " - $1.60 Case

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

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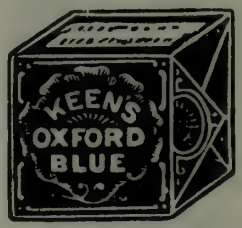
KEEN'S OXFORD BLUE



In every civilized country ***KEEN'S OXFORD BLUE*** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

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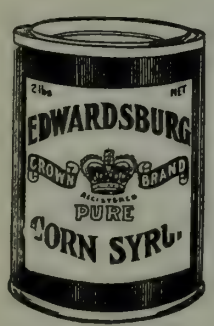


Tell the Mother that Her Kiddies

Will like Crown Brand Corn Syrup on bread. Tell her that

CROWN BRAND CORN SYRUP

is just syrup in its most digestible form, that it is almost solid nourishment; being higher in food value than other syrups, the children can eat all they want of it.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Definite Move to Ontario Organization

Members of Different City Associations Meet After Banquet to Discuss Plans—Some Reasons Why They Maintain Such an Organization is Necessary—Circular Being Drafted to Send to Representatives of All Ontario Associations.

For a long time it has been the dream of a number of dealers to have an Ontario Retail Grocers' Association. That dream is evidently about to be realized.

Those who have been keeping in touch with association work in The Grocer of recent issues will have seen that the London, Toronto, Hamilton and Brantford associations have been ventilating their views on this question in no uncertain manner. All these associatios are now working together, and the others are wanted. Ottawa in the east, to Windsor in the west, will be asked to help, and in any town or city in Ontario where there is now no association, these places will be requested and urged to organize.

As recently announced, London and Toronto associations have passed resolutions favoring the proposition. Brantford and Hamilton have since done the same, and in each of these four bodies are men giving time and labor to the preliminary work.

Banquet Speakers Favor It.

At the banquet of the Toronto R. G. A., report of which will be seen in this issue, speakers from the four cities emphasized their opinions on the need of such an organization.

J. A. McIntosh, past president of the Hamilton body; E. J. Ryan and Thos Shaw, of the London association; W. J. Mellen, president of the Brantford organization, and W. C. Miller, past president of the Toronto R. G. A., all spoke strongly on the subject, and with these men and organizations behind the proposal, there is every license to predict an Ontario Retail Grocers' Association in the near future.

So strong was the sentiment that, although the banquet did not conclude till one o'clock on Thursday morning, an after meeting was held at the Arlington to arrange a conference before the visiting retailers went home.

Those retailers present at this conference were:—E. J. Ryan and Thos. Shaw, of London; W. J. Mellen, Jas. Burns, Ed. Church and Geo. Harp, Brantford; R. Davies, W. C. Miller, D. W. Clark, Donald McLean, Fred. Thorne, David Bell and R. Matthews, of Toronto; J. A. McIntosh and Ed. Hazel, of Hamiltion, had to leave early to catch a train. Inspection of scales, wholesalers' discounts, wholesalers selling direct, and the Garnishee law were among the questions considered to be of first importance, which could best be dealt with by a provincial body of organized men. At this meeting it was decided to call another for Thursday afternoon at 2.30 o'clock, at the Iroquois, to talk over some definite method of procedure.

D. W. Clark, Toronto, was appointed chairman. Those present at this meeting were:—W. J. Mellen, Ed. Church, Geo. Harp and Jas. Burns, Brantford; E. J. Ryan and Thos. Shaw, London; R. Davies, D. W. Clark, W. C. Miller and D. Bell, Toronto. W. J. Bryans, associate editor of The Canadian Grocer, was appointed secretary pro tem.

To Get in Touch With Others.

There was no one opposed to the formation of a provincial organization, so the matter of getting the views and co-operation of other associations and individuals interested in the work was considered.

It was finally decided to send a letter to all other similar Ontario bodies. This letter will be drafted from those submitted by the committees of each association represented so as to make it as comprehensive and as strong as possible.

Questions for Consideration.

Some of those present deprecated the new regulations of Ontario wholesalers cutting of cash discounts. They could see no good reasons why their discounts should be cut off if the wholesaler got cash for his goods. This will likely be one of the first problems for consideration once the organization is formed.

Attention will also be given to the expensive system under which debts must now be collected. The Garnishee Law, already referred to, stipulates that a man's wages cannot be garnisheed unless his employer owes him more than $25. In other words, the law protects a delinquent to the extent of $25; in order to collect a $25 debt the debtor must have $50 coming to him from his employer at one time.

Division Court proceedings are necessary to collect a debt, and as the expense of these usually prove to be out of proportion to the size of the debt, retailers feel that reform is necessary.

Among other things co-operative bills will be watched. These are introduced periodically into the House of Commons, and as grocers are more affected than anyone else they maintain that a provincial association of grocers will unitedly do much to disparage any class legislation of this sort.

A customer doesn't appreciate having to eat bread wrapped in paper on which the dealer's licked finger has left its mark.

Ontario Assn. Strongly Advocated

Discussion of This Question Chief Feature at Retail Grocers' Banquet—Visiting Retailers From Hamilton, Guelph, London and Brantford—Elimination of Cash Discounts By Wholesalers Condemned—Legislation That Should be Gone After—A Large Attendance.

(Staff Correspondence.)

Toronto, March 7.—If the vim which a number of speakers put into addresses at the Retail Grocers' Association Banquet last week continues to develop, there will, in the no distant future, be an Ontario Retail Grocers' Association. In one sense of the word, the banquet was a cosmopolitan affair. There were present, members of the trade from London, Hamilton, Brantford and Guelph, as well as local wholesalers, their traveling salesmen and a few brokers and manufacturers. It was held at the Arlington House.

The toast list was a lengthy one and stirring and deliberative addresses were heard on Canada, Our City, The Trade, The Drummer, Our Guests, The Trade Journal, The Ladies and on the formation of a provincial organization, but the greatest of these was the last. J. A. McIntosh, past-president of the Hamilton Retail Grocers' Association, led in the attack. He was followed by vigorous addresses from E. J. Ryan and Thos. Shaw, of the London Retail Grocers Association, W. J. Mellen, president of the Brantford R.G.A., and W. C. Miller, past president of the local association. These men speaking on behalf of their various organizations, urged the establishment of an Ontario body with which would be affiliated the city and town associations.

Wholesale grocers present addressed the gathering while the entertainment fell chiefly on the shoulders of the travelers—the jolly good fellows of the past and present.

Starts the Ball A-Rolling.

When the 150 or more guests had taken the edge off their appetites, President R. Davies' baton roused them to the realization of the presence of orators. He appreciated the response of so many to the association's invitation and hoped all would enjoy themselves.

After the King had been duly honored, Ed. Hawes proposed the toast to Canada, referring to her powers in manufacturing. Ald. Alf. Maguire responded in a strong patriotic address which was punctuated by much applause.

Want a Day of Rest.

J. S. Bond, Toronto retail grocer, before proposing the toast to Our City adopted the visiting retailers for the night. "A city or country can only rise to the level of its people," was one of his important assertions. He advised that the City Fathers continue to keep the lid down tight on our closed Sundays. "We all want the seventh day as a day of rest," he declared. His meaning did not include closed slides, he made plain.

Chas. Parsons, of Parsons, Brown & Co., wholesale grocers, responded in the unavoidable absence of Ald. D. Spence.

"Our Guests" were introduced by D. W. Clark, Avenue Road grocer. Mr. Clark welcomed the visiting retailers briefly and called upon the Hamilton representatives who had only a few minutes left to catch the train. Ed. Hazell, president of the association and J. A. McIntosh responded.

Clear-Cut Determination.

"I had intended to speak for an hour to-night," began Mr. McIntosh amid

President Davies' Dream of the Night Before.

laughter, "on a Provincial Association, but I have to leave you sooner than that.

"It is a topic dear to my heart and I will not stop till I see one established. The time is at hand when the retail grocers of this province should unite against manufacturers and wholesalers. Some grocers in Hamilton have to work 12 to 16 hours a day to make a living, and the retailer shouldn't have to live on the small percentage of two per cent. which we get on many articles. This question of an Ontario association is coming up a week from Thursday night in Hamilton and I can tell you we're for it."

Take Things Easier.

"We're not like the last speaker from Hamilton," said E. J. Ryan, of London. "London grocers don't work 16 hours a day. Eight to ten is the longest and we have the Wednesday half holiday all summer. We attend the fall fairs and enjoy ourselves in London and also look after our business."

Mr. Ryan, in referring to organization intimated that if the retailers had had a man like E. F. B. Johnston to plead their cases they would be getting better margins of profit. "We're criminals now if we take our discounts," he said. In many cases, wholesalers who only stored the goods were getting good profits whereas we have to sell those goods and get little reward.

Sell What They Wish.

"And we sell whatever goods we like," he added. "If we want to sell any kind of soap we can do it despite what the customer may ask for.

"Where would the labor men be today if it were not for their unions? If we were to go in a body to our members of parliament we could get anything in justice we desired. Where would the wholesale man and his discounts be if we were united? We are the men who sell the goods; we want to help the wholesale man but we want justice.

"'It's the other fellow we're after who doesn't pay his bills,' say wholesalers, but we get nothing for paying ours. It is up to us to organize and if we all have the interests of the business at heart it won't be long till we get discount for cash, besides those on vinegar and tea. These are still left us, why? Because we can buy them direct. If we get a reasonable profit on the goods we sell we have no contention. We are 50 to 1 compared with the wholesale trade and we ought to win. You can always depend on the London Retail Grocers' Association to go into the question of provincial organization," he added and his remarks were greeted by prolonged applause.

Between Devil and Deep Sea.

Brantford was next heard from. "I came down to stay all night even if it takes me all week," humorously remarked W. J. Mellen, and everyone knew his nationality. He had been fooled once before by an early train schedule.

"I'm for organization," he declared. "We're up against it. We're between the devil and the deep sea. The wholesale house is after us on the one side and the consumer on the other. There is the

question of giving credit and not knowing when we will get our money.

"There is the Garnishee legislation. The law puts its arm around a man and protects him to the extent of $25. Is there any fairness or honesty in that? It's the man who wants to do you who desires such a law."

Referring to the recent address of E. F. B. Johnston before the Lominion Wholesale Grocers' Guild, he took it that what the wholesalers could do under the law the retailers could also in their own sphere in regard to prices.

"You must remember, of course," said Mr. Mellen, very truly, "the law as it is in the statute book doesn't mean much; it's how the judge interprets it from the arguments of the lawyers.

The Price-Cutter Dwindling.

"If we organize and go after legislation, we can get what is fair to us. In every community there are always men who will cut prices. Thorough organization and realization of fair margins of profit will stop that. We have a good organization in Brantford. We do not break established prices. Once in a while someone will kick over the traces but we get him back again. But a city organization cannot do much as to legislation. But we can get what we want with an Ontario association. Just here we want to remind you that Brantford has the credit for giving the knockout blow to the Trading Stamp evil."

A Willing Association.

Thomas Shaw, of London, also strongly advocated provincial organization. "We feel very strongly on this question over in London," he said, "and have already taken some steps in our association to help it along. We are willing to send delegates anywhere to get it going because we feel that many of the wrongs of the trade will be righted when we have it."

Social Side of Organization.

Neil Carmichael, Toronto, in proposing the toast to "Our Association," emphasized the value of organization in the trade. "The social side of our association is shown here to-night," he said, "and it is well that we keep this side in view because this form of sociability brings the trade together and that is a good thing." He bewailed the fact that many grocers were not interested, as little can be accomplished without union. A few cannot care for all the vital subjects that come up, and it is desirable that a larger number not only become members of the association but active workers.

Wm. C. Miller in replying to this toast first made reference to the length of time the association had been established and its aims.

Benefits Trade in General.

"Our association is actively engaged in everything concerned with the welfare not only of our own association, but the trade in general. We realize there is much that can be accomplished by co-operation and association work. For this reason we feel the need of assistance from outside associations.

"There are many matters where we are being intruded upon and which it will require a strong front to have righted. With this in view, Retail Grocers' Associations throughout the province have been approached and we are now on the verge of the formation of a provincial organization. Banded together we will be able to go to legislative bodies and demand from them our rights.

Unfair Peddler Competition.

"There are many grievances which we need to have righted. One thing we require is action against the peddler who for a small consideration is allowed wide selling privileges while the retail grocers have to pay rent, taxes, and bear all the other necessary expenses.

E. J. RYAN
LONDON

W. C. MILLER
TORONTO

W. J MELLEN
BRANTFORD

THOS. SHAW
LONDON

Some of the men behind the proposal to form an Ontario Retail Grocers' Association.

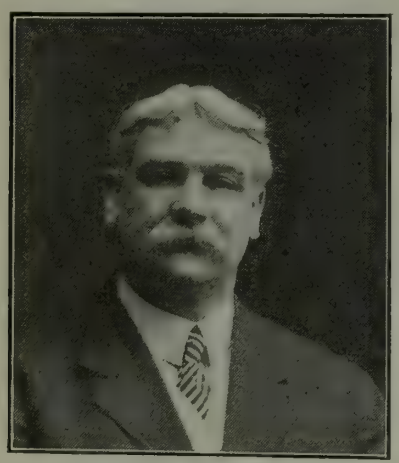
"Then, again, we want a law to get after the dead-beat. There is too much red tape connected with the present system. The present amount of $25 which we must leave a man in garnishment is too much. We want legislation to have it reduced to $10.

Wholesalers Selling Direct.

"We should not stand for wholesalers selling to consumers which is so prevalent now. Instances are voiced every day in which the retail grocer is being wronged in this manner. We must have this remedied. When a provincial organization is completed much will be accomplished in correcting these abuses."

Uniting Sections of the Trade.

The toast to "The Trade" was proposed by Donald McLean, Roncesvalles Avenue, and replied to by Frank Sloan and J. H. Ince, wholesale grocers. Mr. McLean referred to the advantages of bringing the wholesale and retail trade together and thought it would tend to bring about a more amicable settlement of alleged wrongs.



D. W. CLARK
One of the few charter members of the Toronto R. G. A. He is a strong advocate of an Ontario Organization.

"It is unfortunate," said Mr. Sloan, "that the retail and wholesale trade do not come together oftener. I am sure it would help to make matters between them much smoother. The wholesalers are not in business to rob the retailer. They have to look after their own interests but I can say that they also study the interests of the retail trade." Mr. Ince added to these words, expressing his great pleasure at being present.

"Treat the traveling man right," was the theme of Frank Johnston's proposal of the toast to "The Drummer." In replying, G. Todd, of P. C. Larkin & Co., gave a poetical toast to the "traveling man." Herb Moore, of Pugsley-Dingman, also responded, touching generally on conditions surrounding recent soap movement.

"Travelers are often looked upon in the wrong light by the retail trade," he said. "There are no doubt some men on the road who have an over amount of persistency and a lack of judgment, but I do not think the majority can be described in this way. The drummer is an important link in the trade and his ideal should be to co-operate with the grocer in the true sense of the word." Wes. Williams, T. H. Estabrooks Co., Limited, added a trade song which took the fancies of the grocers.

WES. WILLIAMS' BANQUET SONG.

Bob Davies is now on the throne,
And he has a way all his own;
At the end of his year
We will all give a cheer
For the way the association has grown.

He has a fine horse for the Show,
And he's always right after the dough;
He'd win without doubt,
If Dick Matthews stayed out,
He's beat him now twice in a row.

The vice-president's name is Dave Clark,
And his place is straight north of Queen's Park,
When the day's work is o'er,
He closes his store,
And his clerks don't go home in the dark.

Now everyone here knows Fred Thorne,
And all must acknowledge the corn,
If with him they'd compare
In the secretary's chair,
They will have to get up in the morn.

A boy entered Bill Miller's store,
Set a basket of eggs on the floor,
My mother says, "Please, there's chicken in these."
Says Bill, "It'll be forty cents more."

Neil Carmichael is right to the fore,
He'll do his own share and some more,
On legislation he's strong,
He will right every wrong,
And show that he's game to the core.

If names have the know-how to sell,
The Davies and Daves have done well,
For under the tent
With the new president
Are Dave Clark, and Dave Spence and Dave Bell.

Frank Johnston is built rather fat,
And members are hard to get at,
But leave him alone
And he'll wander in home
With a bunch of them under his hat.

And now here's our friend, Davy Bell,
Whose store up Yonge Street is swell,
The ladies walk miles
For one of Dave's smiles,
He's not married—that's easy to tell.

From the city hall comes Alf. McGuire,
And we know it's his earnest desire
To take a firm stand
And lend us a hand
To make pedlar's licenses higher.

J. S. Bond is the man with the smile,
He does things up in fine style;
He could sing or clog-dance
If he had half a chance,
But they expect him to speak all the while.

And now here comes Donald McLean,
Whose talk to the trade was quite plain;
If you take his advice
And never cut price,
You will not have have heard him in vain.

Of course, you all know Bailey Snow,
You will see him wherever you go,
At the picnics in summer
He sure is a hummer,
He's the principal man in the show.

Refrain.

Come all the way up,
Come all the way up, delivery;
Come all the way up, all the way up,
Come all the way up, delivery.

D. W. Clark proposed the toast to "The Trade Journal." "Co-operation is the only way to remedy grievances and attain the best results in the grocery trade," said Mr. Clark, "and much can be done in this regard by the trade journal.

"The Canadian Grocer has for many years now been the champion of the retail grocers and a connecting link between the wholesale and retail trade. It has always reported fairly and squarely without fear or favor, all questions which have come up in connection with the trade.

"I have always taken The Grocer and have found it an up-to-date and helpful journal. It has always been the true mouth-piece of the grocery trade, favoring neither one side or the other. As long as I am in business I will be a subscriber to it."

B. T. Huston, editor of The Canadian Grocer, responded to this toast, pointing out why the retail trade should be united, as unless banded together it is impossible to get anything from legislative bodies. The labor unions are an excellent example of the value of organization and the grocers would do well to follow in similar lines.

DONALD McLEAN
Who, in proposing the toast to "The Trade," advised co-operation between wholesaler and retailer.

"The Ladies" were not forgotten in the long list of toasts and this hour of pleasure. When Dave Bell called for response to "the most important toast of the evening" full eight score water glasses glimmered from the outstretched hands of as many men: as many hearts beat fast with common cause (the thought of the club awaiting them at home) as three hearty cheers were given in feminine behalf. J. H. Ince responded to this toast and with the singing of Auld Lang Syne, the 1912 banquet passed into the annals of history.

Continued on page 42.

Edmonton Retailers Talk Business

Annual Banquet of Protective Association Attended by 150 Merchants—Garnishee Law, Business Tax, Peddlers' Regulations, System in Retailing and Retail Banking Among Subjects Discussed.

Edmonton, Alta., Mar. 7.—(Special).—A hundred and fifty of Edmonton's merchants assembled in the dining hall of the Corona Hotel on the occasion of the second annual banquet of the Retail Merchants' Protective Association.

President H. W. B. Douglas presided and during the evening new officers were elected with Mr. Douglas as honorary president, while M. S. Booth, manager of the Hudson Bay Co. store here, is the 1912 president.

What Assocations Stood For.

In his address the president stated that the object of the association was for the protection against granting credit to irresponsible persons and it was a protection to the community against fake advertising. In the report it was stated that the business tax would be abolished as soon as the city charter had been amended and there were other taxes and legislation that the association had fought against during the year. During the year, the executive committee had held 24 meetings and they had all been well attended. It was fast growing among the business men that the organization was justified and was doing good work.

The following gentlemen were nominated chairmen of the respective sections:—H. Aldridge, bakers; T. S. Thompson, furnishing section; R. G. Lowe, W. H. Reed, crockery; P. E. McClary, hardware; G. Morris, groceries; D. Davies, outfitters; W. T. Ash, jewellers; Adam Esch, stationery; J. H. Lines, drugs; W. T. Henry, furniture; A. E. Ludwig, dry goods, and E. J. Hart, gents' furnishings. W. H. Ketchum was re-elected secretary.

Garnishee Law in West.

The newly elected president, M. S. Booth made a few remarks concerning the work done by the association during the past year and referred to the abolition of the floor tax and the demands made to the legislature in regard to garnisheeing and early closing. They had been before the city council many times but had never received the attention that they thought they should have received. They intended to get a representative on the council so they elected Mr. Douglas. They did not intend to ask favors of him, but they wanted to be seen when they do have cause to appear before the council.

Continuing, Mr. Booth said that there seemed to be laws in the province which protected the dishonest debtor against the honest retailer and they were trying to get these laws amended. He urged the members if at any time they had any kicks or any troubles they would harbor them not unto themselves, but acquaint the executive so that they could go into the matter for them.

Peddlers' Law Broken.

Mayor Armstrong, an ex-honorary president of the association, said there were many infringements of the laws of the city just the same as there were the laws of the association. During the years past, quite a number of cases had been brought to his attention of the infringement of the peddlers' by-law, and he had set the watch dog on their trails and brought many of them to the courts. There was one man he tried to bring before the court but he "flew his kite" before he could be got.

He hoped their deliberations throughout the year would be even more successful than in the past for he realized that the success of the retailers in the city depended on the legislation they obtained. Nothing they had obtained so far could be classed as class legislation for he did not think that their laws affected any particular class of people to the detriment of others.

Abolition of Business Tax.

Although a lot of time was spent in framing and wording by-laws there was always some individual who would come along and under circumstances, do something which the by-law did not cover. It was most difficult, said Mayor Armstrong, to get by-laws in such wording that they would cover all the points in such a way that the magistrate would not hold that the by-law was invalid or incomplete. In conclusion he said he had for a number of years been in favor of the abolition of the business tax and the poll tax. The latter was a farce and was a grievance and a burden to many, for only 25 per cent. paid the toll tax, while 75 per cent. got off scot free. He was glad that it had been done away with along with the income tax.

What System Means.

An interesting address was then delivered by Mr. Griffin on the subject of systems. The speaker made use of many anecdotes which had come under his notice and made many humorous remarks concerning the habits of clerks and salesmen. System in business, he said, was not merely the question of accounting or bookkeeping or any sort of record. It was all these and more. It means a carefully thought out plan for handling every detail and transaction. It was necessary in every business no matter what it was. It was even necessary in conducting a man's personal affairs. The so-called system expert who knows very little about business in general but who is a good salesman, often makes a good sale but he will often try to convince you that his little device will solve all your difficulties.

In business there is only one right way but a hundred wrong ways. Find out that one right way and you are on the road to systematic management, and the saving of money and trouble. In conclusion the speaker quoted the business man's prayer as follows. In the morning when he gets up he says:

"Now I get me up to work.
"I pray the Lord I may not shirk.
"And if I die before the night,
"I pray the Lord my work's alright."

Bank Manager Talks.

H. C. Anderson, manager of the Traders' Bank and secretary of the Edmonton Clearing House Association was the next speaker and he choose as his theme, "Finances." The speaker said that first of all when a man went into business he generally had a small capital. He must have a good character and sound integrity, and must have exemplary references before he can obtain credit from any wholesaler.

He must have sound wisdom in selecting the site for his business and another most important asset must be in the selection of his clerks. The clerks must be courteous and obliging for they are the ones that help create business. He thought all retail business men should make themselves known to their banks for if at any time they required to overdraw it is always a wise policy to be acquainted with the bank manager. Judicious advertising was another great asset for it brings results.

Settlement of Accounts.

A great many retailers do not appreciate the necessity of a complete record of every little detail. Accounts should be sent out regularly and there should be a distinct understanding as to the time of settlement when the account is first opened. There should be regular annual stocktakings for it often reveals merchandise on hand that has been lost track of. In conclusion the speaker announced himself as of the opinion that the best days for the retailer in Edmonton are yet to come.

Alex. Livingston touched briefly on the accomplishments of the association during the last year and explained to the members and any intending members what the association was doing.

During the course of the evening the business was interspersed with songs and music.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

TO STRENGTHEN OUR STAFF

The Canadian Grocer proposes to add to its staff in Montreal an assistant editor, a young man with a thorough knowledge of the grocery business, who has had a training in a high-class grocery store, and who has the newspaper man's instinct for recognizing an item of news when he meets it, along with the trained grocer's appreciation of the inwardness of trade conditions. To such a man a liberal salary will be paid and excellent chances offered for advancement.

This step is in line with the general policy of advancement outlined by The Grocer at the beginning of the year and an expression of our determination to give our subscribers in every part of Canada the benefit of the best possible information from the strategical centres of trade.

NEW MODE OF DELIVERY.

The delivery question in every large store is an important one. Where two or more vehicles are required the expense stretches out to considerable proportions in fifty-two weeks and if it can be curtailed any it should.

On another page of this issue are given the experiences of two retail dealers with the automobile system of delivery. These indicate that this system should be looked into. If as asserted one motor car can do the work of two, three or four horses, and if repairs do not exceed those of a couple of wagons, then it would seem the question is one for deep study.

In addition to that there is the advertising value of the motor delivery. Some people are vain and want the best of service and if it can be given reasonably without fear of loss of other custom a change in system ought to be considered

It is a fact we cannot deny that during the past two or three years auto delivery has made rapid strides in Canada and if we are to judge from the interest displayed in this method at the Motor Show which closed a week ago, it will make much more rapid progress during the coming few years.

MANITOBA FLOUR UP.

Some millers have announced this week an advance of ten cents per barrel in Manitoba flours due they claim to the strengthening wheat market which has reached the high-water mark at bay ports.

All millers are by no means convinced that flour should be higher. While some have actually made the advance, others are only contemplating it and still others do not intend to follow suit just now. The latter state that while it is true wheat has reached a high level at bay ports, yet that wheat is in few hands and values can be easily strengthened. They further claim wheat can be brought east from Winnipeg by an all-rail route cheaper than it can be purchased at the ports.

But the trouble in such a case is to get Winnipeg wheat east under the present congested conditions of the railways.

The situation is therefore quite an interesting one when analyzed and what will develop from it will be closely followed by all concerned.

DON'T NEGLECT FISH DEPARTMENT

The retailer should not neglect to give to his fish department the full amount of effort that it deserves these days. With a fair amount of boosting under the present favorable conditions, it will produce gratifying results.

More desirable weather conditions could hardly be wished for. Fish can now be handled with minimum expense and trouble.

The presence of Lent makes fish the standard food of many people on a larger number of days than usual.

Many other lines of food which fish can replace are high in price, and fish being comparatively cheap, is thus naturally brought into greater favor.

Then again, fish in its several varieties is an excellent food. The dealer should talk food qualities of this line in his advertising, personal salesmanship and window cards.

Fish, properly handled give to the dealer a good fair profit. It assists in attracting customers to the store. Surely, this is a line that deserves a little honest effort from the retailer.

PROGRESSIVE EDMONTON DEALERS.

From report of the annual banquet of the Retail Merchants' Protective Association of Edmonton, Alta., this organization is a real live one. The chief objects of the association are the protection of retailers from bad debts and from legislation of an unfair and injurious character.

Among the prominent questions affecting the western trade are the garnishee law, peddlers' licenses and the dead-beat, all of which are common to all sections of the country.

Observations made at the banquet on system in the store and the retailer's relation to his banker are full of sound advice and ought to be read by every dealer. One cannot know too much about these matters amd when the opportunity presents itself advantage should be taken of it.

Edmonton has a good strong association of merchants and much good will come of such meetings as that of their annual banquet.

GIVING OVERWEIGHT IN CANDY

The question of overweight in selling candy is one to which we have frequently called attention in the past, but the following letter from one of our readers is worth while commenting on again. It supplies a method to overcome the practice, for appearance sake, of throwing into the paper bag the two, three or four chocolates or pieces of candy sometimes left on the scoop when the exact weight has been secured. Here is the letter:—

Editor Canadian Grocer.—The grocer has a certain selling price for his candy. Then, he

should give what is paid for according to that price and no more. When he buys from the wholesaler or the manufacturer, he finds they do not throw any in. When a five-pound box of chocolates is purchased, he gets that amount and no more. Why then should he give overweight and over-value to his customers to the detriment of his profit and business. Success on handling candy in bulk depends to a large extent on accurate weighing.

There is a tendency when candies are being weighed out, if there are a few left over to throw them in. A clerk in weighing as he gets near the required amount will take only small scoopfuls and when the scales balance he finds a few left in the scoop and for appearance's sake throws them in. Now I operate exactly the other way. As I get near the weight, I take large scoopfuls and when the scales balance, I have a large amount left in the scoop which customers can't expect me to throw in. Thus I give no overweight.

The author of the above has certainly some originality about him as well as being a student of human nature.

RIGHTS OF THE TRAVELER.

A deputation of commercial travelers waited on Sir James Whitney, Premier of Ontario, during the week protesting against conditions of some of the hotels in local option districts which now do not come under control of the government.

Some of the things they complained of were the following:—

Rates out of proportion to the accommodation.

Food inferior, badly cooked and horribly served.

Dirty bed clothing, with some beds like a veritable rag bag.

Dirty sample rooms in many places.

Cold rooms with insufficient bed clothing.

Woeful lack of sanitary improvements and conveniences.

The Premier and Hon. Mr. Hanna, provincial secretary, promised to look into the complaints and gave the assurance that if further inspection were needed it would be attended to.

Certainly if the traveling man has to endure all or any of the hardships mentioned above something should be done. He is a necessary attribute to the carrying on of commerce and should be treated with respect.

If the placing of even a nominal tax on such hotels thereby bringing them under government control, would remove the inconveniences then it should be done without delay.

"LOST WITHOUT IT."

"Find enclosed $2 for subscription to The Canadian Grocer. Been without it a month now. Lost without it. Substitute did not take the place."

Once a subscriber of The Grocer has been accustomed to getting his weekly paper and reading it, he cannot very well do without it. The above letter from a retail dealer emphasises this point. About a month ago he dropped it, but see what he says. He was lost without it and the "substitute did not take its place."

It has long been recognized that any general dealer who will be successful in business must specialize in each department of that business. A general knowledge is of little use. By the assembling of specialized knowledge on each department, is the only way to keep out of the rut. There are questions of vital interest to the grocery trade arising from time to time which are of no possible interest to any other section of retail mercantiling. They must be considered apart from everything else.

CREDITING RETURNED GOODS.

It is not alone essential that the grocer have a competent charge system that will make it impossible to miss the charging of any goods that leave the store, but he must also have a proper system of crediting customers not alone with cash payments but with any goods that may be returned to the store.

Lack of this is the direct cause of grocers losing customers. Here is a particular case: On the surface this man was a good grocer. He tried to stock only good goods, but if there happened to be anything a customer did not think was quite up to the mark he was glad to take it back.

A customer on receiving his bill one day, looked it over and to his astonishment found that although the dealer had not objected to taking back these goods, many articles had never been credited.

Of course he apologetically made the correction when it was brought to his notice. That satisfied the customer and things went on as before. However, when the next bill came, there were still a number of articles returned during that month that had not been credited. The customer was naturally angry but other things being satisfactory he decided to still deal there. But when more bills came in with the same mistake he stood it no longer, and decided to transfer his account to a merchant who had a proper system of making credits and who did not have to be watched closely.

A system must be put into work that will serve as a check on all goods returned. Not a half way plan that will generally work but one that will make sure all the time. When a deliveryman brings back goods he should not leave it to memory to have them credited at some future time but should at once do so.

It pays to be sure and accurate in these things. The grocer who wishes to succeed cannot afford to be otherwise.

EDITORIAL NOTES.

Advertising should be a part of the general selling campaign of every dealer.

* * *

Eggs are on the toboggan slide. The Canadian hen has crawled out of her shell.

* * *

A clerk content to simply supply actual demand will never develop into a salesman.

* * *

Fruit windows can easily be made attractive. See that your window space is frequently decorated.

* * *

Cold weather during past week has been ideal for fish. Retail sales are large. Are you handling fish?

* * *

Butter still holds its own. United States lower prices keep our market from going further into the air.

* * *

Work of organizing an Ontario association of retail grocers is going merrily on. Uptopia in the trade will no doubt soon be realized.

Automobile Deliveries at Motor Show

Advances Made During Past Three Years—Hundreds of Canadian Dealers Now Using Them—Comparison Made With Horse and Wagon Cost of Delivery—Windsor Dealer Saving Almost $800—Used to Have Four Horses.

Toronto, March 7—(Special)—Three or four years ago there were few, if any, automobile deliveries in Canada operated by retail dealers. To-day there are hundreds of them, and the number is rapidly increasing from month to month.

At the Motor Show, which closed here last Friday night, there were exhibited a dozen or more makes of auto delivery, including two electric cars. Not only were they exhibited, but the sales resulting will without doubt reach high up in the five figure column. Three years ago some of the first demonstrations were held, and few, if any, delivery cars at that time went to retail grocers.

Many Becoming Interested.

This year one firm reports sales of twelve delivery cars at the Motor Show, whereas three years ago they sold only nine during the entire year. Another firm expected to close sales of 20 or 25 as soon as actual demonstrations could be made, while the others all reported an encouraging outlook.

All of this tends to demonstrate the attention the trade is giving to this new form of delivery. Dealers claim it has three distinct advantages over the horse and wagon system. It does the work of at least two horses, and, if necessary, three, and it is a splendid advertisement for the store maintaining it. They also claim that if handled with reasonable care the cost of maintenance is much less than that of the up-keep of two horses, feed for them and wear and tear of vehicles and harness.

There does not appear to be much in auto delivery apart from its advertising value—from the standpoint of the merchant who only needs one delivery horse, and particularly if it stands for any length of time awaiting orders. But the man with two or more horses should take a look into this new system. If it can be made a money-saver it is worth careful consideration.

Value as an Advertisement.

Unquestionably, it is a good advertisement. Large stores which now have this method, state that frequently customers ask to have their groceries sent up by the "automobile delivery." While one may criticize such people for paying so much attention to appearances, yet from a business standpoint, someone has to cater to their high fancies. If they will pay for it, give them the service.

Auto delvery must, therefore, be considered from standpoints of economy, quantity and quality of service, and good advertising.

Windsor Dealer's Experiences.

Windsor, Ont., March 7—(Special)—In this section of the country there are many automobile delivery systems among retailers. W. J. Cherney, one of Windsor's grocers, has had this system in operation for past two years, and is convinced of the economy of it.

Prior to the introduction of the auto in his delivery service, Mr. Cherney had in use four horses. He discarded three of them, replacing them with the auto. Below will be found his comparison of the cost of maintenance of the two systems:—

Horse Delivery Expenses.

	Per Week.
Horses (3)	$15.00
Horses (shoeing)	1.50
Harness	1.00
Keeping up wagons	2.00
Wages (2 men)	19.50
Rent of barn	2.00
	$41.00

Automobile Expense.

	Per Week.
Gasoline	$3.60
Machine oil	.80
Keeping up tires	1.50
Other repairs	.50
Man and boy	$19.50
	$25.90

This shows a saving in expense each week of $15.10, which in a year would amount to $785.20. Even if this saving in expense were but half that amount an automobile would soon be paid for.

Began in Business With Motor Delivery

Retail Grocer Who Figures on Large Saving in Year—Claims His Car Will Do Work of Three Horses—Kept it Running All Winter—Firm Next Door Will Invest.

Geo. Arnold, a retail grocery dealer at 924 Queen street east, Toronto, is one who has adopted the auto delivery method of getting his goods out to customers and who is well pleased with the system. So confident was he of the value of automobile delivery that when he began business last year at the above address, he did not go to the expense of first purchasing a horse delivery. Having had experience with a touring car he felt that for him, automobile delivery would be the best and cheapest.

"Not only is the cost low," he says, "but the other advantages are so great as to make me strongly in favor of this method of delivery."

Mr. Arnold's car is a twenty-horse power one and of the soft tire variety. It has a covered body, affording protection to goods in transport from rain, sunshine as well as dust and dirt.

Cost of Gasoline.

"I use the best quality of gasoline," says Mr. Arnold, "which costs me 18½ cents per gallon. My car requires 15 gallons every two weeks which makes the cost of running the car $1.38 per week. I have had it since before Christmas and it has required practically no repairs. Indeed I expect the cost of repairs to be low, according to the cost of upkeep of my touring car. Of course, within a year repairs will naturally be more than at the present time.

"That $1.38 per week is practically the only expense which I have in connection with it at the present time. The cost of feeding and shoeing a horse would alone amount to $3.50 to $4 per week. We figure that the total cost of horse delivery is $5 per horse per week. The expense of a driver for the car is $14, about the same as that for a horse. My clerk and I, however, do the deliverying ourselves.

Could Do More Work.

"My car," he continued, "is not at present used to its full capacity. We have demonstrated that it can do the work of three horses in delivering. The retail establishment next door, Arnold's meat market, put it to a test recently and it did the work of three horses and wagons.

On this basis the cost of maintenance figures out in dollars and cents as follows:

Wagons Per Week.

Three drivers at $14	$42.00
Three horses' keep at $3.50	10.50
Total	$52.50

Autos Per Week.

1 driver	$14.00
Gasoline	1.38
Total	$15.38

Difference per week, $37.12.

Saving per year 52×$37.12= $1,930.24.

In this estimate it will be noticed that nothing has been figured for repairs for either auto or wagons.

The dealer next door has also decided to adopt automobile delivery in his business.

"Another good feature of the automobile," said Mr. Arnold, "is that it will work all year round. Even the heaviest snow storms this winter did not stop it from covering its route. At any time during the day it is ready for service."

"What do you consider the chief good points of automobile delivery?" was asked Mr. Arnold.

"Well, the comparison shows that it is cheaper," he replied.

"Then another valuable feature is the quickness of delivery. Orders do not have to be held until a schedule time as with horses. If Mrs. Jones rings up and wants some goods in a hurry, we can send them at once and it means nothing but a little more gasoline.

"We deliver with it both in the neighboring district as well as outlying sections. Distance makes no difference.

"The original cost is more of course than that of a horse and wagon, mine being about twice the amount of a good complete delivery outfit, but I believe it soon makes up for this difference."

Food Legislation in The United States

Third Article of Series on Progress of Pure Food Legislation —Early Difficulties of Dr. Harvey Wiley—Each State Has Law of its Own—National Law Solves the Problem.

By W. S. Greening.*

We have seen that in Great Britain the enactment and enforcement of laws regulating the purity of foods was primarily due to Arthur Hassall, so in the United States, the name of Dr. Harvey W. Wiley will always be associated with the passing of the Food and Drugs Act of 1906, which is so far, the most perfect and advanced legislation ever enacted for the protection of the consumer. The passage of this bill was a personal triumph for Dr. Wiley, for it was the result of a struggle lasting over twenty years, during which every possible weapon was used by his opponents to defeat him, and a bitterness aroused unequalled in the whole history of United States.

Uniformity Difficult.

Pure food legislation in the United States is complicated by the ever present conflict between State rights and Federal jurisdiction. The question of food regulation comes entirely within the province of each State, and the law in each was different—good in some and bad in others, and indifferent in most.

Up to 1880 the matter aroused little public interest, although conditions were anything but satisfactory. Undoubtedly, a great deal of impure food was sold, but the general feeling seemed to be that of "caveat emptor" (let the buyer beware). Some famous cases like the wooden "nutmegs" of Connecticut seem to have been regarded as evidences of rather smart Yankee "cuteness," and were admired or treated as a joke rather than as a subject of public concern. The British law of 1875, however, aroused a good deal of interest in America, and several State legislatures passed acts along similar lines.

General Confusion Results.

As in most matters of this kind, Massachusetts took the lead, and her food laws have been regarded as a standard for the other States. Unfortunately, each State, instead of following closely this model legislation, made various variations, dictated in some cases by a desire to be original, but more often allowing the "interests" to slip in clauses which nullified the effective working of the acts. The result was hopeless confusion. Two States side by side would have totally different laws, and to make matters worse, it was discovered that State laws could not be made to apply to shipments from another State. For instance, if an article was prohibited in Ohio, but legal in New York, a dealer or manufacturer could ship it into Ohio from New York, in spite of the pure food laws of the former State. This condition of affairs became intolerable, and it was evident that some remedy had to be found.

Must Have National Law.

Another serious difficulty was, owing to the lack of standards and uniformity, the American export trade in many lines, notably meat products, was suffering, as a foreign power was apt to mistrust American products if he happened to purchase an unsatisfactory lot of goods. The result was lack of confidence in American goods generally. It was felt that little could be done to remedy existing conditions until a national pure food law was passed, as no matter how good the different State laws were, without inter-State commerce could be controlled, it was impossible to make any lasting improvement.

Various food laws were presented to Congress, and a good many passed this house and were sent to the Upper House for ratification, but one and all failed to get through the Senate committees, and after a struggle of over ten years, the question seemed to be as far from solution as ever.

In all, some twenty-three pure food laws were presented to the National Houses of Assembly in sixteen years, and all met the same fate. Some of these laws were not well considered and badly drawn, and had no chance of passing. Others were good laws and had the support of the best public opinion in the country.

Treated as Jokes.

The usual method of blocking these bills was to refer them to the Committee of Manufacturers in the Senate. As this committee seldom met, and as the members were all carefully selected by the big "interests," the bills never got any further. They were either never reported to the Senate at all, or through some technicality were reported unfavorably. Pure food laws were, in fact, a standard joke. One Senator in referring to a bill in regard to lard, stating in a joking vein, that "it was Greece, but living Greece no more."

All this time one man never got discouraged, but kept up the fight with renewed vigor after each rebuff, and eventually, his efforts were crowned with success.

Dr. Harvey W. Wiley was an ex-college professor of chemistry, and had in 1898 become chief chemist in the Department of Agriculture. He had a very definite idea of what was needed, and saw clearly that until proper standards were established it was impossible to hope that a satisfactory law could be passed or enforced.

For some years he worked at the task of perfecting a set of standards which would cover every known food and drug, and in 1903 managed to get money appropriated by Congress to conduct a series of experiments regarding the effect of preservatives in food, the use of artificial products such as saccharin, vanilline, etc., and generally, to decide by actual experiment what foods should be prohibited by a civilized State.

In addition to this work, he toured the country, making speeches, in which

* Mr. Greening, the author of this important series, is vice-president of the Pure Gold Manufacturing Co. He will go into the question fully, explaining in future articles the scope of the United States and other pure food laws.

he pointed out the evils of the existing conditions, and gradually, but surely, got the public opinion behind him.

During the war with Spain the embalmed beef scandals made a tremendous sensation, and helped along the cause. In 1904, Mr. Upton Sinclair's novel, "The Jungle," made a public disclosure of a really terrible state of affairs in the packing industry in Chicago. One immediate result of this book was the refusal of the British Government to buy any more American food products until an investigation was made into the truth of the allegations. It was generally seen on all sides that the situation was serious, and public clamor began to be exerted in favor of a national, comprehensive food law.

Got Ear of Senators.

On the other hand, the opposition was bitter. A radical pure food law would mean a tremendous loss to a great many large food manufacturers, and they fought every attempt to enact a national food law, with a bitterness unknown since the civil war. As the "interests" were in control of the Senate, their position looked secure, but first Senator McCumber, and then Senator Heyburn were won over, and as they were on the Committee of Manufacturers, they finally reported in favor of a bill, which passed the Senate on June 30, 1906. This came into force on January 1, 1907, and is the famous Food and Drug Act, which is to-day law in the United States.

This act applies to the manufacturer of foods and drugs in the district of Columbia and the territories of the United States. It also covers all foods imported into the United States from any foreign country, and lastly, and most important, it controls all goods shipped from one State into any other State.

The provisions of the act and their enforcement will be the subject of another article.

An Effective Transition.

In a general way, it may be said that despite the clamor of interested persons whose business in adulterated foods it has destroyed or seriously injured, it has worked wonderfully well, and has had the effect of changing the United States from the country in which food adulterations flourished probably more than any place in the world, into the country in which the public health is protected in the most efficient manner.

As soon as a national law was passed an effort was made to get all the States to adopt this law instead of their own separate legislation, and although this movement has been slower than was anticipated, there is every reason to believe that all the States will eventually abandon their conflicting laws and we will see one law both for inter-State commerce and for the States themselves.

ONTARIO ASSOCIATION STRONGLY ADVOCATED.

Continued from page 36.

The Humorous Side.

Wm. Miller's latest poetical effort:—

"Little drops of water, little grains of sand
Kept behind the counter—Do you understand?"

The political story of Dave Bell continues to tickle some of those who heard it.

"How to get 16 ounces out of the same pound twice," was the problem with which Frank Sloan was supposed to tussle.

Wm. Miller hired an Irishman to deliver two rabbits to a Bloor street home. While grabbing for his hat, the rabbits escaped, and dashed up Bloor street. "Run you little divils," yelled Pat after them, "but sur'n you don't know the address."

Guelph was represented by Mr. Benson who says the grocers there want to see a provincial organization.

"If that gentleman from London (meaning E. J. Ryan) hadn't gone so early, I would like to have had a round out of him," remarked Frank Sloan, but Mr. Ryan was still present. However, it wasn't necessary to call in the police.

J. F. Howitt, Pure Gold Mfg. Co. traveler, can tell a few of them. Ask him where the negress washerwoman was vaccinated.

Geo. Bond's songs were a pleasant part of the entertainment.

R. Davies and Fred Thorne led the chorus at the head table which ran:—"Six for a quarter," and "One too many," when Herb. Moore faced the audience.

One of the stories:—

"I wish I knew the place where I was going to die," said Pat.

"Why?"

"Sure, I wouldn't go near it."

Charley Parson's description of Toronto's recently constructed new Union Station was more minute than the specifications.

That everything was conducted in parliamentary fashion was seen to by J. S. Bond and D. W. Clark.

Next time Mr. McIntosh, of Hamilton, goes to a banquet we venture to say he will be prepared to stay all night even if it takes him a week. (Lessons from W. J. Mellen's Second Book.)

S. Bone who was unable to be present, wrote President Davies he was very much in favor of the Ontario organization.

Harp, Church, Mellen, Burns—this was the fine contingent from Brantford.

The morning after Mr. Mellen heard the cat play the piano and he dreamt of political intrigues. Yet there was nothing stronger than water.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Manufacturers of Corks.

Editor Canadian Grocer,—Will you kindly let me know address of the Ewing Co., that manufactures corks, and greatly oblige?

W. G. ROGERS.

Gananoque, Ont.

Editorial Note.—This is S. H. Ewing & Sons, 98-110 King Street East, Montreal, and 20½ Front Street East, Toronto.

VERNON MERCHANTS ORGANIZE

Vernon, B. C., March 7—(Special)—Organization is gradually spreading among the merchants of British Columbia, the latest being the formation of the Retail Merchants' Association, of Vernon, with the following officers:—President, J. P. Martin; Vice-President, J. W. Glover; Secretary and Treasurer, C. J. Whiten; directors, L. J. Ball, C. C. Smith, J. F. Stainton, W. J. Nichols and W. R. Megaw.

This association is not limited to any particular line of trade, but includes all and gives assurance of being good and strong. The objects are to foster and maintain a permanent social feeling among the members; to obliterate distrust and inspire confidence; to remove by concert of action such evils and customs as are against good policy and sound business principle; improper house to house trading, distribution and consumption of adulterated and unwholesome goods, the use of fictitious labels, the use of dishonest weights and measures, etc.

A Herring Margin-of-Profit Problem

When is a Margin Not a Profit?—Value of Close Calculation —Where the Waste Gets to—Percentage of Goods That Do Not Pay Average Expense Account.

*By Henry Johnson, Jr.

Nova Scotia, Feb. 15, 1912.

Canadian Grocer,—Gentlemen: The grocers in —— retail fresh herring at 30c per dozen. These fish are costing $1.80 per hundred, or 21.6c per dozen, plus about 3c per dozen freight, as barrels average about 30 dozen fish, and freight and cartage averages 90c per barrel. That means 24.6c per dozen cost laid down. Selling at 30c the margin is 5.4c per dozen, or 18 per cent. of the selling price. We contend that the retail price should be 35c. First, because 18 per cent. is too small a gross margin; second, there are always a few small or torn fish in the barrel, which it is good policy to "throw in" when making up a dozen for a customer; and, third, even selling these fish at 35c per dozen, you are giving 6 3-5 pounds of good food for 35c, or at the rate of about 5 1-3c per pound. Is there anything you can offer a customer to beat it for value?

In discussing this matter with a grocer, he stated that very few grocers' expenses ran over 14 per cent. of sales, and that many did business on as low as 10 per cent. for expense, and that an expense rate of 12½ per cent. was common. We would much like your views on the matter. Perhaps your clever Mr. Johnson might tell us what he thinks, in your columns.

Yours truly,
OLD SUBSCRIBERS.

N.B.—For obvious reasons we do not wish real name of town or our firm name published.

• • •

The Margin of Safety.

Certainly the price should be 35c a dozen. The average margin of safety in the retail food business is 20 per cent.; but note that such is the needful average. With numbers of articles necessarily sold on a much narrower margin, it must be our constant aim to get more than 20 per cent. on as many items as possible, so we may realize the normal average. Again, thus must be even more constantly our aim in the case of perishable or semi-perishable goods, or such as are subject to unusual shrinkage. We are all too apt to compute our margins on the gross amount of a shipment, forgetful of the fact that, in breaking bulk and selling in small quantities, it is much more than likely that we shall fail to weigh or measure out nearly as large a quantity as we paid for.

If we could sell 360 herring out of each barrel and got 35c per dozen for all of them, we should have a gross margin of 10.4c per dozen. That figures out a shade under 29¾ per cent.; and that would not be too large a percentage to get. But there is a shrinkage in these fish. I do not know how great that shrinkage is, but I think that it is not unreasonable to estimate it at 10 per cent. Thus we pay $6.48, not for 360 herring, but for 324. That figures 2c each, 24c a dozen. Add 3c for laying in, and the cost is 27c per dozen. On this basis of computation, therefore, we have a margin of 8c per dozen, or just under 22⅞ per cent.

Make Them Pay Their Way.

At 3c per dozen gross margin, these fish will pay us only 10 per cent. That puts them into the class of goods which, like sugar, do not pay their own way. As stated, we want as few of that class as possible.

If I am wrong in my estimate of shrinkage, I suggest that you play I am right anyway. Because, if I figure too widely on this shrinkage you will figure too narrowly on some other. Thus, things will be evened up—probably much more than evened. The retailer is usually all too modest about claiming what is justly coming to him.

Note that even this correspondent goes over to the consumer's side, when he asks if there is anything we can offer the customer to beat these herring at 35c per dozen. The obvious answer is, that those same herring at 30c make cheaper food for the consumer; but that is not the point of the argument. The real point and correct contention is, that nobody is permanently benefited by work done without fair and honest compensation.

The Logical Conclusion.

The retailer is a better retailer when he enjoys an honest margin. The consumer benefits through paying the retailer fairly, honestly for his service, because then the retailer is enabled to render better service on a more liberal scale. Moreover, he does it every time he gets a chance. Thus, the first question to be decided is, what is the fair, living margin on those herring? On what basis can the retailer handle them and have something left over from his expense account? He should not have much; he does not ask much. But he should have something. In this case, it seems logical that 35c per dozen is the right price for him to sell at.

• • •

It is a common failing with grocers to look at the necessary **average** margin as the **maximum** margin in computing what they shall get for an article. That was evidently the trouble with the grocer to whom this correspondent put the question. It is the trouble with manufacturers and jobbers also. The man who sells us such articles as evaporated peaches thinks he is liberal when he offers us "25 per cent."—figured, as is his habit and training, on the cost—thus just 20 per cent. actually. Yet those goods must pay us 30 per cent.—on the selling price—or we shall not realize the margin we must have to cover shrinkage and have a little net earnings left over.

A Friendly Wager.

Before I passed on that question of the said procer's "14 per cent.," also, I should want to see a statement of his business, with full details of his expense account. Blindly, without knowing the man, and with full cognisance of the fact that he is a Canadian, and, therefore, likely to be pretty well posted, I am ready to wager the cigars that I shall add from 2 per cent. to 4 per cent. to his expense account, getting all my data from him.

I am reminded of the time when I heard a merchant talking details of expenses at a grocers' meeting. He was precise and so crisp in his statements that it was evident that he knew just what he was talking about. One asked him what his expense account was. The reply came quick: "Eleven and six tenths." That is pretty nearly the prize for moderation in expenses; but I have since verified it and found it O.K. But that was not the joke. The fun came in in watching those other grocers nod approvingly and mutter: "Yes, y-e-s; just about right." Bless their hearts! Probably not another single man in the room really knew what his expense account was!

Average Percentage of Expense.

The fact is, that 14 per cent. is to-day a very modest expense account. If I am wrong, gentle readers, "show me." I am always anxious to learn. I am especially more than anxious to learn definitely and in figures of such as run their business on a lesser percentage of

Continued on page 47.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

The Markets—Raw Sugar Is Easier

Question Whether Movement is Temporary or Not—Higher Price on Light-Colored Corn Syrup—Has Been Heavy Season for Syrups—Beans in Good Demand at Firm Prices—Dried Fruits and Nuts Steady.

QUEBEC MARKETS.

Sugar—Easier.

Hallowee Dates—Decreased.

Spices—Steady.

Montreal, March 7.—The market in general offers more activity this week as a result of the March trade. Supplies in the greater number of lines are satisfactory, and prospects for the spring trade look encouraging. The weather has been favorable, and shipments are once more satisfactory, much to the relief of those merchants who have suffered greatly from snowstorms and extreme cold.

The sugar market offers a little easier tone. No changes have taken place, and it has been stated that nothing of importance will move the market until reports of the beet crops are known.

The high spell of Hallowee dates seems to have passed, and prices are now on the decline.

SUGAR.—No changes have been made in either price or demand during week, and this attitude is certain to be maintained for some time to come. Consumptive demand still holds strong under the high prices. Cuban markets are lively at present, and local dealers find themselves over supplied.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, Imperial	5 40
Granulated, Beaver	5 45
Paris lump, boxes, 100 lbs.	6 35
Paris lump, boxes, 50 lbs.	6 45
Paris lump, boxes, 25 lbs.	6 65
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—Lenten season, as previously stated, has increased demand for syrups and molasses somewhat. One brand of table syrup has advanced 10c per case. It is the general idea that the prices of molasses may go higher in sympathy with sugar market.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03½
Corn syrups, half-barrels	....	0 03½
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
Cases, 5-lb. tins, 1 doz. per case	....	2 75
Cases, 10-lb. tins, ½ doz. per case	....	2 65
Cases, 20-lb. tins, ¼ doz. per case	....	2 60

DRIED FRUITS.—Dried fruits have shown little change the past week. Demand and supplies in all varieties are equally balanced. Hollawee dates, which have been high of late, now show a decline.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09¼
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 05½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
30-40	0 16	0 18
30-40	....	0 15
40-50	....	0 14
50-60	....	0 12½
60-70	....	0 12
70-80	....	0 11½
80-90	....	0 11
90-100	....	0 11
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Good, steady demand continues to exist in all grades, with values practically where they have been for several weeks, and with no varying tendencies. It has been mentioned that next year's crop promises to be cheerful; but not cheap.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee has been featureless this week, and prices need not be repeated. The demand is still of a hand-to-mouth order.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—A seasonably brisk business is the feature of the market. Prices remain as previously quoted, and will evidently maintain this position until spring trade opens, when activities are expected to liven the situation somewhat.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Nothing new has developed during the week. Prices remain firm, while all varieties are subject to a normal demand. The peanut market offers tendencies in the way of becoming active, and a strong spring business is looked forward to.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mayette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 12½	0 13¼
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 33	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 23	0 25

RICE AND TAPIOCA.—A good demand prevails for all grades of rice, both locally and out of town.

Tapioca still remains firm. No change in price has developed, but a tendency towards a decline is noted.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 68	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS—

Sugar—Raws easier.

Corn Syrup—Light colored 10c case higher.

Bosnia Prunes—Quoted 8½ to 9c.

Canned Lobsters—Small stocks.

Toronto, March 7.—Quietness is generally reported by wholesalers this week. "Quieter than I have known it for a long time," was the way one jobber put it. Bad roads is about the only excuse that can be offered for present lull.

However, trade has continued fairly brisk during January and February which are generally quiet months, so that a more moderate trade was to be expected at this time. With spring and its accompanying activity now not far distant, an improvement in trade can be looked for before long.

There is less talk of an increase in discount on paper bags which was being discussed for a time. Manufacturers evidently do not see their way clear to make any change at present. One firm on 10,000 bags quotes discounts of 50, 10, 5, and 2 per cent. Another quote 50, 10, 5 and 3 per cent. on 100,000.

Market on raw cotton is firming again after its period of easiness, but no change has taken place in cotton twine.

Sugar—Sugar market as reflected by movement of raws is not as strong as week ago. Raw market in Europe has declined quite materially from high point of 16s 3¾d to 15s 1½d. The coal strike in England is given as a reason, at least in part, for this easing off, banks under unsettled conditions becoming cautious and refusing to carry speculators. European situation is also not now as stringent for supplies as it appeared some time ago, and it is now estimated that only 150,000 tons from Cuba will be required to complete the U.K. needs of this campaign, a good part of which has already been purchased.

Cuba is also showing up to better advantage of late and New York refiners now supplied for a time ahead are using their powers as much as possible to ease prices. Cuban raws have declined from $4.86 to $4.55.

There is undoubtedly an easier feeling but whether it is only temporary or not remains to be seen. Next buying movement on part of refiners will help to decide that question. Meanwhile, demand from retailers and wholesalers is quiet.

Extra granulated, bags	5 65
Extra granulated, 20-lb. bags	5 75
Imperial granulated	5 50
Beaver granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 05
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 85
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	5 85
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 55
Paris lumps, in 50-lb. boxes	6 65
Paris lumps, in 25-lb. boxes	6 85

SYRUPS AND MOLASSES.—One firm manufacturing light colored corn syrup have advanced price on that variety 10 cents per case, making it 35 cents per case higher than the ordinary amber colored instead of 25 cents more as has been case. This has been an excellent winter for sale of syrups and sales continue unabated. One manufacturer states his firm has never caught up with orders since the season commenced and is still behind.

The advance supplies of new maple syrup are expected to make their appearance in a couple of weeks. Meanwhile this is a good maple syrup season and retailers would do well to give prominence to their stocks.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	3 65
20-lb. tins, ¼ doz. in case	3 60
Barrels, per lb.	0 03⅜
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	1 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	....	0 45
Porto Rico	0 45	0 52
Muscovado	....	0 50

DRIED FRUITS.—Some jobbers report a fair movement of dried fruits. Others note a quiet demand.

While Hallowee dates are reported slightly easier in Montreal, the tendency is, if anything, in other direction here. As reported before, stocks are rather inclined to scantiness here, half boxes verging on a clean up. One pound packages are quoted at 7 cents.

Bosnia prunes are quoted slightly low at 8½ to 9 cents by some firms. Evaps are steady as are also raisins and currants.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 14½
50 to 60, in 25-lb. boxes	0 13	0 14
60 to 70, in 25-lb. boxes	....	0 12
70 to 80, in 25-lb. boxes	0 10¾	0 11
80 to 90, in 25-lb. boxes	0 10¼	0 10½
90 to 100, in 25-lb. boxes	0 09¾	0 10
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	....	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 16	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08½
New Dates—		
Hallowees—		
Full boxes	....	0 06
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—Contrary to expectations, shipments from Northern India to United Kingdom for first half of February were about half a million pounds more than for same period of 1911, making total shipments to February 23, eleven and a half million lbs. over those of last season. This increase has, however, been cared for. The Ceylon tea market, during February, showed a steady tone, especially for fine and medium varieties.

On local markets, general steadiness is the rule.

COFFEE.—No material change in situation locally or on other markets, "I look for continued steadiness throughout the season," stated a local coffee man." The present Brazilian crop listed to begin to arrive around June 1, is not only short, but lacking in quality in some instances. With the strong statistical position, I do not look for any marked reaction, at least this side of the next crop."

There appears to be a more settled feeling in coffee in New York and buyers are not operating so cautiously as hitherto.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 28
Jamaica	0 24	0 25
Chicory	0 12	0 13

RICE AND TAPIOCA.—There are no new features to report in regard to rice market. New crop Rangoon will be coming in towards the end of this month. Patna comes in a little later.

Tapioca is steady with a fair demand.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	....	3 65
Rice, standard B., f.o.b. Toronto	....	3 75
		Per lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

SPICES.—This is not a busy season for spices, but fair movement is reported. Opening of navigation will bring an improved demand.

Peppers are steady and tendency in allspice seems to be towards strength. Cream Tartar continues to move up and down on primary market somewhat after fashion of the barometer, but general situation now shows little change from a month ago.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	20—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

NUTS.—General steadiness prevails both here and on primary markets. Nuts in shell are moving tardily while shelled varieties are in demand in small quantities only.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16

Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Beans are in good demand even at the rather high figure. Stocks are conceded small even for the season and a continuance of a steady to firm tone is anticipated.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 08

BROOMS.—Broom market remains about the same. Indications for the future do not at least point to lower prices and there are those manufacturers who predict higher values before season has run much longer. Broom corn market is holding steady. One manufacturer states that one car of corn he has on the way is long past due by reason of delayed transportation. He believes what corn is left in south-western states will be spoiled by the unusual storms which have been prevalent there, as the corn is for most part stored in open. With season only nicely started, no new corn being available until October next, he looks for strong market to rule in brooms. With spring housecleaning not far distant, demand for brooms should shortly show more life.

LATE MARKET NEWS.

TORONTO.—Following direction indicated, eggs have continued to ease under increased supplies. The middle of the week found 25 to 27 cents per dozen being quoted, with dealers expecting further easiness probable.

The first car of Florida tomatoes of the season arrived in Toronto this week. They come in crates containing six baskets and will sell at about $5 per crate. Hothouse tomatoes are about at an end.

Two additional firms have announced a general advance of 10 cents per barrel in Manitoba flour, quoting $5.80 per barrel in car load lots.

Mills continue to boost prices on bran and shorts. Several mills have added another $1 per ton during week. Stocks are exceedingly small. Bran is quoted at $25 to $26 per ton in car lots and shorts $2 per ton higher.

CANNED GOODS.

TORONTO.—A normal volume of canned goods is moving from wholesaler to retailer. Consumptive demand as reported by retail trade is brisk. Stocks are being rapidly reduced and jobbers expect a better buying movement to set in before long.

"No, I have not found any big demand for canned salmon since the Lenten season commenced," said one jobber in reply to a query. "Most retailers stock fairly heavy in the fall and their stocks have not been reduced low enough to induce purchasing. There is always a larger demand for canned fish towards latter part of Lent, when handling of frozen fish becomes more difficult."

As has been pointed out before, stocks of lobsters are small, and as last year, a clean up is likely early in the season. Quotations on ½'s is $3.00 per dozen.

Booking for canned goods for this year's pack is already being done, although no prices are being named. It is reported, however, that one firm are guaranteeing that price on tomatoes, peas and corn will be such as to allow of them being retailed at 10 cents.

MANITOBA MARKETS.

Syrup—Advanced.

Evaporated Apples—Strong.

Coffee—Steady.

Winnipeg, March 7.—There is little new as far as changes in prices are concerned this week, but all expectations as to activeness of the various lines have been more than fulfilled. The spring rush may be said to be gaining momentum every day, and in short while will be at its height. Wholesale firms are busier than ever, as many have already started with the arrival of the longer and brighter afternoons to close sharp at noon on Saturdays. Orders for late shipments, and advanced orders for summer and fall shipments are being received daily, and indications still point to a record year.

The feeling of the market this week is one of strength, and firmness prevails in all lines. Sugar, which caused the sensation last month, is holding firm, and at present opinions differ as to future movements. Syrup is the only line to show change, which was an advance of ten cents per case for one brand of corn syrup, while corn syrups in general holds steady. Evaporated apples and dried fruits are scarce, and in active demand, and higher prices are looked for daily.

SUGAR.—Situation in sugar is exactly same as it was towards close of last week. The market is steady as far as prices are concerned, and demand appears to have been affected little by the recent advances. As stated above, opinions differ as to future movement, as the local market will, of course, follow the action of the larger markets to the south and east.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and B.C., in sacks	6 15
Montreal, yellow, in bbls.	5 80
Montreal, yellow, in sacks	5 75
Icing sugar, in bbls.	6 55
Icing sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 35
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 05
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 05

SYRUP.—An advance of ten cents per case is reported in one brand of corn syrup. This is a white or clear syrup, as compared with amber color of some. No apparent reason could be secured from wholesalers for this advance, many attributing it to general strength of syrup market during last few weeks.

Syrups—		
24 2-lb. tins, per case	....	2 28
12 5-lb. tins, per case	....	2 68
6 10-lb. tins, per case	....	2 56
3 20-lb. tins, per case	....	2 57
Half barrels, per cwt.	....	3 85
Barbadoes molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

EVAPORATED APPLES.—As stated last week, 11c flat Winnipeg, is now regarded as prevailing price for this line on local market. Stocks are falling off, and a considerable advance is expected shortly; in fact, 11½c has been rumored in one or two houses.

DRIED FRUIT.—There is absolutely nothing new in dried fruit situation. Same tightness exists regarding one or two lines as published before, but no change has taken place yet. The demand has been steady, and rumors of advances have had little or no effect on the demand for these lines.

		Per lb.
New Prunes—		
90-100s, 25s, s.p.	....	0 10¼
90-100s, 10s, s.p.	....	0 10¾
80-90s, 25s, s.p.	....	0 10¾
80-90s, 10s, s.p.	....	0 11¾
70-80s, 25s, s.p.	....	0 11
70-80s, 10s, s.p.	....	0 11¾
60-70s, 25s, s.p.	....	0 11¾
50-60s, 25s, s.p.	....	0 11¾
40-50s, 25s, s.p.	....	0 13
New Figs—		
Camel 3-crown table figs	....	0 10
Camel 4-crown table figs	....	0 11
Camel 5-crown table figs	....	0 11½
Camel 6-crown table figs, about 10 lbs.	....	0 12½
Camel 6-crown figs, about 50 lbs.	....	0 12½
Camel 7-crown table figs, about 100 lbs.	....	0 14½
Camel 9-crown table figs, about 10 lbs.	....	0 16
Emmanuel 3-crown	....	0 08½
Emmanuel 4-crown	....	0 08¾
Emmanuel 5-crown	....	0 09¼
Emmanuel 6-crown	....	0 10
Emmanuel 7-crown	....	0 11
Club box figs	....	0 06
Cooking Figs—		
Choice boxes	....	0 05¼
Half boxes	....	0 05½
Half bags	....	0 04¾
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box	....	2 30
Fine selected, 28s, s.p., per box	....	2 35
4-crown layers, 28s, s.p., per box	....	2 45
4-crown layers, 14s., s.p., per box	....	1 30
4-crown layers, 7s., s.p., per box	....	0 70
Ne plus ultra, 28s., s.p., per box	....	2 40
Currants—		
Dry, clean, per lb.	....	0 07½
Washes, per lb.	....	0 08
1-lb. package	....	0 08¾
2-lb. package	....	0 17¾

COFFEE.—A healthy trade is taking place in coffee at present time, and there is good demand for all brands. Roasted coffee, as well as ground coffee, is attracting attention, and sales have been heavy enough to keep market on a strong, firm basis.

Roasted Rio, per lb.	....	0 22
Green Rio, 5's, lb.	....	0 17
Green Rio, 7's, per lb.	....	0 16¾

BEANS AND PEAS.—It is understood there is a small movement on foot to endeavor to get the farmer of the older settled districts to go in for the cultivation of beans and peas. The Ontario crop of beans, as well as peas, was decidedly short of the expected amount, and as a result a shortage in stocks can be expected by mid-summer.

Beans, 3-lb, picker, per bushel	....	2 65
Hand picked, per bushel	....	2 75
Peas, split, 100 lbs.	....	4 00

NOVA SCOTIA MARKETS.

Halifax, March 7.—Business is fairly good in wholesale grocery lines. Trade is pretty well distributed, but heaviest run appears to be on canned goods. Since Lenten season has arrived there is large increase in sales of canned tomatoes, baked beans in tins, and also catsups. Split peas and beans are also in good demand. There is an active market for all kinds of fresh fish in cans, with exception of halibut, which is a slow seller on this market.

There is good inquiry for dried fruits such as prunes, peaches and apricots. There is not much call yet for evaporated apples, though some excellent stock has been marketed. They are going to the trade at 10½ cents per pound. Prunes are selling from 7½ to 10 cents per pound. Local dealers say that there will probably be an advance of twenty cents per dozen in the price of at least some English pickles, in the near future.

Nova Scotia potatoes have been marked up ten cents per bag to $2.34, but Island stocks still holds at $2.25. Cape Cod cranberries are now selling at $13 per barrel, and Nova Scotia at $8.

NEW BRUNSWICK MARKET.

St. John, March 7.—The market during past week has been quiet, but steady, and few changes have been recorded, although all stocks, practically, are firm. Business has been fair for latter part of February, and quite up to general average for this time of year. Local wholesalers are greatly interested in general developments planned for 1912 in this city, as they expect increase in trade to be considerable

Flour situation remains unchanged although both flour and oatmeal are decidedly firm. Advices to local grocers are to the effect that flour will be higher. Reports from west are that there are large quantities of wheat beneath the snow, and that much will be totally lost.

Although no change took place this week in molasses, it is reported much easier than for some time, and a further decline is looked for soon, although in sympathy with sugar it is apt to stay solid for a time, at least. Sugar has remained unchanged, and indications according to local advices, are that because of the disappointing returns from the southern colonies in sugar planting, a scarcity or lightness of stocks will prevail.

Large importations of Irish potatoes have been made at this port during last week or so, and this it is thought will continue for some time, because of the general scarcity marked throughout the Dominion. A steamer last Friday brought out another large cargo of potatoes from the Emerald Isle, and most of these were shipped to Montreal market. The price remains unchanged, selling at from $2.50 to $3.

Butter ranges from 30 to 36 cents a pound, and is none too plentiful. It had been thought that market would have been eased by the week-end, but this did not take place.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 25	0 28
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W. grey bag	3 00	3 10
Cheese, new, lb.	0 16½	0 17
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 70
Cornmeal, bbls.	....	3 55
Eggs, hennery	....	0 35
Eggs, case	0 28	0 35
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 45	6 50
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 10½
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 75	3 00
Raisins, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 80	5 90
Austrian granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	6 75	7 00

ANOTHER CANNING CO.

The National Canners, Limited, have been incorporated with a capital stock of one million dollars and with head office in Montreal. Among the provisional directors are Errol Malcolm McDougall, John Jennings Creelman; Gilbert Sutherland Stairs and Alexander Jodoin.

Max Schellenberg, Dryden, Ont., has sold his general store to S. P. Wilson, of Winnipeg.

Wellwood, one of Toronto's high-class fruit stores, is going out of business.

W. D. Fleming has sold his general store at Eden, Ont., to Frank Travis.

Wm. J. Dugleby, grocer, Toronto, has sold to C. L. Stone.

A COMPLIMENT FROM ABROAD

MacLean Publishing Co.,

Dear Sirs,—We herewith enclose new copy to be inserted in The Canadian Grocer. Kindly give instructions for the printer to set up as effectively as possible.

We should also like to take the opportunity of expressing our congratulations upon the improved get-up of your paper during the last few weeks.

JAMES EPPS & CO., LTD.
Holland St., Blackfriars,
London, S.E., Eng.

A HERRING MARGIN-OF-PROFIT PROBLEM.

Continued from page 43.

expense. 12½ per cent. is uncommonly low—I make that statement, also, with the invitation that you "show me" if I am wrong. As for 10 per cent.—well, I know just one man who does so well. I have recently stated his peculiar case in these columns. It was so remarkable that I analyzed it in two articles.

I shall make the statment, for refutation, if there be any to do the refuting, that 15 per cent. is to-day a fair average expense account for the grocer. I shall be just delighted if any of you can show me otherwise.

* * *

The summing up is about this way:

The average grocer handles 2,000 items. Each article has its own character, use and weakness as a profit-earner. Without having gone over the ground myself, I accept the statement of one very well posted grocer that 40 per cent. to 45 per cent. of those articles do not pay a margin sufficient to cover the **average** expense account. Thus, the remaining 55 per cent. or 60 per cent. must pay **much more** than the **average** margin, or we shall fail.

Get Benefit of Every Doubt.

These being the conditions, we must adopt the plan of giving ourselves the benefit of every doubt in the fixing of margins in respect of all goods wherein we have any choice. This because of the fact that custom has decreed that nearly half of our goods must be sold on a margin less than the cost of doing business.

And this must be our rule of action until such time as our business is so completely reduced to a science that we shall **know** just what it costs to handle each separate item. Then we can just as scientifically fix and demand a corresponding margin.

* * *

Meantime, sell the Herrings at 35c the Dozen!

NO SUBSTITUTE FOR THE GROCER.

MacLean Pub. Co.—Find enclosed $2.00 for subscription to The Canadian Grocer. Been without it a month now. Lost without it. Substitute did not take the place.

Inkerman, Ont. H. P. ALLISON.

EDITOR WANTED

YOUNG MAN AS ASSISTANT EDITOR IN the Montreal office of the Canadian Grocer. He must have a thorough knowledge of the grocery business, be a capable writer and have the ability to get the news of the trade. To such a man a liberal salary will be paid, with excellent chances for advancement. Apply Canadian Grocer, Eastern Townships Bank Building, Montreal.

MANAGER WANTED.

EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.

Several Mills Advance Flour Prices

To Extent of 10c Per Barrel in Manitoba Flour—Others Maintain Prices at Old Figure—Some Undecided—Wheat at Bay Ports Reaches Record for 1911 Crop—Considerable Flour Booked Ahead—Feed Scarce and High.

During the week several mills announced an advance of 10 cents per barrel in Manitoba flour. This upward move has not, however, been general, a number still maintaining prices at old figure.

Millers are not working in unison apparently. While as stated above, some have advanced prices, others state flatly that they will leave their quotations unchanged. Others appear to be undecided whether they will follow the upward move or not. One mill has raised prices east of Montreal only. "We are considering a general advance, however," one of their representatives stated. "In fact," it was finally admitted, "we are quite likely to advance prices in general."

"I see that some of the millers have announced a change in Manitoba flour," The Grocer stated to representative of one manufacturer.

"Which way, up or down?" was the answer, to whom the change was news. Such an answer would leave the impression that it was doubtful whether the upward move was warranted. It was pointed out that wheat at bay ports had reached the high water mark for 1911 crop.

"Yes, that is correct," he replied, "but values at bay ports can hardly be taken as a gauge to the market. That wheat is in few hands and values may easily be raised. The Winnipeg May wheat market is just about at same level as when the last advance took place in flour in October. Wheat can be brought from Winnipeg, all rail, cheaper than it can be obtained at bay ports."

Another miller admitted the above. "But," said he, "the trouble is to get the wheat here from Winnipeg. It takes a long time with the present congested conditions."

"I understand," said another, "that some mills have advanced prices, but we will not."

"Do you think the wheat market warrants it?" he was queried.

"Yes, I think the wheat market warranted it some time ago, but I think that it is a piece of folly on the part of those mills who are raising prices now."

"One mill I know of have had their travelers out getting retailers to book up because prices were going to advance. They have loaded the people up, and now they raise the price to give the idea to purchasers that they bought wisely."

MONTREAL.

FLOUR.—Several mills have advanced prices 10 cents per barrel this week. All millers have not, however, taken part in the upward movement.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	....	4 30
Manitoba 1st Spring wheat patents, bags..	5 60	5 70
Manitoba straight patents, in bags	5 10	5 20
Manitoba strong bakers, in bags	4 90	5 00
Manitoba second, in bags	....	4 50

CEREALS.—Cereals have been active during the week. The demand has been brisk and some prices subject to change. Last week's snowstorms held up imports, but now the situation is relieved by milder weather, and shipments coming freely.

Fine oatmeal, bags	....	2 64
Standard oatmeal, bags	....	2 64
Granulated oatmeal, bags	....	2 64
Bolted cornmeal, 100 bags	....	2 00
Rolled oats, jute bags, 90-lb.	....	2 50
Rolled oats, cotton bags, 90-lb.	....	2 45
Rolled oats, barrels	....	5 05
Rolled wheat, bbl.	....	2 25

TORONTO

FLOUR.—On Wednesday morning a number of mills announced an advance of 10 cents per barrel in Manitoba flour, bringing it up to $5.60 per barrel in car lots. This advance, however, was not general, several mills still maintaining prices at the lower figure. Others seem to be swinging in the balance, undecided whether they will follow the upward move of the other mills or not.

Taken on the basis of Manitoba wheat at bay ports, it looks as if the flour advance was the sequel to upward move which has brought wheat to-day to highest level recorded for the 1911 crop. However, the fact is pointed out by one miller that this can hardly be taken as a gauge. He points out that wheat at Winnipeg has not moved in unison with that at bay ports.

Trade in flour is fair for the season. There has been considerable sold ahead. Offerings of Ontario flour are noted a little freer.

Manitoba Wheat.		
1st patent, in car lots	5 50	5 60
2nd patents, in car lots	5 10	5 20
Strong bakers, in car lots	4 90	5 00
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00
Blended	4 50	5 00

CEREALS.—Prices on cereals hold same level as week ago. Rolled oats are at least steady, with raw material holding up well and demand on a fairly liberal scale. Cornmeal is steady.

Rolled oats, small lots, 90-lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	2 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

FEED.—Bran and shorts, and, in fact, all feeds continue scarce, with prices strengthening. One firm quotes Manitoba bran in car lots at $25, and shorts at $27. Another mill quotes $26 and $28 per ton for these lines. Most mills require dealers to take certain percentage of flour in each carload. One miller requires 150 bags of flour to be taken with each carload.

Vegetables are Both Scarce and Dear

Supplies of Many Lines Well to an End—Marked Scarcity of Canadian Onions, Carrots and Parsnips—Spanish Onions Show Considerable Increase in Value — Grapefruit Continues Firm—Some Cuban Stock in More Desirable Sizes Now Coming Forward.

The scarcity and high prices of vegetables are perhaps the outstanding features of the market. Indications for some time, and indeed since early last fall, have pointed to the fact that time would come when some lines of vegetables would be practically unobtainable. Already this condition is being approached at some Canadian centres.

Scarcity of home-grown onions has been evident for some time. Nor can stocks be brought in from the United States to afford relief as is usual at this time because values are high there as well. The result has been a heavy strain on Spanish onions which, combined with rather light stocks in Spain, has worked for higher prices on this line. Values on primary markets have advanced about 75 cents per case in past three weeks, with an upward move in prices here in consequence.

Carrots and parsnips are in extremely scanty supply, at least at a great many centres. The same condition exists to a considerable degree in cabbage, beets and kindred lines. Celery continues scarce and high. Northern California is expected to begin shipping a little stock in a couple of weeks. The advent of Florida stock on market generally eases prices somewhat but this year has been an exception to the rule, as for the season of year the total amount of celery being offered is extremely small.

The amount of Florida grapefruit has been limited all through the season. Prices have been high and still continue firm. Some Cuban stock is now coming along and in more desirable sizes, running from 64's to 80's, while major portion of Florida has been 46's to 54's. The marmalade orange season is getting well to an end. Navels and Floridas are selling fairly well.

Further imports of Irish potatoes have been made. The general market is ruling fairly steady. New Brunswick dealers state that supplies in that province are not large enough to weaken the situation. There is considerable stock resting in farmers' pits which the spring will bring forth, but some state that while this may be true in an odd locality, that it is by no means general.

MONTREAL.

GREEN FRUITS.—Little movement has taken place in this market on account of the recent heavy snow storms and cold weather, which has greatly affected shipments and caused many delays.

The orange demand is steadily increasing notwithstanding the limited supplies and held up imports.

Tangerines now offer a scarcity and only change in price on the market for the week. They are now selling at $6 and may still go higher.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	....	4 00
Navels	3 00	5 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas	....	4 00
Tangerines per strap	....	6 00

VEGETABLES.—Firm conditions continue to characterize vegetable market this week. Demand is steady with supplies still showing signs of shortage. A few changes in prices have been experienced. California celery has been scarce for some time and is now entirely off the market. Florida celery can now be had but shipments are light and at high quotations.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery	5 25	6 00
Cauliflower, dozen	2 25	2 50
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
Radishes, dozen	....	1 00
Sweet potatoes, per basket	....	3 00
Montreal potatoes, new, bag	....	2 00
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	5 00	6 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

GREEN FRUITS.—There is a fair movement of fruits reported. Last shipment of marmalade oranges has been received and this week will see stocks well to an end. Eating oranges are meeting with fair demand.

Grapefruit under strength previously noted has moved another notch upward for Florida stock. There is some Jamaica fruit on market while some Cuban is also coming along in desirable sizes. Prices on latter will rule about same as Florida.

Cranberries are coming to end of their tether. English hot house grapes are firmer and higher.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Marmalade	....	2 75
Florida	....	3 50
California navels	3 00	4 00
Valencias, 714's	....	5 50
Valencias, 420's	4 25	4 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	6 00	6 50
Jamaica, case	3 50	4 50
Grapes, Almeria, per keg	4 00	6 00
English hot house grapes, lb.	0 75	0 95
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida strawberries, box	0 65	0 75

VEGETABLES. — Strength in vegetables is not anything new. Special stress was laid on the fact last week that stocks were small and prices likely on many lines to continue on the ascent. Parsnips and carrots are particularly scarce, many dealers having practically none to offer. The prevailing price this week is $1.75 per bag on these two lines. Cabbage following last week's indications are quoted higher at $3 to $3.50 per barrel, stocks being small.

The trade has been made well acquainted with the situation in home grown onions which are extremely scarce and consequently high in price. The amount that could be brought together in Toronto would be small. The strong market on Valencia onions was pointed out

Continued on page 50.

Fruit Makes Attractive Displays

And Brings Customers Into the Store—How Window in Accompanying Illustration Was Dressed—Cost of Fixtures—Frequent Changes Made.

There are unlimited possibilities in dressing fruit windows. Certain dealers depend entirely on their displays for getting people into the store, and, of course, they must give close study to the window's selling properties.

The accompanying illustration is a window shown by P. Frank, corner Church and Carlton Streets, Toronto, and one that sold a large quantity of goods. The cone-shaped arrangements were made from three pieces of wood covered over with imported moss. Boxes of apples resting on the corners of the boxes, making diamond shaped designs, are shown at the bottom of triangles. The sides of one is covered with grapes and dainty boxes of confectionery fill the intervening space. The other triangle is similarly constructed, with the exception that apples are used instead of grapes up the sides.

Between the triangles there are evergreen trees, which do not show up well in the picture. Apples are tied to the limbs of these, making an attractive background. Two pretty little baskets hang at either side of the window filled with choice fruits. In the bottom of the window may be seen four pots, from which wheat is sprouting. This is only used as a decoration, as are also ferns and palms. There are also figs, dates, apples and candy on the bottom.

Cost of Fixtures.

Mr. Frank states that the fixtures and decorations used cost him about $50. As they can be rearranged many times and the cost divided over many displays, this cost doesn't fall heavily on any one window. His windows are always models of attractiveness, and bring many buyers into the store for groceries, as well as fruit. He has also a soda fountain.

No window is allowed to remain intact for long. They are frequently changed, and the changes bring customers back again and again.

FRUIT AND VEGETABLE MARKET.

Continued from page 49.

last week. Values have been steadily moving upward and the record figure of $5 per case is in some instances being asked, while ½ cases are bringing $2.25.

Celery hold high. Some California stock is coming along as well as some Florida of medium quality. California cauliflower is quoted at $3.50 per case. Potatoes are unchanged from a week ago. More Irish stock has arrived.

Cabbage, barrel	3 00	3 50
Can. hothouse tomatoes, lb.	....	0 32
Canadian beet, per bag	....	1 50
Carrots, bag	....	1 75
Cauliflower, Cal., case	....	3 50
Celery, per dozen	....	1 10
Celery, Cal., per case, 6½ to 10 doz.	....	8 00
Celery, Fla., per case, 5 to 8 doz.	4 50	5 00
Turnips, bag	0 50	0 60
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	1 60	2 00
New radish, per dozen	0 40	0 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 75
Onions—		
Green onions, dozen	....	0 25
Spanish, case	4 50	5 00
Spanish, half cases	....	2 25
Canadian, 75-lb. bags	3 00	3 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	1 85	1 90
Potatoes, Ontario, bag	1 75	1 85
Sweet potatoes, hamper	2 00	2 25

A handsome fruit window which brought good business. Fixtures cost about $50.

Fish Demand Continues Unabated

Thanks to Favorable Weather — Record Trade Being Transacted—Fish Can be Handled Now With Minimum Expense and Trouble—Some Lines Beginning to Show Scarcity — General Market Expected to Rule Steady to Firm.

Thanks to weather man, there has so far been nothing to mar Lenten trade in fish. Now well entered upon the Lenten season, demand is at its height, with good volume of business still to be transacted before the curtain is rung down on the busy season.

As has been said, weather conditions continue extremely favorable. They have been ever since latter part of December. Fish of all kinds can be handled with minimum expense and trouble, and this has been an important factor in encouraging retailers to push this line. Sales have been made easy by reason of the high values ruling for other food commodities. The result has been record trade during past two months, and when figures are summed up for the season, they are expected to be exceedingly gratifying to wholesaler and retailer alike.

The big demand is already beginning to make itself felt in number of lines of prepared, smoked and pickled varieties, which are being marked off the list. This is more apparent at some points than others, and the lines in scant supply also vary at different centres.

There is not expected to be same abundance of supplies towards end of Lent that has been known in some other years, and general markets are expected to rule steady to firm. There is the possible exception that dealers at some centres may find themselves carrying larger stocks on some one line that they would desire, but the number of such lines will be few.

QUEBEC.

MONTREAL.—"Trade is still booming," was the way one wholesale dealer put it when asked the condition of the market. The Lenten demand continues in all its briskness, and as yet no signs of easing off are perceptible. The extremely heavy demand, however, is beginning to tell, and as result new green No. 1 and skinless cods, Labrador sea trout, Scotia herring, B. C. salmon and Labrador salmon are almost, if not altogether, out of the market. A few changes in price have varied the situation.

The market has seen the last of Malpeque oysters, which have been ranging high of late. This can be accounted for by the cold weather at the beginning of the season.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 08½	0 09
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 06½
Pike, dressed and headless, lb.	....	0 06½
Steak cod	0 06	0 06½
Mackerel	....	0 10
Dressed perch	....	0 10
Dore or Pickerel	0 07½	0 08
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 09
Extra smelts, per lb.	....	0 14
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb..	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	1 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 75
New Labrador herring, per half bbl.	3 10
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	1 00
No. 1 green haddock, per 200 lbs.	7 50
No. 1 green pollock, per 200 lbs.	7 50
Salmon, Labrador, bbl.	13 00
Salmon, Labrador, half bbl.	8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 12
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	2 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 30

ONTARIO.

TORONTO.—We are now in the very midst of the Lenten season, the period of brisk demand. Weather conditions are extremely favorable. It is no wonder then that a good, brisk trade is being done in all varieties of fish. Dealers are all well satisfied with volume of demand, and there are those who state that up to the present time, this season's trade has been record one, and compares most favorably with last and preceding years.

Frozen fish are selling well, as are also smoked. Pickled varieties do not appear, however, to be doing so well. Some local houses report that stocks of sea herrings are practically to an end. Halibut and white fish are favorites in demand. Ciscoes have good sale, as have also Finnan Haddie. Interest in oysters is not quite so keen as earlier in the season.

Prices are expected to rule steady to firm, with possible exception of some lines, on which certain dealers may find themselves carrying too large stocks. These lines will be few in number, much fewer, indeed, than last year. Several lines already show indications of scarcity as the season advances. Special mention is made by one dealer of halibut and salmon.

FROZEN FISH.

Gold eyes	....	0 05
Pike	....	0 06
New pink sea salmon	0 09	0 10
Whitefish	0 10	0 11
Halibut	0 10	0 11
Smelts, extra, per lb.	....	0 15
Smelts, No. 1, per lb.	....	0 10
Red salmon, headless and dressed	0 11	0 12
Mullets	....	0 04
Bluefish	0 10	0 11
Lake herring	0 03	0 05
Steak, cod, per lb.	....	0 04½
Flounders, per lb.	....	0 05
Tullibus, per lb.	....	0 05½

FRESH CAUGHT FISH.

Steak cod	....	0 06
Haddock	0 05	0 07
Trout	0 08½	0 10

SMOKED.

Kippers, per box	....	1 15
Bloaters, per box	....	1 15
Finnan Haddie, per lb.	0 06	0 09
Digby herring, per bundle	....	0 85
Cod, Imperial	....	0 06½
Quail-on-toast	....	0 07
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65

PICKLED.		
Lake herring, per keg	....	4 00
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, bbls.	....	6 00
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans	....	1 25
PREPARED.		
Shredded cod, 2 doz pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Skinless cod, 100-lb. boxes, whole fish, box	....	7 50
Cod in loose strips, 25-lb. to box. lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NEW BRUNSWICK.

ST. JOHN.—Aided by fairly mild weather, fish dealers throughout the city during past week have been encouraged with run of trade, through a fairly plentiful supply of fish of most kinds. Prices have remained about same in all lines, and the demand was up to average for this period of the Lenten season.

NOVA SCOTIA.

HALIFAX.—Business is brisk in local fish trade. There is fairly good supply of stock on the market.

The market is practically bare of live lobsters. There is a marked decrease in catch of lobsters along the coast, the smallest for many years. Shipments to the United States market are only about one quarter what they usually are.

There was marketed during past ten days a magnificent lot of smoked salmon. These fish had been salted, were recently taken out of pickle, then dried and freshly smoked.

A Strong Evaporated Apple Situation

Belief of Men Interested That Few Car Loads are Left in the Country—High Prices of Other Goods Added to Demand—Not Much Relief to be Looked for.

Montreal, March 7—(Special)—The situation at present in evaporated apples is thoroughly interesting, and the probable trend of events is arousing a speculative spirit, as recent increases in the prices of various food stuffs, notably butter, canned salmon, prunes, etc., will mean a dropping off in the consumption of some of them by the poorer classes, and an extra demand for evaporated apples.

Will the supply be sufficient to meet the demand? This is a question to which no definite answer can be given, but indications at time of writing point strongly to a scarcity, and consequently, still higher prices. Indeed, many prominent dealers have no hesitation whatsoever in stating that a higher level will be reached and that not before many weeks have elapsed.

Little Relief in Sight.

While the United States apple crop was satisfactory, Canada did not show up any too well in her production, with the result that there was not such a large quantity as usual for evaporation, nor can much relief be expected from outside sources, as Cuban grown apples were exported extensively in barrels, with results readily apparent.

There seems to be no sign of any decrease in prices, because the stocks in the country at present, which are admittedly low, must satisfy consumption until the beginning of November next.

Not Many in Canada.

It looks as if someone is going to make a few dollars from evaps., and the chances are most rosy if we are to place absolute confidence in the belief of a dealer who expressed himself positively thus: "I don't believe there are thirty-five carloads in Canada at the present minute."

WEIGHT OF PECK OF POTATOES

If Buyer Simply Asks for a "Peck," is He Entitled to Receive 15 Pounds?

Editor Canadian Grocer,—Kindly answer the following in an early issue of your paper:

Is a customer legally entitled to 15 pounds in a peck of potatoes?

I had a recent dispute on the matter. I measured a peck, which failed to weigh 15 pounds. However, as the measure was a just one, and I had given fair measure, I claimed I had given a peck anyway, as a peck was a measure and not a weight.

It is so generally understood by the trade and public alike that 15 pounds of potatoes are a peck, that no doubt it is policy to give it. but I would like to know if it is breaking the law to sell less than 15 pounds for a peck.

Thanking you for any information you may give.

STEELTON GROCER.

March 1, 1912.

Editorial Note.—From the Inspection and Sale Act passed some years ago by the Dominion Parliament it would seem that when a customer asks for a "peck of potatoes" he is entitled to 15 pounds. Under the heading "Weight of Bushel," which appears in Part X. of the Act, we find the following: "In contract for the sale and delivery of any of the undermentioned articles, the bushel shall be determined by weighing, unless a bushel by measure is specially agreed upon." Following this is a list of articles with weight of bushel following each, including potatoes.

It would, therefore, appear that unless a bushel "by measure" is specifically stated the buyer would be entitled to receive 60 pounds, or 15 to the peck.

AN IRISH POTATO WINDOW.

Jno. Blood, a Yonge Street, Toronto, grocer, is noted among other things for original window displays. Last week he had an Irish window, which not only caught the fancies of passers-by, but sold goods. In it were nothing but a couple of boxes of potatoes. They were Irish potatoes, and Mr. Blood placed an Irish "Erin-go-Bragh" green flag in each. It was a simple method of announcing to those passing that the potatoes came from Irish soil, and it sold the goods.

TRADE NOTES.

Quebec and Maritime Provinces.

A. Therien, grocer, Hull, Que., has sold to Lemey & Chapman.

The Sultana Manufacturing Co., Montreal, are now in their new building at 102 Amherst Street, having vacated their former premises at 311 St. Paul Street, owing to want of space.

The application of a company to be known as the Lancaster Fish Co. has been filed at Fredericton, N. B., with a capital stock of $9,000, asking for incorporation to carry on a general fishing business, with headquarters in Lancaster, St. John.

Western Canada.

G. M. Moon, grocer, Moose Jaw, Sask., has sold to James Parkhill.

T. J. Sanlon, Nelson, B. C., has sold his grocery to C. A. Drake Co.

Sundin Bros. have purchased the general store of J. M. Campbell, Kinistino, Sask.

S. P. Wilson has purchased the general store of J. P. Madore at St. Pierre, Man.

J. A. Schmidt has sold his general store at Tugaske, Sask., to J. W. Hill.

Mitchell & Co., of Edmonton and Millet, have purchased the grocery stock of the G. T. Soland estate at Holden, Alta.

Campbell Bros. & Wilson, wholesale grocers, Winnipeg, will erect a branch house at the corner of Fourth and Peace Streets, Edmonton.

Produce & Provisions

Pushing Provisions for Easter Trade

Wholesalers Interesting Retailers in Hams and Bacon for Easter Trade—Retailers Would Do Well to Anticipate Wants Early—Eggs on the Decline—Canadian Production on the Increase—Butter Holds Steady—Imports from United States Still Continue.

With close of Lent four weeks distant, wholesalers are preparing for increased demand on pork products, which will naturally follow. Wholesalers are now beginning to interest retailers in hams, bacon and other lines for Easter trade. Retail dealers would do well to early anticipate their wants in this regard. By placing their orders early they thus make sure of delivery at time they require the goods.

Consumptive demand for provisions is naturally not brisk. One redeeming feature is good demand for lard, induced by high values for butter. Wholesalers report that stocks of lard are being kept closely cleaned up. Fairbank's circular shows the world's visible lard supply on March 1 to be 331,369 tierces, as compared with 294,449 on February 1, and 144,546 tierces on March 1 last.

Receipts of live hogs have been lighter of late, with values firmer. The trade has been inclined to believe lighter movement was due more to weather conditions, which have been unfavorable for transportation rather than to falling off in willingness of the country to sell hogs.

Eggs, as was pointed out could be expected, have declined during week, and same movement will likely continue. Amount that has had to be brought from the United States to supply the demand has decreased considerably, indeed, nearly altogether at some points. The Canadian yield has become a factor in supply earlier than was anticipated a week ago. during the heavy snow storm period the Canadian hen was apparently more industrious than she was given credit for, and with better roads, amount of new laids coming to market has shown a goodly increase. With values across the line lower, and the production increasing here, further easing is naturally looked for.

Butter values remain steady. Here, the Canadian production has shown no increase, and imports from across the line have been free, in order to supply demand. Unless situation in the United States changes, indications are for values to remain fairly steady, until Canadian yield commences to show its usual spring increase.

MONTREAL.

PROVISIONS.—Situation as regards provisions is much the same. Consumptive demand is seasonably good, and met with favorable supply. The high and steady price of butter has increased lard sales, and under these conditions no easing off in price can be looked forward to.

Hogs offer the only interesting feature of the week. Prices advanced last week, owing to the temporary scarcity, but are easing off somewhat again this week.

Long clear bacon, heavy, lb.	0 10½	
Long clear bacon, light, lb.	0 11½	
Hams—		
Extra large sizes, 25 lbs. upwards, lb.	0 11	
Large sizes, 18 to 25 lbs., per lb.	0 13	
Medium sizes, 13 to 18 lbs., per lb.	0 14½	
Extra small sizes, 10 to 13 lbs., per lb.	0 14½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½	
Breakfast bacon, English, boneless, per lb.	0 14½	
Windsor bacon, skinned, backs, per lb.	0 16	
Spiced roll bacon, boneless, short, per lb.	0 11½	
Boiled ham, small skinned boneless	0 24	
Hogs, live, per cwt.	7 50	7 65
Hogs, dressed, per cwt.	10 25	10 50
Pure Lard—		
Boxes, 50 lbs., per lb.	0 12⅜	
Cases, tins, each 10 lbs., per lb.	0 12⅜	
Cases, tins, each 5 lbs., per lb.	0 12⅞	
Cases, tins, each 3 lbs., per lb.	0 13	
Pails, wood, 20 lbs. net, per lb.	0 12¾	
Pails, tin, 20 lbs. gross, per lb.	0 12½	
Tubs, 50 lbs. net, per lb.	0 12½	
Tierces, 375 lbs., per lb.	0 12¼	
One pound bricks	0 13¼	
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 08⅞	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09¼	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09⅜	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09½	
Pails, wood, 20 lbs. net, per lb.	0 09¼	
Pails, tin, 20 lbs. gross, per lb.	0 08⅝	
Tubs, 50 lbs. net, per lb.	0 09	
Tierces, 375 lbs., per lb.	0 08¾	
One pound bricks	0 10	
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50	
Bean Pork	16 50	
Canada short cut back pork, bbl. 45-55 pieces	22 00	
Heavy short cut clear pork, bbl.	22 00	
Clear fat backs	23 00	
Heavy flank pork, bbl.	22 00	
Plate beef, 100 lb. bbls.	8 00	
Plate beef, 200 lb. bbls.	15 50	
Plate beef, 300 lb. bbls.	22 50	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	

BUTTER.—With prices unchanged and importations from New Zealand and United States running freely, market remains featureless. This situation will continue until market is relieved by Canadian supplies, which ought not be long forthcoming.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 28	0 30
Fresh, dairy rolls		0 32

EGGS.—Eggs continue to run on a steady decline, and are soon expected to reach the 25 cent mark, provided the weather remains favorable. United States eggs are offered to-day at 22 cents, equal to 26 cents in Montreal, freight and duty paid. The supply from across the border continues free, and Canadian new laid receipts are beginning to appear in large quantities on the market.

New laids	0 35	0 37

CHEESE.—Small stocks and advancing tendencies are cheese market features. Demand is fair considering high quotation. Prices for week remain unchanged.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—The same slow seasonable trade holds the poultry market. Prices remain as previously quoted, and wait for opening of navigation to liven the situation.

Fowl	0 13	0 14
Chickens	0 15	0 18
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—Honey remains firm. No change as regards price or demand have developed.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO

PROVISIONS.—Trade in pork products is still inclined to quietness, as is natural at this season. Lard, for reasons that have been explained before, is moving freely at steady prices.

Live hogs strengthened during week, and are at present ruling at $6.60 to

$6.70 at country points. Receipts are only moderate.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10½	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 25
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12¼
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	6 60	6 70
Live hogs, local	6 90	7 00
Dressed hogs	9 00	9 25

BUTTER.—Butter values are resting steady at last week's level. There has been no change in general situation, importations of supplies from New Zealand and United States, as pointed out last week, having steadying effect. Canadian storage stocks have been cleaned up, as has been known for some time. Canadian production is light. One wholesaler states that three cars of United States butter have come to Toronto in past week. Providing there are no important changes in situation in United States, Canadian market can be expected to rule fairly steady, until Canadian production begins to show the usual spring ncrease.

	Per lb.	
Fresh creamery print	0 35	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—Easing off in egg prices, which we have pointed out past two weeks, was to be expected. Values during week have been on decline and end is not yet. Canadian production has become a factor in supply earlier than was anticipated. It was expected that the weather would have to moderate considerably before there would be much Canadian hen fruit come forward. Apparently, however, while heavy snow storms were blackading the roads, the hen in many sections was providing a surprise for the market by an increased yield. Better roads have brought forward larger supplies.

New laid eggs	0 28	0 30

CHEESE. — In accordance with stronger feeling noted last week, an advance of ¼c per pound is generally quoted by local firms. Prices are expected to continue steady as season advances.

Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½

HONEY.—"We are quoting $3 per dozen for 1-pound combs of white clover," declared one wholesaler. "The amount of this variety is not large."

Values on the whole are steady. There is a fair movement.

Honey—strained—		
White clover, 60-lb. tins, per lb.		0 12
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		0 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 06
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 25	3 00

POULTRY.—Receipts of poultry include some dressed and some alive. Market rules about the same. There is more call for poultry at end of week, probably for the Sunday dinner, and better market rules at that time. Country shippers should, therefore, try to send their supplies along on Thursday or Friday.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese		0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

Is Butter Better Than it Was in the Past?

Correspondent Thinks it is Inferior, But Opinions of Wholesale Provision Dealers Differ—Country Merchant Sells Creamery Butter Finding Little Sale for Dairy Article.

Editor Canadian Grocer,—On page 37 of The Grocer, of February 23, there is an article regarding high butter. The writer is under the impression that the butter we get now is not as good generally speaking as it was some years ago. Perhaps you have some information by which you could convince him of his mistake, and the writer personally would be interested to know.

WHOLESALER.

Hamilton, Ont.

The contention in the article in question was that the general improvement in the quality of butter had much to do with the high price. It was pointed out that the fairly well-to-do consumer who finds poor butter on his table, spreads it as thin as possible, but when it is good, he spreads it thick. The question, however, is whether butter has improved or not in quality in recent years.

Cannot be Compared.

No doubt it is a debatable question, because it is next thing to impossible to absolutely prove that there has been an improvement. There is no basis on which butter can be really compared, except by individual tastes, and these are liable to differ. Then, again, we haven't the butter of five years ago to compare with that made to-day. We can depend to quite an extent, however, on the opinions of those who have been in close touch with this article for years past. Summing up the ideas of a number of butter dealers interviewed by The Grocer, it would seem quite safe to say that on the whole, butter has shown an improvement in recent years.

Creamery Butter Better.

"If you include creamery butter, the sale of which is steadily on the increase," said one Canadian wholesale provision dealer, "I would say that butter has, on the whole, improved considerably in recent years. There is, however, a lot of rather inferior dairy butter produced. Still, I am rather inclined to believe that generally even dairy butter is better than several years ago. While women may be deteriorating as bakers of bread, I think that the farmer's wife is improving as a maker of that which is spread on it. Why shouldn't they, too, with all the improved methods which have been given them in late years?"

Another wholesaler thought decidedly that butter had improved in quality. "Not many years ago there was little creamery butter made. Every farm wife, no matter whether she was accomplished in the work or not, made her cream into butter. The fact was that many were poor butter makers, and a lot of inferior butter was the result. Now, the farmer's wife who can't make good butter in many instances sends her cream to the creamery, where a superior article is turned out."

Much Better Chances Now.

"To say that butter has shown no improvement in late years," said another, "would be tendering a poor compliment to the farmers' societies and agricultural departments of our Governments, who have been laboring for a number of years to assist the farmer in turning out a higher standard of butter. Farmers have been taught to use improved methods and take more care with their butter, the fact being held up that good butter not only brings a higher price, but a larger consumption."

Higher Quality Selling.

A country general merchant approached on the subject said that he sold a larger percentage of good eating butter than he used to. "I used to sell dairy butter entirely," he said. "We used to get good and bad, a good deal of it bad, Gradually the farmers in the country around here began sending their milk to cheese factories, and their butter to butter factories, so that much less dairy butter was made. Then I began selling considerable creamery butter to my customers. The creamery article was generally pretty good, so that I found it almost impossible to sell dairy for eating purposes. Customers don't want butter unless it is really good."

The opinions thus expressed would seem to indicate that the Canadian consumer is buttering his bread with a superior article to that of years ago. However, it is just possible that those men interviewed may have been more fortunate than others in their butter problems. The opinions of others would be appreciated.

DON'T MISS

Anything in the way of trade just now and you'll have no cause for regret later. There is a big demand for all kinds of sea-food, and you should have them in stock. It costs so little to start a fish department, yet the profits are large.

Haddies
Kippers
Bloaters

Fillets
Boneless Cod
Herrings

The "OCEAN," "BOUTILIER" and "CANADA" Brands stand for the highest in quality, and you should make no mistake in ordering from your wholesaler about the kind you specify. Get these and you get the best.

FOR FURTHER INFORMATION WRITE

The Halifax Cold Storage Co., Montreal

Protect Your Customers

The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

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SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case $6.00
1-dozen	12-oz.	
1-dozen	16-oz.	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs.	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz, tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each 0 04
100 books and over...each 0 03½
500 books to 1,000 books.. 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supréme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26

Leaders in Every Article

PON-HONOR
GUNNS
FOOD PRODUCTS

That is produced in an up-to-date packing house, abattoir and cotton oil refinery.

GUNNS LIMITED

WEST TORONTO - - ONTARIO

We Have Proven Our Worth
AS
BUSINESS GETTERS

We want the manufacturers of
EUROPE UNITED STATES EASTERN CANADA
to let us handle their account in Western Canada.

We have the EXPERIENCE, STAFF, MONEY, AGGRESSIVENESS, to do it RIGHT.

Office and warehouse at

Winnipeg Man. **Regina** Sask. **Saskatoon** Sask. **Edmonton** Alta. **Calgary** Alta.

Our salesmen are always ON THE JOB.

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG

⅛-lb pkgs, White Moss ..	0 27
¼-lb pkgs, White Moss ...	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd...	0 27½
½-lb. pkgs, astd., in 5-lb. boxes	0 28
¼-lb. pkgs., astd., in 5-lb. boxes	0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded..	0 18	....	0 17
Special shred...	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16
White Moss in 5 and 10-lb. sq. tins			21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and . Toronto

	Per Case
Eagle Brand, each 4 doz...	$6 00
Gold Seal Brand, each 4 dz.	4 90
Challenge Brand, each 4 dz.	4 15
Peerless Brand, "Hotel," each 2 doz.	$3 90
Peerless Brand, "Tall," each 4 doz.	4 40
Peerless Brand, "Family," each 4 doz.	3 65
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co., Per case.

Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 65
Canada First Medium (20 oz.) Evaporated Milk ...	4 40
Canada First Hotel Evaporated Milk	3 90
Canada First Condensed Milk (sweetened)	5 05
Rose Bud Condensed Milk (sweetened)	4 90
Beaver Condensed Milk, (sweetened)	4 15

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case..	6 20

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha Package Coffee.	0 19
Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.	
Presentation (with tumblers) $3 per doz.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices

	per doz.
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.

"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz. ..	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3. flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case ...	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—

12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	20 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.

Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs, 11-lb bars, lb..	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts....	5 00
Sparkling Cider, 24 pts. ...	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.

Post Toasties—No. T3, $2.85.

Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz...	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	8⅞
20-lb. pails	9¾
20-lb. tins	8⅞
60-lb. tubs	9⅛
3's, 20 to case	9⅞
5's, 12 to case	9¾
10's, 6 to case	9¾

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09⅛
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¾

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

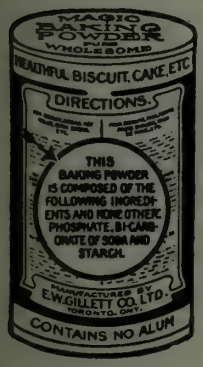
4-lb. box "Special" per box	0 22
8-lb. box "Special," box .	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb cases (loose) per lb.	0 06
25-lb. cases, 1-lb pkgs., lb.	0 06½

Grocers: There is some difference in everything, and this is especially true of baking powder. The important difference is Quality. Baking powder containing alum (or its various aliases) is condemned by food scientists as unfit for use in foods. Magic Baking Powder does not contain alum. All the ingredients are plainly printed on the label. The ingredients of alum baking powder are never printed on the label. Buy only the kinds that state this information plainly.

MAGIC BAKING POWDER


MAGIC BAKING POWDER
WHOLESOME
BREADFUL BISCUIT, CAKE, ETC
DIRECTIONS.
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W.GILLETT CO. LTD. TORONTO, ONT.
CONTAINS NO ALUM

Contains no Alum and conforms to the high standard of Gillett's Goods

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg

LARD

Market is higher and demand brisk. There will be a good demand for Lard during Lent. We look for further advance.

F. W. FEARMAN CO., Limited
HAMILTON

If Mince Meat ever sold at any time then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 60
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05

(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes about 40 lb.	0 05½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0 06
Finest Quality White Laundry- 3-lb. canisters, cases of 48 lbs.	0 06¾
Barrels, 200 lbs.	0 06¼
Kegs, 100 lbs.	0 06¼
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07¼
6-lb. toy trunks 8 in case	0 08¼
6-lb. toy drums, with drumsticks, 8 in case	0 07¾
Kegs, extra large crystals, 100 lbs.	0 06¾
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07¼
Canadian Electric Starch—	
Boxes of 40 fancy pkgs, per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 05
Brantford Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 07¼
Crystal Maize Corn Starch, 1-lb. packets, boxes of 40 lbs.	0 07¼

(20-lb. boxes ¼c higher.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz, in case, per case	2 60
Barrels, 700 lbs.	$0 03⅜
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per Case.
2-lb. tins, 2 doz. in case..	$2 75
5-lb. tins, 1 doz. in case..	3 10
10-lb. ins, ½ doz. in case.	3 00
20-lb. tins, ¼ doz. in case	2 95

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO.

Enamelled tins of	CUBES. Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz.	1 20
3's—Tins, 2 doz. cases, per doz	1 75
5's—Tins, 1 doz. cases, per doz.	3 20
10's—Tins, ½ doz. cases, per doz.	5 30
20's—Tins, ¼ doz. cases, per doz.	19 40
Pails—1's each	0 65
Pails—2's, each	1 12
Pails—5's, each	2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:	
2's. 2 doz. case, per doz ...	$1 35
3's. 2 doz. case, per doz. ..	1 95
5's. 1 doz. case, per doz....	3 75
10's, ½ doz. case, per case..	3 40
20's, ¼ doz. case, per case..	3 05
Western Prices—Sudbury to Victoria.	
2's, 2 doz. case, per doz...	1 60
3's, 2 doz. case, per doz. ..	2 35
5's, 1 doz. case, per doz. ..	4 00
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz	$0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints ...	$3 35
Cases of 3 doz. ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..	
6a size, gross	$2 40
2a size, gross	2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan...	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

WHITE DOVE
Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite wtth the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.

W. P. Downey
MONTREAL, QUE.

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.
Wholesale Potato Exporters

48 MAY STREET
BELFAST, - IRELAND.

Cables—"Paradox" Belfast.

TANGLEFOOT

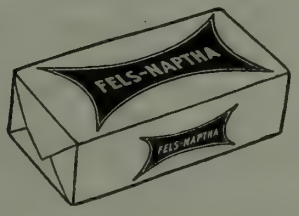
THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

Sales and Sighs

The dealer with Fels-Naptha soap has a good lively sale now---the dealer with an imitation is living on hopes of a good lively sale some day. Do promises or profits pay your rent?



WORLD RENOWNED

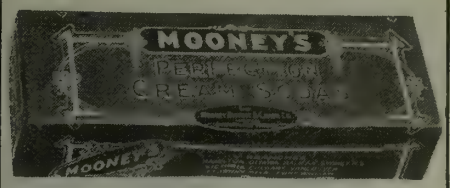
BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG



Keeping the Old Customers

The old customer demands as good service and as good merchandise as the new customer. "She wants what she wants," when she says

MOONEY'S
PERFECTION CREAM SODAS

She means that and nothing else. Her experience in buying has taught her what is best in Soda biscuits, and substitutes will not do.

See that you stock Mooney's—they are genuine trade builders and good profit makers.

The MOONEY
Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. **Winnipeg, Man.**

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

Are You Prepared
To Meet The Demand
that is being created daily for

MAPLEINE
(The Flavor de Luxe)

For Cakes, Cake Fillings, Candies, Ice Cream, Etc., and for a Table Syrup better than Maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	24	30
Orange Label, 1's	23	30
Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's	25	50
Red Label, ½'s	40	60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

VOLUNTEER and ROSE BRAND

CALIFORNIA NAVELS

NOTHING BETTER TO BE HAD

Lemons are now arriving good, prices are reasonable.

Florida Oranges, extra fine eating. Florida Grape Fruit, Spanish Onions, Yellow Danver Onions, Sweet Potatoes, Florida Celery, Strawberries, Head Lettuce, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

NO RISK
WITH OUR FRESH TOMATOES
OUTDOOR GROWN
Supplies Guaranteed All Winter
6 BASKETS TO THE CRATE
Under the "Crown" Brand every Tomato is carefully examined and all green or poor ones are removed.
Good Color
Clean
Firm
Every Crate Guaranteed
Something Unusual.
WEST INDIES FRUIT CO.
30 William Street, Montreal

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.
Let us quote you prices and submit sample.
THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

The
B. L. O. E.
"ST. NICHOLAS"
"HOME GUARD"
"PUCK"
"KICKING"
Brands. Handle only
The
B. L. O. E.

J. J. McCABE
AGENT
TORONTO, : : ONT.

The Cocoa of HIGHEST FOOD VALUE
THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.
EPPS'S
Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.
GRATEFUL AND COMFORTING
CHILDREN THRIVE ON EPPS'S
Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.
Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

Fancy Florida Tomatoes

First Car of the Season arrived this week, and quality is fancy.

We are handling the Celebrated Pack of

T. J. Peters, Florida

Grower and Shipper of the Finest Florida Tomatoes

HEAVY PACK **BEST QUALITY**

WHITE & CO., LIMITED
TORONTO and HAMILTON

SOLE AGENTS FOR THE CELEBRATED "ELEPHANT ORANGES"

CALIFORNIA Navel Oranges

The very best obtainable. Sweet, juicy fruit. All sizes from 96s to 324s.

TOMATOES

Floridas and Canadian Hot House

LEMONS GRAPE-FRUIT BANANAS
ONIONS (Spanish and Domestic)
GREEN VEGETABLES fresh every day

THE HOUSE OF QUALITY

HUGH WALKER & SON
GUELPH, ONTARIO
(Established 1861)

BUSTER BROWN LEMONS

ALWAYS PACKED UP TO A STANDARD
NEVER
DOWN TO A PRICE.

PROTECT YOURSELF BY ORDERING THIS BRAND OF

FOLLINA'S FANCY LEMONS

W. B. STRINGER
Gen. Can. Agent Toronto

IS SHE A CUSTOMER OF YOURS?

No. 5

Mrs. Thrifty—"I'm very glad to know it, but I didn't suppose there was any change coming to me."
Mr. Businessgetter—"Well, madam, SYMINGTON'S SOUP is not as expensive as the kind you used to buy, but it gives more satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—
OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto

THIRD WEEK OF LENT

FISH

of all kinds are in great demand. Some lines are about off the market, and another week or two of continued cold weather will see all the visible stocks of Frozen and Salt Fish cleaned out.

We will be pleased to quote you on the following lines:—

WHITE FISH	HERRINGS	TROUT
GOLDEYES	TULLIBEES	FLOUNDERS
BLUE FISH	HALIBUT	SALMON
SMELTS	HADDOCK	COD

BONELESS COD and DRY FISH

ACADIA COD	ACADIA TABLETS
HALIFAX COD	BLUENOSE COD
CANADA TABLETS	DIGBY HERRINGS

LABRADOR HERRINGS, in 100-lb. half barrels
TROUT (Pickled), in 100-lb. half barrels

THE F. T. JAMES CO., LIMITED

29 Church Street, Toronto

Branches:
7 Front Street East, Toronto.
156 Lombard Street, Winnipeg.

T. H. ESTABROOKS CO., LIMITED
St. John, N.B.

Interior view of Dominion Register Co.'s Plant, Toronto, Canada, showing portion of counter check book department.

DOMINION REGISTER CO., Limited 90-98 Ontario St., TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY FOR SALE, RAILROAD TOWN. Population 1,500; stock $1,200; monthly sales over $600. Good reasons for selling. Apply, D. MacLennan. 393 Lansdowne, Toronto.

FOR SALE—STOCK OF GENERAL STORE. Stock about five thousand, doing a cash business. Established thirty years. This is a money-maker to a good live man. Good reasons for selling. Stone store with stone dwelling attached. Can be rented for a term of years, rent moderate. If interested, would like to show you the business. A. Millar, Spencerville, Ont.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MecLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOKKEEPING STAFF IN ITSELF—DOing the work with machine precision and accuracy. The National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Itd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

Plain Foods Are Made Vastly More Pleasing

when cooked by the **ERMALINE** process. Tell the housewife something new about **PAPER BAG COOKERY** every time she calls and she will soon purchase—"for curiosity's sake" if for nothing else. Her curiosity will result in satisfaction, and she, talkative she, will tell others with results that are apparent.

THE ERMALINE COOKING BAG

bags money and is a proposition for you.

The food when cooking needs no watching; is self-basting and self-browning.

For further particulars ask your wholesaler or

Edward Lloyd

Limited

508 Eastern Townships Bank Bldg.

Montreal

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Canada First

Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - - - WINNIPEG

Reindeer Condensed Coffee

(Liquid Form)

with Milk and Sugar combined ready to use.

A tin of REINDEER CONDENSED COFFEE—a spirit lamp—a little kettle—that's all you need for many a cosy time in your room. When you come in after exercise—when you sit up late to study or read, or when a friend drops in, a fragrant cup of REINDEER COFFEE is more than welcome.

Always ready, simply put a little in each cup and pour on boiling water. The milk and sugar are right in the Coffee. Will keep in same can after opening.

Reindeer Limited, Truro, N.S.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. Melndoe Toronto

Jos. E. Hunter Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

GOOD DEPENDABLE SALT — HOLDS TRADE

A stock of good salt gives the grocer double value. It holds a steady family trade and in so doing gives the grocer big profit.

ONTARIO PEOPLE'S SALT is pure as salt can be and is exceedingly popular.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited

KINCARDINE, ONTARIO

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

Bovril and Your Bank Account

You increased your Bank Account by so much last season. You want to go one better this season. Take our advice and push

BOVRIL

as much as possible. There are one hundred and one good business reasons why you should do so:—

BOVRIL is 100% pure. Cannot be made purer.
BOVRIL is needed by your customers. Remind them.
BOVRIL is a health and trade stimulant.
BOVRIL is profitable and a reputation builder.
BOVRIL never causes complaints.
BOVRIL is QUALITY.

Ask for Showcards, and feature BOVRIL in your displays.

BOVRIL LIMITED
MONTREAL : : QUE.

Proper Refrigeration Adds to Your Profit

The accompanying illustration represents our special refrigerator for butchers. The same design is made up for grocers' requirements.

Ask us to quote on your refrigerator needs.

JOHN HILLOCK & CO., Ltd., - TORONTO

An Accounting System that Inspires Confidence

You have often thought, no doubt, that you would like to abolish your credit business; not that you don't get a good percentage of accounts, but simply because it entails too much work—time that you would devote to more profitable business uses had you not to do that work.

Why work, work overtime, when the remedy is at hand

THE "BARR" ACCOUNT REGISTER

The only proper, speedy and safe means of handling credit accounts—a device that is incomparably superior to any that has ever been offered on this or any other market.

The practical working out of the one-writing account system has demonstrated beyond a doubt that itemizing, that drudgery of retail bookkeeping, is a useless waste of time and labor.

The total or balance of every customer's accounts is always at hand. Everything is above board—a fact that inspired confidence—and confidence brings trade.

Ask us to demonstrate the superiority of the Barr for your particular needs.

BARR REGISTERS, LIMITED, Trenton, Ontario

We intend to protect every customer who already has an order booked for future delivery.

Read all about the new prices

5 Cases at $4.15
with half Case free.
10 Cases at..... $4.05
with 1 Case free.
25 Cases at..... $4.05
with 3 Cases Free
FREIGHT PREPAID
Net 30 days.
Assorted or otherwise.

and remember quality counts.

Apply to
FACTORY:
Woodstock, Ont.
MONTREAL OFFICE:
514 Coristine Bldg.
TORONTO OFFICE:
76 Colborne St.
or any wholesaler.

ADVERTISE YOUR STORE

Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE WIDE-AWAKE—USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books "SAFE EGG DELIVERY" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Note the Trade Mark!

THE GUARANTEE OF PURITY

No argument in recommending a line of foodstuffs to your particular customer will carry the same weight as Purity, and in this respect

"E.D.S."

Jams and Jellies

stand alone! They are, in fact, absolutely Pure—much above the standard the government demands of so-called genuine jams and jellies, and they contain no dye, preservative or other mixture, and carry no excess of water.

"E.D.S." goods are well known by the consumer—our extensive advertising has made it, added to its quality as a satisfaction giving stock.

MADE ONLY BY

E. D. SMITH

WINONA, ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Why Have Soap Troubles?

when we offer you

Quaker Soap

100 double wrapped bars to box without even prizes or premiums at the lowest price good soap can be sold for.

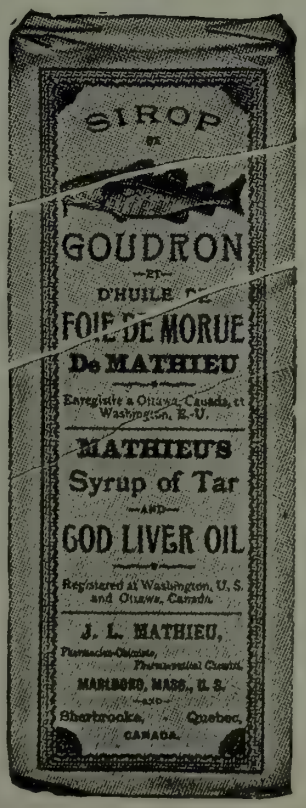
YOU HAD BETTER WRITE NOW, OR ASK OUR TRAVELLERS.

Mathewson's Sons

Wholesale Grocers

MONTREAL

Money In Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont. Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Sells Well in Lent!

and in every other season of the year.

PATERSON'S SAUCE

is the real Worcestershire. It has quality and flavor that can be found in no other. It sells particularly well just now by reason of the demand for a high-grade table sauce that lends a real relish to a fish dish.

As with Rowat's Pickles, there is good profit in Paterson's Sauce.

Put in a stock to-day.

Rowat & Co.

Glasgow - - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

The Pickle

with the flavor

There's something delightfully different about

STERLING BRAND MIXED PICKLES

that never fails to appeal to the public taste.

And the reason is not far to seek. We buy only the choicest condiments and vegetables obtainable, and the whole pickling process is one long tale of care, skill, and the most up-to-date sanitary methods.

Feature "Sterling Brand." It will surely influence business to your store.

Send for our Prices

The T. A. Lytle Co., Limited

STERLING ROAD TORONTO, ONTARIO

Butter, Eggs

AND

Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

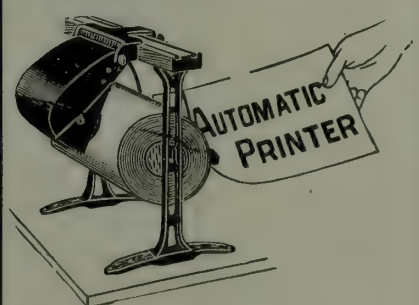
WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

OF IMPORTANCE!

Yes, it is more than important that you should have an



because the cost is small and the amount of money to be saved by it large.

WHAT IT DOES

Attached to your paper roll it prints anything yon desire on every piece of paper pulled off

Detached, it can be used for stamping every bag you have in your store.

DON'T DELAY! The demand is heavy and we want to give you prompt service.

UTILITIES LIMITED

MONTREAL

IF you do not use your selling power,
you do not introduce new goods,
you do not vary your stocks,
you are not going to get a number of new customers. If you have something to appeal to every palate you will certainly increase your clientele.

Such lines, properly displayed, as

SPANISH PEPPERS,
TOMATO EXTRACT,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
MACARONI,
BLACK OLIVES,
HARICOT VERT,
etc., etc., etc., etc., etc.,

will undoubtedly attract attention and the large profit will more than remunerate you.

WRITE

H. E. VIPOND & CO.

MONTREAL

INVESTIGATE THE 7-20-4 CIGAR

A Fine Cigar at the cost of an ordinary smoke. It's a proposition that is a sure money-getter. The 7-20-4 Cigar coins money for any store that handles it, and gives the kind of satisfaction that brings customers back.

Write for Particulars.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

TOBACCO DON'TS

Don't say "I haven't it" when a customer asks for tobacco, say "I'll get it."

Don't think you can't sell tobacco, because **you can.** You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - - Chewing

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

THE McGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Tea Lead

(*Best Incorrodible*)

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

DO JUSTICE

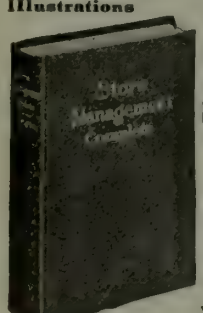
To Yourself
To Your Store
To Your Customers

Always Feature
The "WHITE MOSS" Package

THE CANADIAN COCOANUT CO. MONTREAL

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

Wonderfully Effective

The home will soon have to be cleaned from top to bottom and there are various corners which the housewife will want to get at but she will find them just as hard to clean out as she did last year if she doesn't have

Sapho "INSECTICIDE"

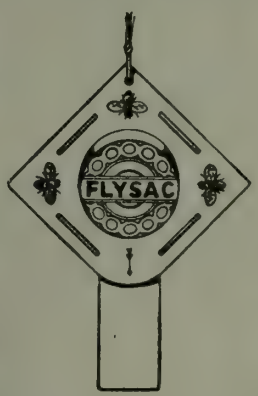
which means sure death to every insect coming in contact with it.

See the Spray?

With each tin the purchaser gets a spray or miniature pump which drives the liquid matter into the smallest crevice, exterminating all vermin, etc.

Write About Supplies.
Be In Good Time.

THE SAPHO MFG. CO., Limited
MONTREAL



Flysac Flycatcher

70 Cents Per Box of 50 Pieces.
$12.75 Per 1000 Pieces.

ARE YOU SUPPLIED?

Hodgson, Sumner Co., Limited
MONTREAL

Exclusive Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

ITS POLISH LASTS

That is a distinctive feature that gives VENAUTO Metal Polish the call over similar lines.

It is economical in use and will do its work quickest and last longest.

VENAUTO Metal Polish is put up in small tins, half pints, pints, etc., in cream form.

Stock Now—and get the business

BANNER MFG. CO., Box 35, Station C, Montreal

SERVICE

THAT'S what you want, Mr. Canner. Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any size or description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

WRITE

AMERICAN CAN COMPANY
MONTREAL, QUE. - HAMILTON, ONT.

LAURENTIA MILK AND CREAM

IS ABSOLUTELY PURE

PROTECT THE HEALTH OF YOUR TRADE!

Milk in its raw state carries disease germs and sickness generally results. Your best customers want milk and cream that they can feel assured is pure and rich. It's up to you to satisfy that demand and in so doing make it a good profit also.

LAURENTIA MILK AND CREAM is perfectly sterilized from all noxious germs, it cannot transmit any form of disease. It is absolutely pure and natural, having the exquisite flavor that brings results to back up our every claim. Put in a stock. You will be surprised at the quick sale and good profit.

LAURENTIA MILK AND CREAM can be kept in good condition for months and even years without any particular attention.

LAURENTIA MILK CO., Limited
371 Queen Street West, Toronto

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber

CHURCH and DWIGHT

Manufacturers Limited

MONTREAL

TRADE MARK
KEYSTONE BRAND
REGISTERED

Through a little effort at advertising and a big effort at producing the best article that skilled mechanics and A-1 materials could produce, our

Klondike and Jubilee Brooms

have become known as the most reliable in the market. Just now we are devoting special attention to **perfecting the handles** of these lines by a new system of polishing—making them **"smooth as glass."** Try a sample lot, you'll be delighted.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.

Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

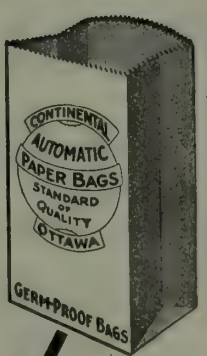
Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S. .

For sale by all first-class dealers in Canada and United States.



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited

SOLE MANUFACTURERS

OTTAWA, CANADA

What's the Matter

with your sales of Macaroni? Are they low? If so, we can put them up. You cannot be stocking goods which give complete satisfaction.

"SWALLOW BRAND"

(HIRONDELLE)

is just what you want, and the price is right. Gives you a good profit and does not weigh heavily on the housewife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The C. H. Catelli Company, Ltd.
MONTREAL, CANADA

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

It stands to reason that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.

More Than Ninety Flavors

More Than Ninety Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

You will please them and add to their confidence in the goods you sell, generally.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

Teas

Here is another list to select from and another list offering you a money-making opportunity. It's just what we have been telling you—keep your eye on this space every week and never fail to read the matter right through. You'll be better off at the end of the year.

JAPAN TEAS

From 18c to 50c in 5, 30, 40, 80, 90 lb. boxes.
FANNINGS AND SIFTINGS from 10c to 15c in 70/80.

CEYLON AND INDIAN BLACK TEAS

From 23c to 42c in 50/90 lb. boxes. 5, 30, 50 sealed tins. 1/2 lb. and 1 lb. packages and tins.

CHINA TEAS

Gunpowder from 15c to 37-1/2c in 25/40 lb. boxes.

CEYLON GREEN

From 15c. to 25c in 80 lb. boxes.

YOUNG HYSON

From 15c to 18c in 20/60 lb. boxes.

We specially recommend
VICTORIA
and
PRINCESS LOUISE
Brands

ALWAYS IN STOCK

Large assortment of package teas—LIPTON, TAMILKANDE AND SALADA BRANDS.

The quality of the above goods is all that can be desired. We could not offer you such bargains had we not purchased AT THE RIGHT TIME, AT THE RIGHT PRICE.

KINDLY ASK FOR SAMPLES
You will get them immediately

Laporte, Martin & Cie.

LIMITÉE
568 St. Paul St. MONTREAL
Telephone Main 3766

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 14
Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Can Co. 75
Aylmer Condensed Milk Co. 67

B

Balfour-Smye & Co. 16
Banner Mfg. Co 74
Barr Register Co. 69
Benedict, F. L. 21
Bickle, J. W., & Greening. 12
Borden Condensed Milk Co. 3
Bovril, Ltd. 61
Brown Mfg. Co. 62

C

Campbell Bros. & Wilson. 55
Canada Sugar Refining Co. 11
Canadian Cocoanut Co. 74
Canadian Commercial Car Co. 13
Carr & Co. 9
Catelli, C. H. 77
Chivers & Sons. 23
Church & Dwight. 76
Clark, W. 19
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 12
Common Sense Mfg. Co. 21
Connors Bros. 67
Continental Bag & Paper Co. 76
Crescent Mfg. Co 61

D

Dalley, F. F. Co. 12
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 24
Dominion Molasses Co. 10
Dominion Register Co. 65
Dominion Salt Co. 14
Downey, W. P. 61
Dunn, W. H. 8

E

Eby-Blain, Limited. 30
Eckardt, H. P 31
Edwardsburg Starch. 32
Enterprise Mfg. Co. 15
Epps, James & Co. 62
Estabrooks, T. H 65
Eureka Refrigerator Co. 77
Ewing & Sons, S. H. 27

F

Farrow & Co., Jos. 16
Fearman, F. W., Co. 59
Fels & Co. 61
Furuya & Nishimura. 18
Fussell & Co. 18

G

Genesee Pure Food Co. 26
Gillard, W. H., & Co. 68
Gillett, E. W., Co., Ltd. 59
Gorham, J. W., & Co. 2C
Gorman, Eckert & Co. 16
Granger Freres. 27
Gray, John. 12
Gunns, Ltd. 57

H

Halifax Cold Storage Co. 55
Hamilton Cotton Co. 26
Heinz, H. J. Co 18
Henderson, Thos. 62
Hillock, J 69
Hodson Sumner. 74

I

Imperial Extract Co. 78
Irish Grocer. 21
Isaac, Robert. 21
Island Lead Mills Co. 74

J

James, F. T. 64

K

Kessel Co., F. 21
Kilgour Bros 74
King, Frederick. 27

L

Labrecque & Pellerin. 6
Lambe, W. G. A. 20
Laporte, Martin & Cie. 78
Lau entia Milk. 75
Lawrason, S. F. & Co .outside front cover
Lemon Bros. 72
Lind Brokerage Co. 20
Lindner & Benner 30
Lloyd, Ltd., Edward. 66
Loughlin & Co. 61
Lovells Bag and Packet Machinery Co. 29
Lytle Co., T. A. 72

M

MacLaren Imperial Cheese Co. 4 20 80
MacLure & Langley. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 62
McDougall, D. & Co. 21
McLaren, W. D. 14
McLeod & Clarkson. 21
McLoughlin Bros. 61
McWilliam & Everist. 62

M

Magor, Son & Co. 32
Major, L. H., & J. Soubliere. 21
Malcolm, Jno. & Son. 77
Maple Tree Producers. 24
Maples Ltd 17
Marshall Brokerage. 20
Mathewson's Sons. 71
Mathieu, J. L., Co. 71
Millman, W. H., & Son. 20
Mooney Biscuit and Candy Co. 61
Morton & Sons, David. 28
Mott, John P. & Co. 68

N

Nation, E. J. 26
Nelson, Dale & Co. 14
Nicholson & Bain. 57
Nugget Polish Co. 29

O

Ontario Peoples Salt & Soda Co. 68
Oshawa Canning Co. 9

P

Patterson Wylde & Co. 27
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S 2
Pickford & Black. 21
Pink, E & T 24

R

Ramsays' .....inside back cover
Raymond Bros. 26
Reindeer, Ltd. 68
Richards & Brown. 13
Richards Pure Soap Co. 70
Rock City Tobacco Co. 73
Rowat & Co. 72

S

St. Charles Condensing Co. 79
St. Croix Soap Mfg. Co. .inside front cover
St. Lawrence Flour Mills Co. 79
St. Lawrence Sugar Refining Co. 17
St. Vincent Arrowroot Growers and Exporters' Association. 3
Sanitary Can Co 6
Sapho Mfg. Co. 8
Sherbrooke Cigar Co. 73
Simple Account Sales book Co. 10
Simpson & Co., R. 22
Smalley-Kivan & Outhank. 76
Smith, E. D. 71
So-clean Mfg. Co. 25
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg. Co. 70
Stevens-Hepner Co. 76
Stewart, I. O. 21
Stringer, W. B. 63
Stuart, Foster Co. 30
Stuhr, C. F. 61
Symington Co., T. 17
Symington Soup Co. 63

T

Telfer Bros. outside back cover
Thum Co., O. & W. 61
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works. 21
Tuckett, Geo. E., & Son Co. 75

U

Utilities Limited. 72

V

Vipond, H. P. 72

W

Waite & Fuller. 6
Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son. 63
Warren, G. C. 20
Watson & Truesdale. 21
Wellington Mills. 26
West India Fruit Co. 62
Western Distributors, Ltd. 20
Weston, Ltd., George. 22
Wethey, J. H. 59
White & Co. 63
White Swan Spice & Cereals, Ltd. 9
Wiley, F. H. 20
Wilson, Jos. R. 13
Woods & Co., Walter. 67
Woodruff & Edwards. 77

One Card, One Cent, One Minute

Isn't it worth while? We want you to give our goods as fair a trial as you give others. We are not afraid to have them placed side by side. You will be agreeably surprised if you do this.

"Laurentia," "Daily Bread," "Regal," "National,"

are four brands of flour which, while young, are being handled by first-class dealers as if they had been on the market for years.

Get in touch with us.

THE ST. LAWRENCE FLOUR MILLS COMPANY, LIMITED

MONTREAL

The Faultless ST. CHARLES BRAND EVAPORATED MILK

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

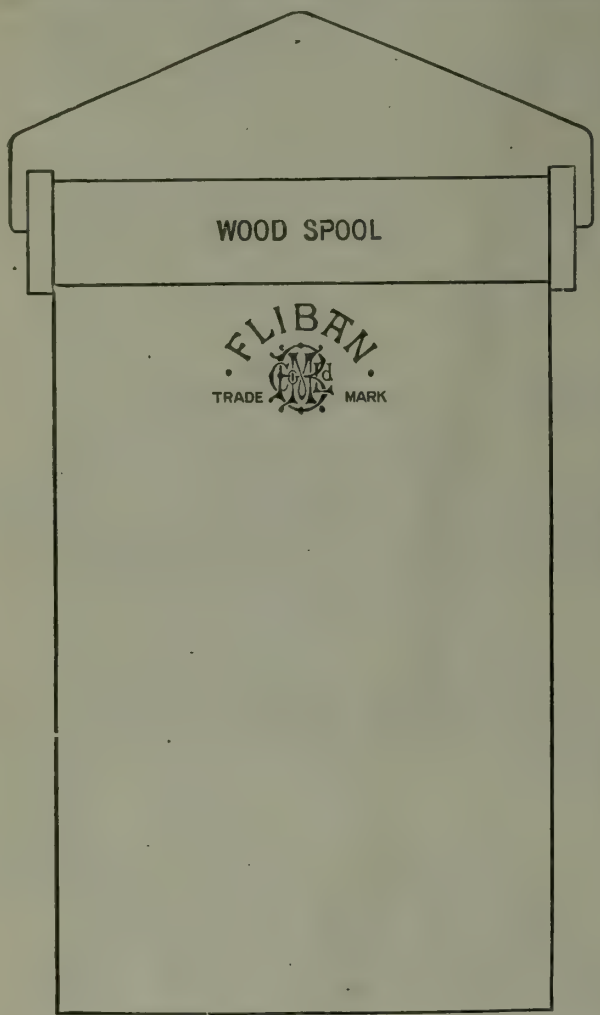
A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

SWAT THE FLY

One way of doing it is to first catch the fly, then, holding same firmly by the scruff of the neck, inject into its mouth, with the aid of a small syringe or fountain pen filler, one or two drops of carbolic acid.



THE UP-TO-DATE WAY

Suspend from any convenient point in the room a spool of the latest

FLY CATCHER FLIBAN

NEAT CLEAN EFFECTIVE

No fear of it coming in contact with your hands and clothes as is common with the ordinary fly-paper.

Per $4.80 Gross

RETAILS AT FIVE CENTS PER SPOOL

Giving your customers more sticky value than any fly-catcher on the market.

Profit 50% Profit

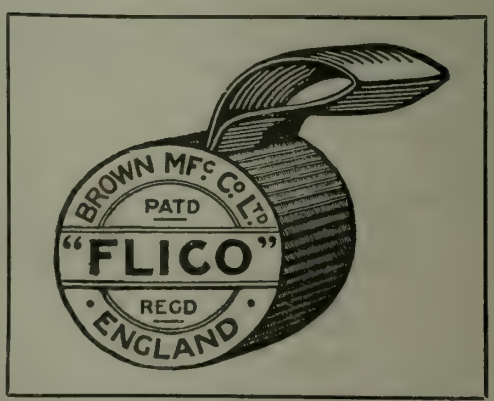
For use in Drawing Rooms, Bed Rooms, etc., where the Fly nuisance is not so bad

FLICO Fly Catcher

will be found most effective and convenient.

PER $2.40 GROSS

RETAILS TWO FOR FIVE CENTS.



ORDER NOW FROM YOUR WHOLESALE GROCER OR DRUGGIST, OR WRITE AGENTS

MacLaren Imperial Cheese Co., Limited

Manufacturers and Importers or Grocers' Specialties

Toronto and Montreal

Considerably Better than ordinary Sodas and **Best By Test**

FARM CREAM SODAS

Creamy and Crispy

The kind that leave a lasting taste of goodness with every user, and the kind that will bring you a steady and increasing demand. These are features which sell **FARM CREAM SODAS.**

We make a specialty of biscuit crispness as well as richness. Only the choicest ingredients are used in the manufacture of **FARM CREAM SODAS,** which are produced in a modern factory of ventilation and light.

Every box you sell to new customers will add confidence to your store—and give you a good financial gain into the bargain.

THE SUNSHINE FACTORY

RAMSAYS LIMITED
MONTREAL

A Chain of Quality

A SERIES OF BISCUIT EXCELLENCE THAT IS EXCEEDINGLY POPULAR

VANILLA WAFERS—A dainty tit-bit that will delight your women customers who want good quality, yet inexpensive.

RECEPTION WAFERS—Your customers always have use for Telfer's Dainty Reception Wafers. Their choice flavor makes them the feature in serving afternoon tea.

OATMEAL CRACKERS—For the home that has children in it there is nothing more wholesome, or more reasonable in price, than Oatmeal Crackers. You will find them a good demand from this class of your trade.

TELFER'S GRAHAM WAFERS—The popular biscuit choice of all classes. Thin, flaky, crispy—they please the palate and are also an exceedingly wholesome and nutritious food.

Get The Trade—Hold It

We feel assured that every customer of your store who purchases any of the Telfer products will doubly repay you. The quality is in each line, and the carefulness as to cleanliness of manufacture and packing makes them just as crisp and nice when you sell them as when they are brought out of the ovens. Your satisfaction is two-fold—in profit—in satisfied customers.

SEND FOR OUR PRICE LIST.

TELFER BROS., Limited

COLLINGWOOD, ONT.

Branches:
TORONTO, WINNIPEG, HAMILTON, FT. WILLIAM

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MARCH 15, 1912 No. 11

FIVE sales of CROWN BRAND CORN SYRUP to every sale of other syrups — that is the ratio in which the average grocer sells CROWN BRAND CORN SYRUP.

CROWN BRAND CORN SYRUP is higher in food value than any other syrups. For table use, cooking and candy making, it is unsurpassed.

CROWN BRAND CORN SYRUP

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Season 1912

Upton's Pure Orange Marmalade

NOW READY

UPTON'S Jams and Orange Marmalade

FINEST QUALITY --- REASONABLE PRICE

Made from Fresh Fruits, in a clean up-to-date Preserving Factory.

Put up in Wood Pails and Gold Lined Tin Pails and Glass Jars by

The T. Upton Company Ltd.

Hamilton - Ontario

"A Bird in the Hand," Etc.

And we all know the remainder of that old saying—"Is Better than two in the Bush." This saying can be adopted wonderfully well in placing a stock in a grocery store. The moral we may gain is to stock only goods of known quality, goods that will sell readily; and is not that going to pay you better than putting in a stock of goods of questionable character, that linger so long on your shelves, that value has depreciated sufficiently to wipe off any profit you may have had in view?

The goods of KNOWN QUALITY that will positively give you a quick turnover are:

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

Coco Fruitine or Vegetable Butter

An absolutely pure extract of the cocoanut. Superior to butter or lard or oil for cooking and doubly economical, because so very rich. Tasteful, healthful, nourishing.

New to you, perhaps, but not to England, where it enjoys enormous sales. "Quality Goods."

Arthur P. Tippet & Co., Agents

MONTREAL - - - TORONTO

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREA

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver

Kitchener Brand Canned Goods

You ought to sell regularly to every one of your customers. You have only to sell it once—after that, it sells itself. The natural flavor and superior quality make it a welcome addition to any menu. It is the best fruit, manufactured by a skillful process, and careful attention to cleanliness in every department account for the good quality.

This is good business—get in line.

The Oshawa Canning Company, Limited
OSHAWA, ONT.

Wonder Fly Killer

Not a Fly Catcher, But a Fly Killer and Exterminator

A recent article written by a health expert on the fly, had for its part:—"The danger of health is greatest in parts of the city where sanitary precautions are most neglected; but even if you live in a comparatively well-cared for part of the town, do not receive the fly as a harmless visitor, for he may come in a carriage or on horseback from the filthiest spot in the city."

A Decided Improvement over the Old-fashioned Sticky Paper or Fly Pad

Sure in Action

■ ■ ■

Stock Never Grows Old

Look here, Mr. Grocer, by stocking Wonder Fly Killer, you will be placing before your trade the surest and best method they can observe in keeping their homes rid of this pest.

It is neat in appearance and our price allows you to sell at a reasonable rate that will make sales and at the same time produce for you a good profit.

There is sure to be a big demand this summer. Why not handle the best and most economical Fly Killer on the market, which by actual test, will kill Black Flies, Mosquitoes, Sand Flies, etc.

Dominion Agent: JOS. R. WILSON

204 Stair Bldg., Toronto

DISTRIBUTORS:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K. & A. Cameron, 204 Second Street West, Calgary, Alta.; MANITOBA and SASKATCHEWAN, W. H. Escott, 137 Bannatyne Ave. East, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

To-day's Popular Food!

What were considered common foodstuffs of a short time ago have soared so in the present day that they are almost eliminated from the daily table. In their place may be found beans---baked beans. Through the soaring process of other foods

"Simcoe" Brand Baked Beans

stood pat, and therefore are exceedingly popular among all classes. But it is not this price business that their popularity is indebted to, but rather the exceedingly fine flavor and good quality---cooked just right and flavored exactly. Every day the public are increasing the call for baked beans. For you to satisfy the most fastidious of your trade---stock "Simcoe Brand." From the first day the case is opened, there are steady sales at profits that will please you.

Put up Plain, in Chili Sauce and Tomato Sauce; and in sizes to suit all classes of your trade. 3's Family Size contain more beans than 3's flat, at less price.—The size for you to feature.

Ask Your Wholesaler For Prices.

Dominion Canners, Limited
HAMILTON CANADA

A BIG SAVING

can be made by anyone who is accustomed to do their own clothes-cleaning, etc., by using

Golden Ray Cleaner

which is good for anything. This may seem an odd statement to you, so in order to be thoroughly satisfied, we would like you to write for free sample box and try it.

Golden Ray

Is a Good HAND CLEANER,
CLOTHES CLEANER,
CARPET CLEANER,
RUG CLEANER,
ETC., ETC.,

It may seem strange to you. But write and make sure.

The Golden Ray Co.

4 UNION AVE., MONTREAL

King (Brand) Jam

Big Profits

are sure to come your way if you get in touch with us and decide to stock our high-class jam. We are not afraid to send you along a sample jar and let you compare it with other makes. We know we have the right goods.

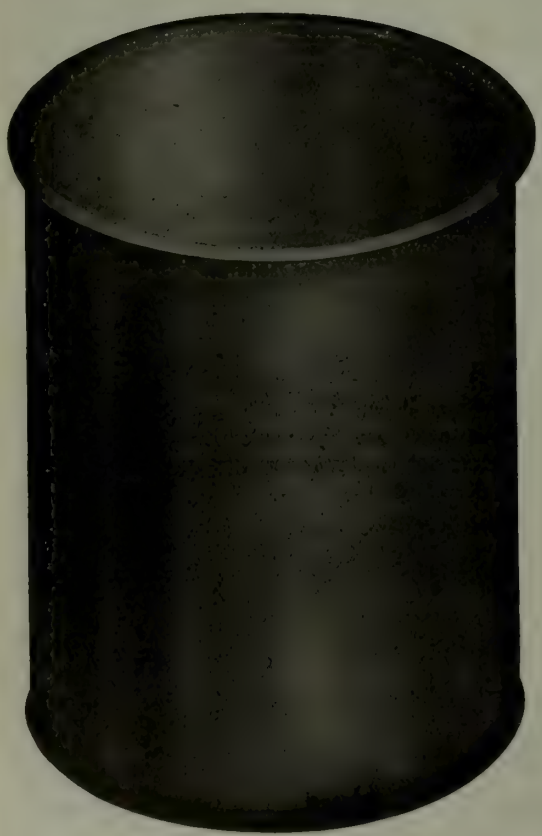
King Jam is Quality

We guarantee it. Get it and employ a little selling talk. You will find it a steady seller after first trial.

Prices on Application.

Labrecque & Pellerin

111 St. Timothee St., Montreal, Que.



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

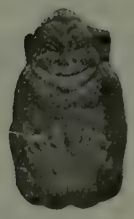
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal Appointments

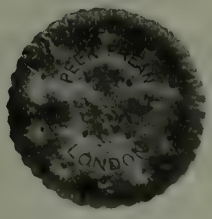
32 Prize Medals

PEEK, FREAN'S BISCUITS

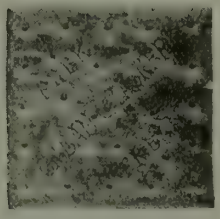
PAT-A-CAKE



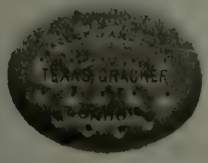
BILLIKEN



GOLDEN PUFF



CREAM CRACKER



TEXAS CRACKER

MILK

DIGESTIVE

BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA:

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

"SURE, IT IS!"

This is what anyone will say if you ask if

Meadow-Sweet Cheese

is all that we claim for it.

What We Claim:

That no ***10 cent*** package beats it.
That it has a peculiar nip of its own.
That the attractive package does half the selling.
That the quality brings the customer back.

Saratoga Chips

Have you had a sample of this line? If not, write immediately. This is a new line, selling on sight. We have had a large number of orders during the past two months, sufficient proof of the value of the goods.

WRITE US

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

Goods of Quality

Goods of quality cannot fail to make their mark, and to influence the better class trade to your store. If you are looking for a brand of meats, sausage or lard which is above suspicion, you can make no mistake if you stock

Elgin Brand

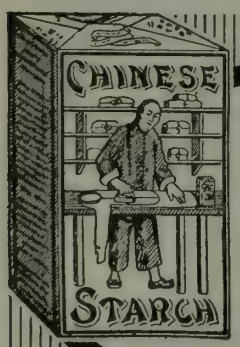
We feel that our reputation is at stake in the manufacture of our products—and therefore exercise extra carefulness and cleanliness in producing Elgin Brand—the goods of quality.

Our Post Card Order Book is most convenient to any store-keeper. It serves as a reminder when ordering, and also enables the grocer to make each order out in duplicate.

SEND FOR ONE TO-DAY

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Dealers in Butter, Eggs and Cheese
ST. THOMAS - - ONTARIO
Wholesale Branches at Windsor and London



Satisfaction-giving Qualities to be found in no other Starch!

Chinese starch packages contain 16 ounces, not 12, and never fails to please the most exacting customer.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice. Good profit in it for you, too.

AGENTS

Standard Brokerage Co. Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Harry Horne Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.. The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad. B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits
to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

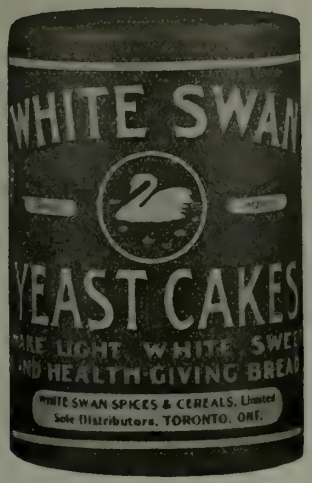
AGENTS:

Wm. H. Dunn
Montreal and
Toronto

Hamblin &
Brereton
Winnipeg and
Vancouver, B.C.

L. T. Mewburne
& Co., Ltd.,
Calgary

T. A. MacNab &
Co., St. John's,
Newfoundland



WHITE SWAN YEAST CAKES

ARE

THE FINEST MADE BY MODERN ART AND FULLY GUARANTEED

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

The white, floating, oval cake of **FAIRY SOAP**, that stays white and sweet to the last thin wafer, is **PURE SOAP**—the most and best that can be sold—without high perfumes or useless coloring.

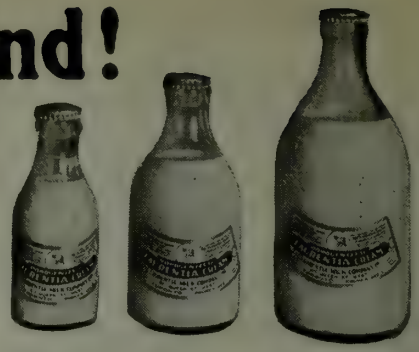
Sell it every time you can, because you can always depend on it to please your customers, and pleased customers are the kind you want.

FAIRY SOAP is persistently and extensively advertised, and therefore easy to sell, because well known.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

A Boon to Mankind!



LAURENTIA MILK AND CREAM

In every case of sickness, absolutely pure milk and cream are needed. In hundreds of families for ordinary use this same carefulness is exercised in the class of milk and cream used.

Laurentia Milk and Cream is distinguished from others of the same nature through **Homogenization**—this mechanical operation, and its subjection to heat pressure, entirely purifies milk and cream, and in the case of Laurentia Milk it is a means by which the cream is mixed with the rest of the milk in such a manner that it can never separate nor be separated again, even by the most powerful cream separator.

Fraud of skimming is impossible and Laurentia Milk and Cream is your customer's guarantee of purity.

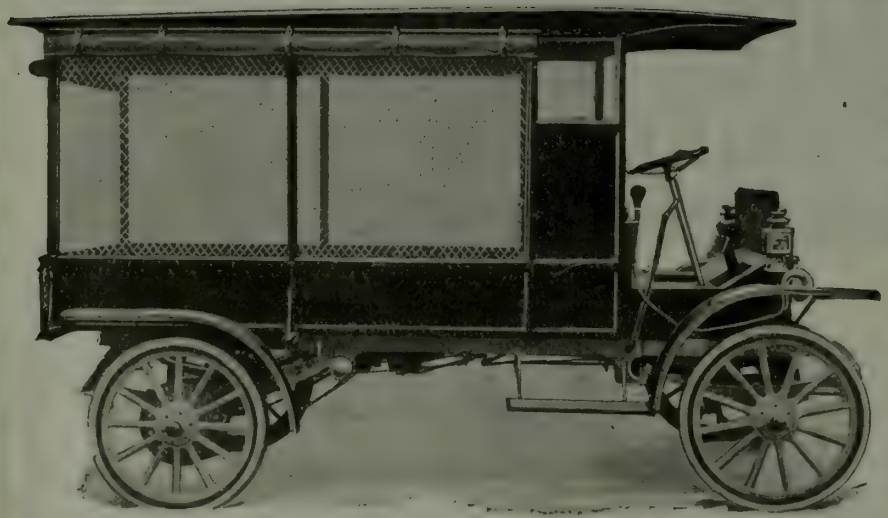
Laurentia Milk and Cream keeps sweet in any temperature until opened.

There is excellent grocer profit—WRITE FOR PARTICULARS.

LAURENTIA MILK CO., Limited

371 Queen Street West, Toronto

AN ECONOMICAL DELIVERY



The accompanying illustration gives you but a slight knowledge of the numerous styles of cars manufactured by the PIONEER TRUCK MANUFACTURING COMPANY of Canada. It is a very serviceable car for grocers and butchers, and comes in either open, closed or any style body to suit purchaser. It has a 20 H.P. 4 Cylinder Motor, solid tires, and adaptable to any business.

GROCER'S or BUTCHER'S SCREEN BODY CAR, DROP CURTAINS

If you have not investigated motor delivery as a saver to your business, you have made a mistake. Do so at once. Write us and we will give you any information you desire. CANADIAN TRUCKS are built in 1500 lb., 1 ton, 2 ton, 3 ton and 5 ton sizes and range in price from $1,500 to $5,000. Write for catalog giving full information and illustrations.

THE CANADIAN COMMERCIAL MOTOR CAR COMPANY, LIMITED

DEPT. A. WINDSOR, ONTARIO

McCORMICK'S DEVON CREAM BISCUITS

"A delicacy that appeals to one's sense of refinement"—so declares a Lady who is partial to *McCormick's Devon Cream Biscuits.*

There are about 50 of these delicious tidbits to the pound—you'll like them—the name *McCormick* is a guarantee of that.

41

Our ex sive advertising campaign is telling everybody about McCormick's DEVON CREAM BISCUITS—a wonderful new confection. YOUR customers will expect to find them in your store, so don't disappoint them. Get in a good supply—BE PREPARED to give them what they ask for. Your stock is not complete without McCormick's DEVON CREAM BISCUITS. *Order from nearest shipping point.*

McCORMICKS

FACTORY AT LONDON

Warehouses: MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY, AND ST. JOHN, N.B.

Scotch Marmalade

Made from Seville oranges
and pure refined sugar
by

John Gray & Co., Ltd.
Glasgow

Contains neither Glucose
nor preservatives.

Prices and Samples from :

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

SOMETHING GOOD

The Price is Right.
The Mill is Right.

Nothing Counts
Like Service.

The chief aim of this company is to give the purchaser of a **COLES**, a mill as refined, as characteristic, and altogether as desirable as any other manufacturer can offer at a higher price.

Back of all this is a feeling of strong moral obligation and a sincere desire to instill in the minds of **COLES** users that feeling of confidence which should and must always be the basis of honest business relations.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Here's a great line——and a good one

The Beef Essence that gives universal flavor because of its strength, purity and economy, is

Children like it

VEROX FLUID BEEF.
ALL BEEF & ALL BRITISH.

Invalids want it

Prepared from Prime Ox Beef and highly concentrated, it makes the ideal beef beverage. It will pay you to stock it, for the profit is good. Write for sample and prices.

Tooth's Extract of Meat Co.

Wholesale Agents wanted for Toronto Montreal Winnipeg
ESTABLISHED 1865

12 Duke St., London Bridge, London, S. E., England

Smoked Herrings are Profitable if You Stock the Line that is Popular

Popular by reason of the excellent flavor and deliciousness of their composure (in bouillon); because they are only ten cents a tin. The story of the successful selling of

Bjelland's Smoked Herrings in Bouillon

lies in those two facts. The fish are summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

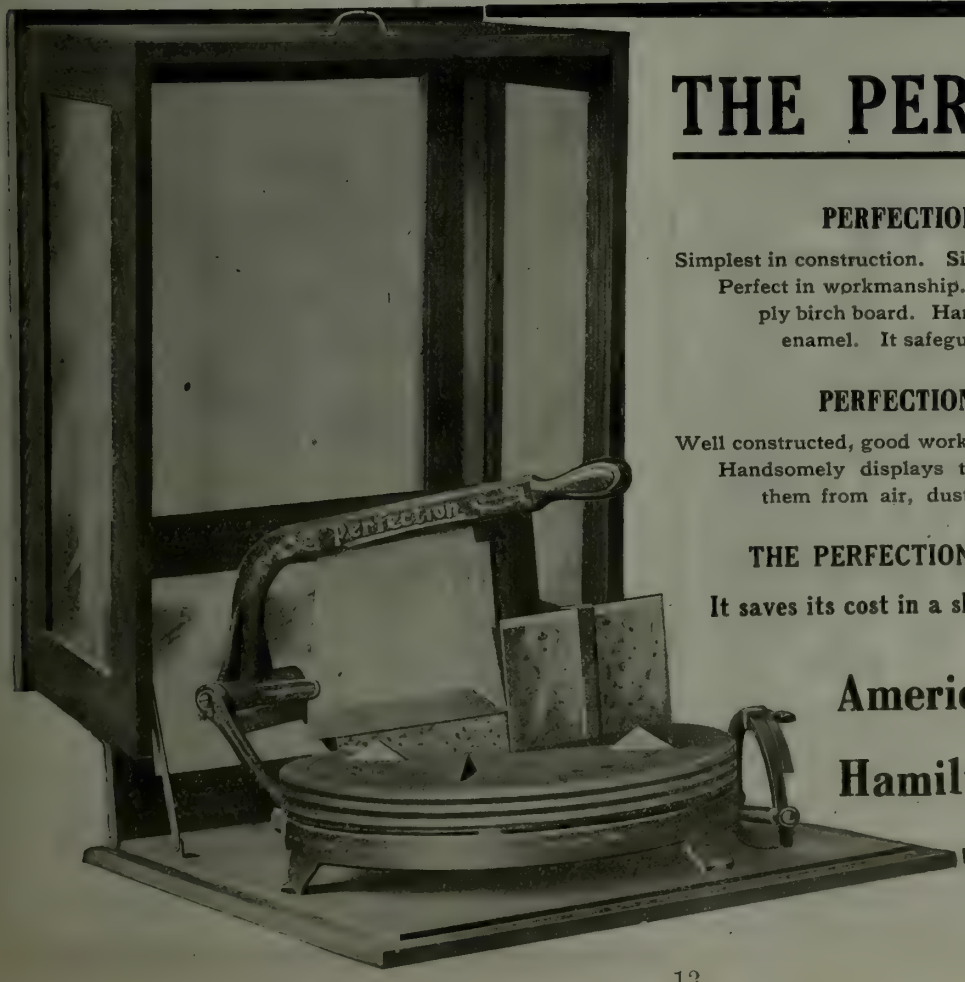
Ask your wholesaler for Bjelland's. The Brand That Sells.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON, CANADIAN AGENTS

THERE is no better Magnet to draw and hold the best trade in your neighborhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL



THE PERFECT WAY

PERFECTION CHEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work. Perfect in workmanship. A bevelled-edged knife. A five-ply birch board. Handsomely finished in scale blue enamel. It safeguards your profits in cheese.

PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish. Handsomely displays the cheese and cutter. Protects them from air, dust and insects. SANITARY.

THE PERFECTION WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.
OF CANADA
Hamilton, Ont.

GOODS THAT SELL

PURE MAPLE SYRUP LION BRAND

Why experiment with doubtful brands of irregular quality when you can buy LION BRAND PURE MAPLE SYRUP at prices as follows:

QUART TINS, 24 to case, $6.00 per case.
QUART BOTTLES, 12 to case, $3.00 per case.

Can be sold at 30 cents. Other sizes same proportion. This line will draw trade and make a reputation for you. Freight prepaid in 5 case lots, assorted, to extent of 40 cents 100 lbs.

MAPLE BUTTER

Our MAPLE BUTTER is made from PURE MAPLE SUGAR and FRESH RICH CREAM, is manufactured and filled into cans by automatic machinery, is not touched by human hands. This is an article in great demand and at a price within reach of all.

Price:

1 lb. TINS, 2 dozen to case, $3.80 per case.

Sells for 20 cents.

ALL WHOLESALE GROCERS' TRAVELLERS CARRY OUR LISTS

MAPLES LIMITED

MANUFACTURERS OF HIGH GRADE MAPLE GOODS

TORONTO

MASON & HICKEY, Winnipeg, Agents for Manitoba, Alberta and Saskatchewan

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Mr. Grocer! We have something new for you. Something you can strongly recommend to your customers. They always like something "good."

St. Lawrence Cream Sodas

will please the palate of your trade better than any other soda. Thin, flaky, light, made in a modern factory with the most improved condition. They are quality goods and will yield you a good profit.

ASK FOR SAMPLE PACKAGE

ABBOTT, GRANT & CO.

Limited

BROCKVILLE ∴ ONTARIO

AN ATTRACTIVE DISPLAY

The above photographic interior view of a modern grocery gives a fair idea of the attractive appearance of a nicely arranged stock of goods—the appearance is half the battle. This shelving is supported by our

Patent Adjustable Brackets

Convenience and the elimination of unsightly obstructions—one long, uninterrupted stretch of space for the display of goods—are a few of the features of these brackets.

Write for information, prices, etc., stating whether your building is brick or frame.

THE PIQUA BRACKET CO. Sole Manufacturers
PIQUA, - - OHIO.

Wonderfully Good Value!

Are you selling the kind of soap that makes housekeepers think yours is the store for good value? You can do this by selling

Wonderful Soap

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled.

Write for Quotations.

THE GUELPH SOAP COMPANY
Guelph Ontario

Seeing is Believing

There is a certain amount of doubt with the public who buy eatables that are covered from their sight, and especially is this so in the matter of cooked meats.

This is a selling difficulty that is easily overcome in

BRAND'S Rolled Ox Tongues

put up in glass jars—they are particularly inviting to the eye and decidedly pleasing to the taste. Cleanliness and expert cooking of the choicest meats give Brand & Company's products a reputation that makes it good stock for a grocer.

It will pay you well in dollars too.

Get Your Spring Orders in Now.

BRAND & CO., LIMITED

Purveyors to H.M. the late King Edward VII.

MAYFAIR, : : LONDON, ENGLAND

NEWTON A. HILL, 25 Front Street East, TORONTO
H. HUBBARD, 27 Common Street, MONTREAL
McLEOD & CLARKSON, VANCOUVER

FISH FOR LENT

Tartan BRAND
THE SIGN OF PURITY

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS
ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ontario

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Lest We Forget—Again

THAT WEALTH OF FLAVOR

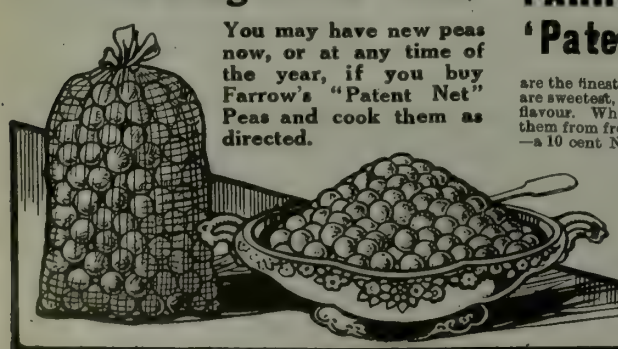
which is so conspicuous in "RIDEAU HALL" **Coffee** can only be obtained by the most careful selections and expert **blending and roasting** of the **Highest Grades of Coffee.**

The true value of a coffee is in the cup.
We buy that way and sell that way.

Hence Our Success.

Gorman, Eckert & Co.
LIMITED
LONDON, ONT. WINNIPEG, MAN.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence Granulated

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company

MONTREAL

SOLE AGENTS FOR CANADA

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY

PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS.** Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.

Trade Mark of Quality

CANADA'S FIRST IXL MUSTARD

After many years' experience in the manufacturing of mustards, we have put on the market of Canada an IXL Mustard—The finest grade that Canada has seen heretofore.

These goods are put out entirely on their own merits—The attractive label, QUALITY of the Goods, and margin of profit to grocers, ensure this line a winner.

IXL SPICE & COFFEE MILLS, Limited
LONDON, ONTARIO

COVER ON CAN TO RETAIN MOIS
TIGER
THE GREAT HAND CLEANER
A WONDERFUL DISCOVERY
HARMLESS & ANTISEPTIC
PRICE 10 CENTS
MADE & SOLD BY THE TIGER MANUFACTURING CO WALKERVILLE CANADA

WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.

Fresh Cow's Milk - Evaporated

In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

Clark's

Boston Baked Pork and Beans

THE BEANS WITH THE FLAVOR.

Clark's
Sliced Smoked Beef

A PLEASURE TO SELL.

Clark's
Beef Steak and Onions

JUST LET YOUR CUSTOMERS TRY A CAN OR TWO. THE RESULTANT DEMAND WILL SURPRISE YOU.

Clark's
Cooked Corn Beef

IS PRIME BEEF ONLY
—ALWAYS SWEET AND TASTY
—ABSOLUTELY GUARANTEED

W. CLARK - MONTREAL

Manufacturer of High-Grade Food Delicacies

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

The W. H. Escott Co.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta

Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

320 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

TORONTO

We are offering Stephens' English Peels, finest in England, prices right.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND MANUFACTURERS' REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

When Wanting
Canned Vegetables or Fruit
Wire or Write

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B

Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.

Codes: A,B,C, 5th edition, and private.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

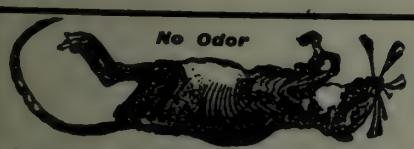
McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1865

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT GEO. J. CLIFF, Manager

CLAY PIPES
The best in the world are made by
McDOUGALLS
Inisist upon this make.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND



It drives them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

DO YOU KNOW ALL OF YOUR "CREDIT CUSTOMERS" PERSONALLY? IF NOT, YOU NEED

Allison Coupon Books

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either, for they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

Wanted at Once

Car Whole Green Peas

Quote lowest price per 100 lbs. with sample.

The W. H. Escott Co., Winnipeg

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish Trade

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

BIG PROFITS
CAN BE MADE
BY HANDLING OUR CELEBRATED
ENGLISH KIPPERS
(50 to 60 FISH PER BOX)
THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.
WRITE US TO-DAY
IT WILL PAY YOU
ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England
Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE LARGEST

5-cent Package of Soda Biscuits put up

IN CANADA

Especially known for their appearance and positive quality—only the finest blend flour and purest shortenings are used in their manufacture in a model factory, the most up-to-date in the Dominion.

WESTON'S
SODA BISCUITS

are packed in 24's and 48's with 24 biscuits to the package. The size of this package should be a good strong talking point to your customers.

If you are not handling this splendid line, write for sample—gladly sent on request if you mention "The Grocer."

GEORGE WESTON, Limited
TORONTO

IN order to gain a reputation for Tea and Coffee it will be necessary for you to handle a line that has gained a reputation for high quality and ever-present goodness.

"MELAGAMA"
TEA and COFFEE

will place you in that enviable position, as they have gained the confidence of consumers everywhere.
Order a case each "Melagama" Tea and Coffee to-day. We guarantee the sale.
You run no risk. If you find that "Melagama" is not even better than we say it is, ship it back at our expense.

For prices see quotation page of this issue

MINTO BROS. TORONTO

Postum Trade
Is Sure, Steady and Constantly Growing

Profits on other lines may come and go—

Profits on Postum go on forever.

Postum has no sliding scale of prices—the buying price and selling price are firm as a rock. And there's a heavy, persistent advertising campaign back of Postum all the time to assure continued demand.

And, let us whisper this so you can hear it miles away—

Postum profit is good, and the sale guaranteed.

Better put in a Postum window and counter display

AND DO BUSINESS

If you haven't got the displays we'll send 'em prepaid on request.

CANADIAN POSTUM CEREAL COMPANY, LTD., Windsor, Ont.

"SAFE" STOCKS

Pink's Jams DO NOT STAY ON YOUR SHELVES. WHEN ONCE YOUR CUSTOMERS BUY THEM AND TEST THEIR QUALITY, THEY BUY REGULARLY.

It will pay you TO RECOMMEND THEM.

E. & T. PINK LONDON, ENG.

THE LARGEST JAM MANUFACTURERS IN THE WORLD

APPLY TO OUR SOLE CANADIAN DISTRIBUTORS

THE MANUFACTURERS AGENCY CO.

HALIFAX, N.S. - - C. E CREIGHTON - - BEDFORD CHAMBERS
BOSTON, U.S.A. - - GEN. SALES OFFICE - - 131 STATE ST.

Government Analyses Prove its Superiority.

Every Test Proved ABSOLUTELY PURE Maple Syrup

Order "Pride of Canada" New Maple Syrup At Once

You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

Maple Tree Producers' Assoc. LIMITED

Montreal

SHAMROCK

Silent Tip Matches

make your match sales yield you a profit as well as other things.

Shamrock Silent Tip Matches bring the grocer who handles them a double profit, the financial gain selling and the assurance of satisfied customers. Nicely packed, they make good shelf and window stock.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.

EASY TO SELL SOCLEAN THESE DAYS

Spring-like weather immediately turns the thoughts of the housewife to cleaning. It is an operation that is bound to take place in every well-kept house. Your best place, Mr. Grocer, is to stock a sweeping compound that will lessen the labor of sweeping and do the work better.

SOCLEAN

The Dustless Sweeping Compound

if introduced in its true light to the housewives at this season, sales are bound to follow. The truth about **Soclean** is: It is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, leaves a fragrant odor after sweeping, and is fireproof.

Soclean is put up in handy-sized lithographed pails, convenient for household use, and will pay you well to stock and push.

SOCLEAN LIMITED, Toronto, Ont.

Good Margin of Profit

Sold at all Wholesalers

THE NUGGET POLISH CO'Y, LIMITED

67 ADELAIDE STREET EAST

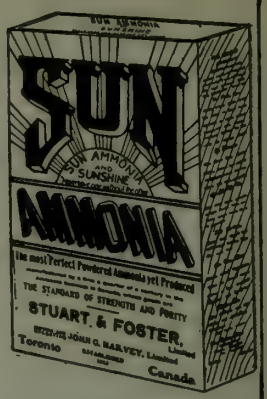
TORONTO

SUN AMMONIA

(HARVEY'S)

For 25 Years
the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

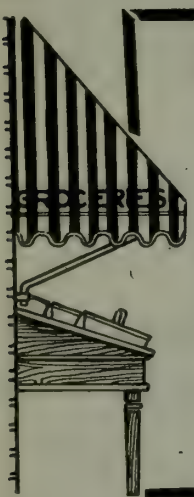
SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.



Don't Let Your Stock Depreciate!

At this coming season of the year when green goods form the nucleus of a profitable stock, be careful that the sun's rays do not creep upon it and sniff out your profit by depreciation.

You are saving money by installing a Raymond awning. It is good value and the means of keeping your perishables protected.

Ask for prices.
Quote your requirements.

Raymond Bros.
London Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

WORLD RENOWNED

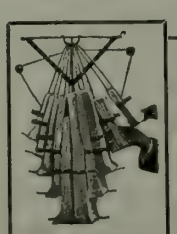
BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG



The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

When writing to advertisers, kindly mention this paper

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

THE FARMER BUYS
Carter's Root Seeds
FROM YOU

as readily as he does his Coffee—in sealed one-pound bags. Good business is to be done at a fair margin, and there is no risk to you. The name of Carter is a hall-mark in itself, and the sterling excellence of the goods ensures the satisfaction of your customer; furthermore, you sell at a low prices.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

Isn't it worth sending for details of the proposition ?

Address the sole distributors for Canada :

PATTERSON, WYLDE & CO.
P.O. Box 532, TORONTO
Head Office :—Chamber of Commerce Bldg., Boston, Mass.

There Is Something Unique

about the combination of the Jelly and the Powder for custard to be served with the Jelly. The housewife likes this double idea and when she purchases

Club Jelly Powder

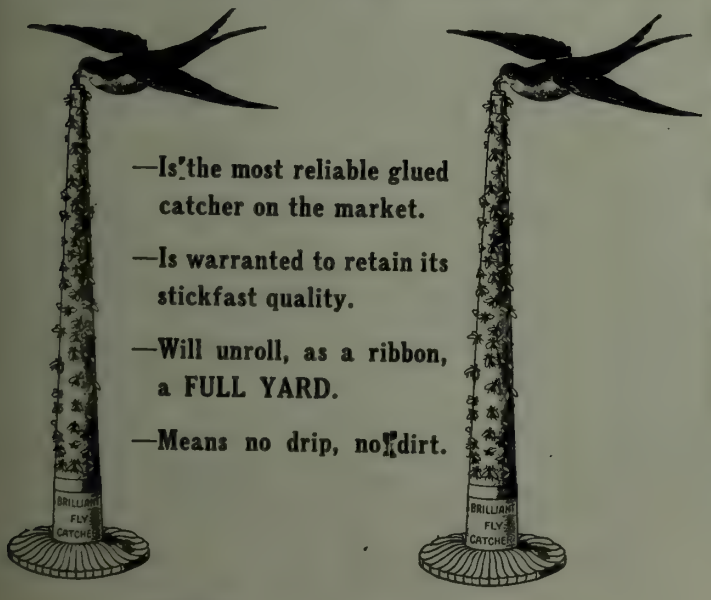
she knows that full value is there all the time and that she is getting SOMETHING EXTRA, a valuable extra (not a useless premium) in the form of a

FREE, DELICIOUS CUSTARD POWDER

Club Jelly is the height of perfection.

S. H. EWING & SONS
MONTREAL TORONTO

Brilliant Fly Catcher



—Is the most reliable glued catcher on the market.

—Is warranted to retain its stickfast quality.

—Will unroll, as a ribbon, a FULL YARD.

—Means no drip, no dirt.

$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE
390 St. Paul Street, MONTREAL
Selling Agents for Western Provinces :—J. J. TOMLINSON & CO., WINNIPEG.

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

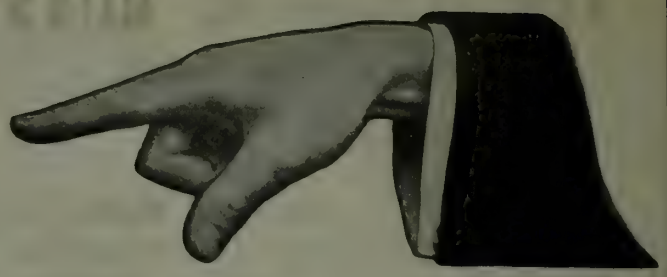
EDWARDS' DESICCATED SOUP
is made in three varieties, Brown, Tomato and White. Retails at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS :

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., Toronto
W. H. ESCOTT & CO., Winnipeg

False Statements



were made about our **Cabinet Brand Maple Compound Syrup** by a concern in Toronto. We found it necessary to take action and they apologized for slanders and withdrew them in their entirety, as appears by their letter of which the following is a copy.

Toronto,
Feb. 21, 1912

Ramsays Limited,
Montreal, Que.

Dear Sirs,

Referring to our recent letter to the members of the Ontario Wholesale Grocers' Guild, in which we stated that "Ramsays Cabinet Brand" Maple Syrup was composed of glucose, brown sugar and artificial flavoring, we beg to state that we were mistaken in the analysis thereof and such statement is incorrect, and we beg therefore to withdraw the letter in its entirety, and to express our regret that this occurred.

Yours truly,
(Signed) Maples Limited
Jas. C. Gardiner.

Every knock is a boost. Mr. Grocer, think it over, syrup season is now on. Feature the syrup that is proved to be the best by our opposition. Made from pure Maple and the best of granulated sugar. We do not have to slander anyone to get your business because you know we are a reliable firm and will give you a square deal.

RAMSAYS LIMITED

MONTREAL, QUE.

"BANNER" BRAND JAMS

As rich, toothsome and delicious as if you had stepped into a garden in the early hours of a summer morning and tasted the flavor of the fresh fruit—that is Banner Quality. Put up in pails which are exceptionally good sellers.

SEND FOR PRICES.

LINDNER & BENNER, -:- -:- TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

SPRING HOUSE CLEANING

It is always time for special activity in household requirements.
There'll be the demand—See that you are prepared to meet it.

WE HAVE THE STOCK THAT'S RIGHT—AT RIGHT PRICES.

BRUSHES

SCRUB, SHOE, STOVE, KALSOMINE, WHITEWASH.

BROOMS, MOPS, CLOTHES PINS

Special quotations on 6 doz. lots of BROOMS, freight prepaid to your station.

COTTON CLOTHES LINES SISAL

WASHBOARDS

LIGHT IMPROVED, SOLID BACK GLOBE, NICKEL PLATE, BRASS KING, GLASS KING.

PAILS WOODENWARE TUBS

The "MADE IN CANADA" kind that gives satisfaction to both seller and user.

SPECIAL QUOTATIONS ON LOTS PREPAID FROM FACTORY

ALSO A FULL STOCK of every well-known brand of **SOAPS, WASHING POWDERS, METAL POLISHES, Etc.**

WE ARE QUOTING SPECIALLY LOW PRICES ON ALL LINES. SEND US YOUR ORDERS.

EBY-BLAIN, LIMITED

Wholesale Grocers
TORONTO

IT SELLS ON MERIT

There's a constant demand in every household for a good bottle of Worcester Sauce. The kind that possesses that peculiar piquancy and gives a superior zest to any dish is

Adam & Co.'s Worcester Sauce

Prepared under conditions of most scrupulous cleanliness and efficiency, the ingredients are from an original recipe and guaranteed absolutely pure.

Canadian Agents: Alex. Tytler, Temple Building, London, Ont.; J. A. Crooks, Bediord, Halifax, Nova Scotia; Kirkland & Rose, 312 Water St., Vancouver, B.C.; G. C. Warren, Regina, Sask.

PROPRIETORS:

"KIT" Coffee Company, Govan, Glasgow, Scotland

For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality
—In square tins

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.

Ask the Girls if They Ever Use Crown Brand Corn Syrup to Make Fudge and Taffy.

If they never have, they don't know how much more wholesome and toothsome than "bought" candy is that made with

CROWN BRAND CORN SYRUP

There is nothing cloying in the sweetness of candy made this way—Crown Brand is the great candy syrup, pure, digestible, and agrees with everybody.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Dealer Threatened With a Revolver

Woman Who Owed Him Account First Used the Broom—Merchants Tell of Debt Collecting Troubles—Want Change In Garnishee Law—Pushing Articles on Which Profit is Fair—General Discussion on Trade Matters.

Whenever grocers are gathered together, it is only natural that they talk of experiences which they encounter in their business, as well as vent their ideas on business subjects.

Discussion in this particular case had drifted to the possibility of forestalling the dead beat by one dealer being willing to exchange information with another regarding customers in order to prevent them from running up bills at several stores.

From One Town to Another.

"This information can be exchanged to good advantage even by dealers in different towns," broke in one dealer.

"A new family recently moved into our town and requested credit from me. I enquired where they came from and with who they had been dealing. I gave them credit while I wrote to their former dealer enquiring as to their credit. He answered immediately that 'if the man kept sober he was good pay.' Thus I was put on my guard, and knew when to draw the strings.

An Ill-Kept Home.

"A grocer can gauge a person's credit pretty well by appearances," commented another. "I visited the house of a new customer to whom I was giving credit. Although the man was making good money, the furniture in the house was scanty. I came to the conclusion that he wouldn't be reliable. Afterwards I learned he was addicted to the habit of drinking as well as being imprompt in settling his grocery bills.

"When pay day came and my bill had not been paid, I made a visit to their home. I got no farther than the door. The husband was out but his better half was much in evidence. She met me at the door. Apparently she resented my friendly call and much more so when I made known my mission. She swung the broom freely and with deadly intent to injure.

Threatened to Shoot.

"'Get out of here,' she commanded, 'or I'll put holes in you,' at this she departed into the house, apparently in search of some more deadly instrument than a broom. Her sister who was there at the time, advised me to leave, saying she would try to get the husband to settle the bill. I went and the bill was after all paid."

Want Change in Garnishee Law.

"We certainly need the garnishee law changed," came from another; "it is a rank injustice to the merchant at the present time. When the law was passed requiring that $25 be left to the person garnisheed, wages were paid mostly by the month, so that it was satisfactory to the merchant. But now, wages are paid by the week in many cases, and semi-monthly in others, and the $25 restriction is too much."

"And you can't scare them," put in another, "by threatening to garnishee, for these dead beats know the law just as well as the merchant."

There was some trouble in collecting this account.

Selling Goods With Profit.

Conversation switched to the dealer's power to sell the brand of goods he wishes. Several present gave instances in which they had turned the demand to something just as good and on which they made a better margin of profit.

"There was a certain brand of tea," remarked one dealer, "on which the price was raised, leaving but a small margin of profit. I told my clerks to sell anything else but that brand, providing the quality was just as good. At the end of the first day one of my clerks informed me that he had switched six customers from that tea to another."

"I find that most regular customers will purchase what I recommend," said another. "Many a customer will come in and ask 'which brand would you advise me to take?'"

Buying Paper Bags.

One grocer wanted the opinion of the rest on whether it would be profitable to purchase 100,000 paper bags because he got one per cent. more discount than on 10,000. Most of those present were of the opinion that it would be no saving to buy the larger amount by reason of the extra one per cent.

"I pay 60 cents per thousand more," one commented, "to have my ad. printed on my bags. I think it is a good method of keeping a person's name before the public."

"EASY-ON-THE-PURSE" GOODS.

A window in a Quebec town that recently attracted some attention, as well as extra business was named: "Goods which are easiest on the purse."

Along the front was a long tray containing beans with the price per lb. Back of this were three trays, containing rice, rolled oats and rolled wheat with price cards attached. The background was built up of table syrup with a show card, "Butter is dear—use syrup." Flanking the display on one side was a pyramid of tomatoes inscribed with: "The-fresh-off-the-vine flavor," while on the other canned pumpkin similarly built up with a card: "What about pumpkin pie?"

GRAIN MEN COMPLAIN.

Eastern millers are objecting to charges made by lake port elevators for storage on grain after shipping instructions have been given. They want the responsibility for storage to cease within ten days after filing shipping instructions. One grain man says that grain ordered shipped by him in December still lies in the elevator, and that he has received a bill for $3,800, accumulated storage charges, that he never figured on when he sold the grain. They will petition Dominion Government for redress.

READY MADE CARD PHRASES.

Children can shop here.
Courteous treatment to everyone.
Every cent spent gets full value.
Ready for right service.
We deliver on time.
We give everyone a square deal.
Same treatment to all.

Good Ad. Copy Needed to Get Results

Something Specific Necessary to Hold the Attention—Samples of General Talks Which are Not Strong Business Getters—Time of Year to Use Liberal Space.

By A. H. McKay.

Too many retailers are disposed to follow along the lines of least resistance. But it remains a fact that the dealers who have made strong efforts to bring trade to their stores are those who are making the best successes.

This time of year is generally regarded as a quiet season in comparision to others. Efforts and plans should be made to turn it into a brisk selling season and one of the best methods is to use newspaper space and use it correctly.

The value of a window display does not depend on the number of articles that can be got into it. The same applies to an advertisement. One point brought out clearly and plainly is better than a dozen touched on the surface.

..Our..
Grocery Dep't.
Receives Our Special
..Care..

We aim to give only the best goods at popular prices.

The stock being renewed every week ensures freshness that cannot otherwise be secured.

If you are not a customer of ours give us a trial.

We are sure we can please you both in quality and price; as well as good services.

J.G. McGowan & Co.

Too general. Something definite tends to bring results.

A case in point is the advertisement of McClelland's appearing here. The original space occupied was 4½ in.x4½ in. in dimensions—room for a fairly good announcement. But notice the copy used:

"Pruning shears, pruning saws and clippers, long and short handles," and

Apples, Apples

OWING to the recent cold snap which lessened our sale of Apples, we find we have a few barrels too many on hand for this season of the year.

In order to reduce our stock to the required amount we have decided to sell until further notice as follows

Choice Greenings a bbl. $4.50
Good Cooking Apples, 7 lbs. 25c
Or 30 lbs. for - - $1.00

We only have 15 bbls to sell at these prices so get busy and get your share

D. A. NICOL

An ad. that should bring business. Outside border detracts from ad. itself.

"Our oysters, haddies, kippers and cod are fresh arrived."

Goods With No Connection.

This is a poorly written advertisement and not likely to bring many returns. In the first place shears and saws are not associated with oysters or haddies and, therefore, there is no excuse for mentioning them in practically the same breath. An advertisement should be written in the same conversational manner the dealer would use face to face with a customer. If such is the case one would scarcely term the McClelland ad. a good one. Better give the entire space one day to fish and say for instance:—"A change of diet your family will like," as a heading, and follow up with, "First quality oysters, fresh and not water-soaked, per pint, 30 cents," etc., giving prices in each case. The following day give the space to shears and clippers if you wish, but not the two together.

Regular and Special Prices.

The advertisement of Murdoch & Wilson, Virden, Man., deserves commendation. The writer of it compares special prices announced by a Winnipeg dealer with his regular quotations and shows them both to be the same. This is splendid material to discourage mail order business in small places, and Murdoch & Wilson are to be congratulated on their enterprize. This is the kind of advertising that places confidence in the home merchant and every dealer should make it a point to use something like this frequently.

Something Specific Necessary.

The trouble with the J. J. McGowan & Co. (Treherne, Man.,) copy is that the talk is too general. Let us suppose the writer of this advertisement is selling goods to a customer. Would he make the statements he has in the ad., or would he say, "This is a splendid line of preserves we have just received; the manufacturer is thoroughly reliable and we can recommend it; the price is 25c.," etc.?

What is needed in every ad. is at least one specific line mentioned with something about its value and the price. If the space is large enough it might be portioned off into sections, each given up to a particular line. Almost any one of the statements made in the McGowan & Co. ad. would make a fairly good heading.

Special Winnipeg Prices

AND

Our Regular "Specials"

In last Friday's Winnipeg Free Press a Grocer had a column of "Specials."

On the list were the following articles;

	Special Winnipeg Price	Our Regular Price
Tomatoes, per tin	15c.	15c.
Pumpkin, two tins	25c.	25c.
Raspberries, per tin	20c	20c
Strawberries	20c	20c.
Peaches	20c.	20c.
Lunton Berries	20c	20c
Cherries	20c	20c
Bartlett Pears	15c.	15c.
Sultana Raisins	15c.	15c.
Valencia Raisins	10c.	10c
Currants	10c	10c
Icing Sugar	10c	10c
Dates	10c.	10c.
Lamp Glasses, 3 for	25c	25c.
Lantern Glasses, 3 for	25c.	25c.
Tomato Catsup, 2 bots for	25c.	25c
French Capers	15c.	15c.
Pot Barley, 5 lbs for	5c.	5c.
Split Peas, 5 lbs for	25c	25c.
White Beans, 5 lbs for	25c.	25c.
Lifebuoy Soap, 5 bars for	25c.	25c.
Stove Paste or Polish	10c.	10c.
Corn Starch, 3 pkts for	25c.	25c.

Please Note---That's not so bad for Virden, Winnipeg "Special" prices are Our "Regular" prices right here at your door.

Murdoch & Wilson

Phone 87. Cor. 7th Ave. and Nelson St.

This is the sort of newspaper advertising that discourages mail order business.

Take Care With Borders.

The Apple advertisement used by D. A. Nichol, Whitehood, Sask., is well written and should bring good returns.

A more striking heading might have been used such as "Where the cold snap

helps you," and followed up with the present wording. The listing of prices is a good feature and makes the selling power of the ad. more effective.

The border, however, is rather black and will to a certain extent detract from the ad. itself. By using plain, narrow black border with plenty of white space about the copy, one will never go wrong. Best printers nowadays do not use the heavy meaningless borders. A special border design appropriate for the goods or store is of course a different thing.

Copy should be plain, conversational, in ordinary every-day store language and it should be set up with some care.

The kind of advertising that should not be used.

Mineral Waters Offer Good Opportunities

There is Large Business to be Done in This Line, if Proper Attention is Given—Such Goods Can be Easily Sold by Displays—Preparations Should be Made Early for Spring Trade.

By O. S. Johnston.

Perhaps you wonder why attention is drawn to mineral and aerated waters. Perhaps you look upon these goods as belonging to the ice cream parlor or confectionery, etc., store. If so, why should you? Why shouldn't you sell soft drinks just as well as your Grecian friend down the street?

Reason this out, Mr. Grocer. Your customers may not ask you for a dozen bottles of soda water or a similar quantity of lemonade, but the mere fact that they do not ask you offers no strong reason for your believing that they will not purchase them.

Must be Stocked to be Sold.

If you had a few bottles of quality minerals around your store and in prominent positions, you would undoubtedly catch a number of your customers either looking at them or examining them. At that very time, then, you have a favorable opportunity to do a little selling work, and surely you can give one hundred and one sound reasons why your customers would find it convenient to have a few bottles. When your clientele realize that you are out to meet their every requirement, in fact, anticipate their wants, you may rest assured that your name is going to be used thus: "Oh, Mr. —— will have that, he seems to have everything we want."

Now, don't you think that your business as a grocer, your advertisement which says "everything for the household," both make it your duty to have those lines at hand for which you expect a demand and for which you find it possible to create a demand?

Creating a Demand.

Now, these three words, "create a demand," are frequently used by retailers, not only in the grocery, bnt in practically every other business, during interviews granted travelers. The traveler is gently told, most politely at times, to see that the consumer is sent to his store to ask for the goods and then an order will be sent through for supplies. It certainly is quite satisfactory to be asked for a new line, but you must agree you are admitting inability to sell, acknowledging a lack of creative salesmanship when you say "start a demand first."

Provided you are convinced of the quality of a certain line, provided the article is one which you faithfully believe in salable and satisfactory, you can sell it, yes, you can sell it if you make up your mind to do so. The manufacturer is as eager to see his goods take a permanent hold on the market as you are to see your business improve daily, and he will give you help in various ways. But if you insist on him spending a large sum on getting the housewife to your store, you may cut away part of the profit. In other words, you may pay a few cents to secure a sale which could well be put in your cash box and turned to good advantage. And some manufacturers with splendid lines are not in a position to enter on large consumer advertising and demonstration campaigns all of a sudden.

Displays Will Sell Goods.

Supposing you had a neat stand with three or four shelves or rungs standing in the centre of your store, carrying samples of eight or nine different drinks, such as soda water, lemonade, ginger ale, lime juice, cream soda, etc., don't you think that the neat arrangement and color effect would create a desire and lead to sales? Certainly it would. The order could easily be filled from a stock kept in a cool corner in your store room and money be made easily.

Where Service Paid.

An instance of poor and good service came to the writer's attention quite recently. A new mineral water was placed on the market by a well-known firm, and a fairly up-to-date grocer was asked for it. The customer was told: "No, I have not got it, sir, but I can give you ——." "No," said the customer, "if I had wanted that I would have asked for it. I want——." Now, that grocer never said, "I'll get it in," but simply let the prospective buyer leave the store fully convinced that he would not find it of much benefit to deal there, and determined to call on a more wide-awake man. He did so, but found the goods wanting in the second store also; but the clerk expressed a desire to supply him, and made it his business to have the required quantity at the man's house within a reasonable time. He was awake to new accounts, and has won extra business, and finds repeat orders. "Vouloir c'est pouvoir," that's all. Of course, profit must be considered in such cases.

Spring is coming rapidly and the summer, the season when a big trade should be yours, if you muster your forces and prepare a campaign for mineral waters. Later on instances will be given of what others have done with these goods, what selling methods they have adopted, and perhaps instances such as these will prove conclusively that any goods can be sold provided they are of a good class and the proper force is put behind them.

SHOW CARD PHRASES.

Blank's jam. "If you once buy to try, you will always try to buy."

No home is complete without ——— cocoa.

A perfect food, easily digested.

Delicious flavor and unexcelled quality. None better.

Taste the taste of these fine olives.

Blank's Coffee is good to the last drop.

Take our word for it, and order some.

Just the thing for a hurry-up lunch. Keep some on hand.

Our trade in this line was built on quality.

The man who lacks confidence in the goods he is selling cannot expect to inspire in others the confidence he himself does not have.

Criticizes Agitation to Form Association

Member of Grocers' Section of R. M. A. Thinks an Ontario Retail Grocers' Organization Unnecessary—Tells of What the R. M. A. Has Done and Attempted—Weight of Bag of Potatoes.

The Editor, Canadian Grocer,—As chairman of the provincial committee of the "grocers' section" of "the Retail Merchants' Association of Canada," will you allow me a little space in your columns to say a word in reference to the agitation on the part of some retail grocers, who seem to think that there is something not right in their business environments, and that the panacea would be a provincial grocers' association, distinct from all other retail merchants.

They claim that they are anxious to "adjust" such matters as "the Scales Inspection Act," "the Garnishee Law," "to have more power to confer with wholesale grocers and manufacturers on trade conditions," and "to watch more closely co-operative store legislation." If those who are supporting this agitation had been alive to their own interests and had supported the existing association, they would know that all these matters have been looked after, and while we have not accomplished all we desire, it is owing more than anything else to the fact that so many of the grocers are withholding their support, and are thinking of doing alone what the united retailers have already largely accomplished.

Work Already Attempted.

The Scale Inspection Act has been repeatedly discussed by the united retailers, and a resolution has been submitted to the Government, and is now under their consideration.

We introduced a measure into the Ontario Provincial House to amend the Division Court Act, and to reduce the present garnishee amount, but owing to other changes being necessary in the act, our amendment is standing over until they are brought in.

What better can the grocers expect than what we have secured for them from the wholesale men, when they now invite the retailers and the manufacturers to their conferences for consultation? The machinery is all complete, and is ready for the retailers to take advantage of it.

When they state that their intention is "to watch more closely" co-operative store legislation they must have been asleep. Do these men not know that this bill has been defeated three times for their benefit at a great deal of time and expense, and without their aid? Could any closer watchfulness have done more? Did we not accomplish all we could hope for?

Changes in Weights.

Some years ago trouble arose from the fact that we had no legal weight for a bag of potatoes, and as 90 pounds, which was supposed to be a bag, and was more than the sugar bags which are available for that purpose, would hold, and were also too heavy for delivery by grocers, we asked that a bag of potatoes should have a legal weight of 75 pounds. Before the Government would proceed to do this they discovered among the vegetable growers that the weight of bushels of different vegetables were entirely wrong. For instance, 60 pounds of carrots, the legal weight per bushel, would almost measure one and a half bushels. A conference took place, and the vegetable growers adjusted all the different weights, and as the legal weight of a bag of potatoes in Quebec was 80 pounds, the conference found no objection to that weight and recommended that a bag of potatoes should be 80 pounds. As soon as we saw this, we at once, in the interests of the grocers, explained the advantages of 75 pounds, and succeeded in getting their consent, and this will now be the legal weight of a bag of potatoes. This is equal to five pecks. What a puzzle it would always have been to the grocers to get a customer to understand the price of a bag and compare it with 5 1-3 pecks. This shows that nothing escapes the watchful eye of the "grocers' section of "the Retail Merchants' Association of Canada."

If those grocers who are so anxious to form a separate association could put their finger on anything that has been neglected by the officers of the association, unless it was impossible of accomplishment for want of funds which were not supplied, then I could understand why they are endeavoring to create this agitation, which is a step backward. I may boldly state that the defeat of the co-operative bill alone, to say nothing of the many other things that we have accomplished, saved millions of dollars to the retail trade and protected the country in general from confusion, trouble and cost.

Declares it to be Ingratitude.

No retail merchant can say, if he knows what "the Retail Merchants Association" has done for him, that he has not received directly or indirectly at least $50 for every dollar he ever paid, and those that never paid anything have nevertheless derived their full share of the benefits. Could, therefore, anything be more ungrateful and more unwise than, in the face of all this, to be withholding their financial support when the machinery is already waiting for united action, and reasonable financial support.

In all their business affairs the grocers, as a section of "the Retail Merchants' Association of Canada," are entirely separate, but yet operate under the same charter, with the decided advantage of the help of all other retail lines, in matters of legislation and expenditure. This is an age of coming together the world over, and the entire retail trade should stand together under the best possible relations with the manufacturer, the wholesaler and the consumer.

If the retail grocers of Hamilton, London, Brantford, Guelph or any other cities and towns are really in earnest to improve the conditions of the retail grocery trade, I advise them as a friend and as an old grocer, and one who has given organization work a lot of time and thought, to look carefully into what is now being done, and what has been done for them by the "grocers' section" of "the Retail Merchants' Association of Canada." If it is found that nothing has been accomplished, as some of the "Rip Van Winkles" in the grocery trade seem to think, then they will have cause for complaint, but if, as they will find, many men have sacrificed their time and their ability to help improve the conditions of the grocery trade, then I think that these men should at least receive the grateful thanks of the trade, and not be passed over without recognition by a few who have been asleep while others have been working.

If the retail grocers of Ontario desire to improve their conditions they must be united, and work in harmony. As chairman of the "grocers' section" of "the Retail Merchants' Association of Canada" for the Province of Ontario, I ask the hearty co-operation of all retail grocers in Ontario, and if we all stand together and work together in harmony through one properly organized association, we will accomplish far more than we can by being organized in separate associations working independent of one another. I ask every retail grocer who is anxious to improve his trade and who wants to know how we are organized to communicate with me.

M. MOYER,
Chairman "Grocers' Section,"
R. M. A. of Ontario.
21 Richmond St. West, Toronto.

Letter Announcing Cash Business

Udora Merchant Points Out Advantages to Customers and Himself by Adopting This System—Asks Assistance From His Patrons.

Udora, Ont., Mar. 14.—"For Cash Only." This is the keynote of a letter which R. S. Webster & Co. (Wm. O. Webster) has sent out to customers in announcing the 1912 policy. This firm has been in operation here for more than 40 years.

The circular letter was written in a friendly style pointing out the merchant's reasons for selling for cash. It reads as follows and will be found interesting to any contemplating a similar move:—

"Dear Sir,—

"Ten years of this business under the present management have gone and we take this opportunity to extend our cordial thanks for the kindly patronage you have accorded us in the past. We take this confidence you have placed in us doubly kindly in its being an evidence that to you and your interests we have made good.

"It is our purpose to further advance our ability to do the very best for the people of this locality by raising our business to an absolutely cash basis, and after January 1st, 1912, **will sell for cash only.**

Credit System Costly.

"It has been long recognized that we have been selling staple lines of merchandise on credit of longer or shorter terms at prices as low as or lower than other merchants get for cash, and we are confident that the savings we can make by the cash system will enable us to make price reductions to our customers that will be well worth while.

"The credit system is costly to all concerned, and you have to pay your share of the losses that accrue from it. We suggest some savings the cash system will make for us and you:—

(1) Bad debts. Dead beats creep into the accounts of every business man and you have to pay your share of these losses.

(2) Items we forgot to charge.

(3) Cash discounts we can get on much of our buying, and best prices available for every cash purchase.

(4) Interest on money we would require to raise to assist us in carrying heavy credit accounts during the summer months.

(5) Fully 5 per cent. of our time taken up in bookkeeping which we can turn to better earning use.

(6) Worries of the credit system that sap a great deal of the energy out of every business man that he should have for use in his business.

Want People's Good Will.

(7) Most of all, the good will of our neighbors—short credits do make long friends. We could fill quite a page with the people who get mad when we ask them for their accounts and go off to some other store with their money. We want your good will.

"Time was when we had few banks, and it was required of merchants that they should be bankers and carry large credit accounts, but now there are plenty of banks well equipped for handling credits, and we are willing they should get this business and allow us to devote the whole of our means to the collecting and distributing merchandise for our people's needs.

"We anticipate that this important change in our business may for a short time incur some slight inconvenience, but we will shortly accommodate ourselves to the benefits of this cash system, and understand that our declining to let goods go out of our store without receiving cash for them does not mean a refusal to trust our customers. This cash system comes into effect promptly on January 1st next.

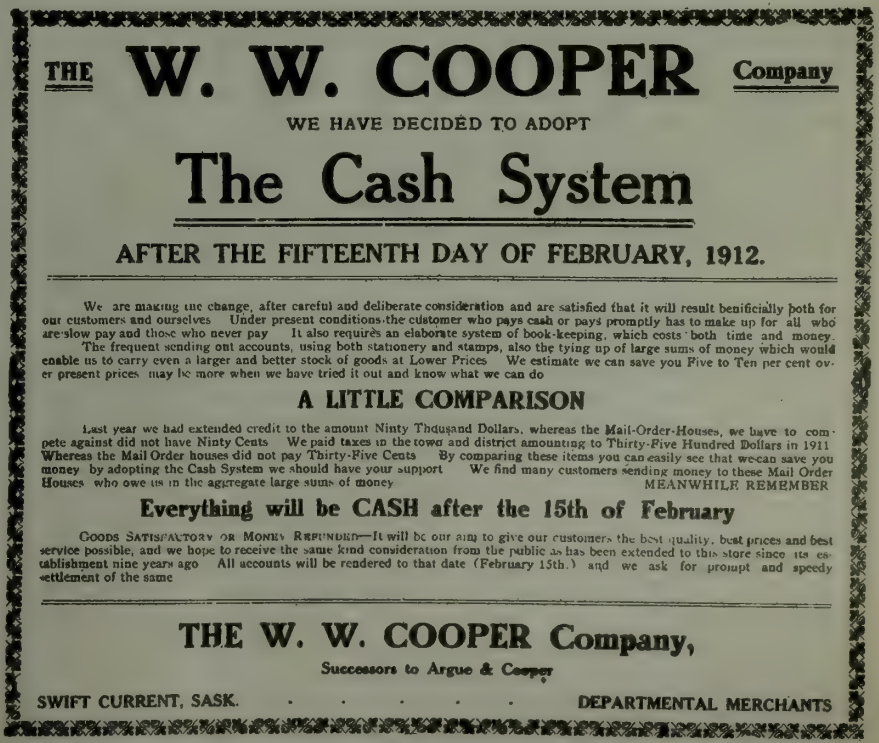
"To any who may not have paid up accounts due us we especially request that these be all cleared off our books this month, as any delay over that time may oblige us to hand the accounts to other hands for collection and so entail costs."

R. S. WEBSTER & CO.

GROCERS BLOCK EARLY CLOSING.

Lucknow, Ont., March 14.—(Special)—Remembering a futile effort made a year ago to close business places by mutual agreement, 27 business men of Lucknow recently petitioned the council to pass a by-law compelling early closing of retail places on four days a week. Only five merchants among those approached refused to sign the petition. At the present time the hardware and dry goods stores close at six o'clock on five evenings of the week, but the grocery stores remain open until the last straggler leaves the street. The council refused to take action on the petition, maintaining that a by-law was a disagreeable means to the end in view, and that the council had the right to demand that at least 75 per cent. of any one class of business men should be represented on the petition. On this basis, the grocers were found wanting, and so the old system remains.

If you complain about poor business, you may expect people to get the opinion that your business is not making good.


THE W. W. COOPER Company
WE HAVE DECIDED TO ADOPT
The Cash System
AFTER THE FIFTEENTH DAY OF FEBRUARY, 1912.
We are making the change, after careful and deliberate consideration and are satisfied that it will result benificially both for our customers and ourselves Under present conditions the customer who pays cash or pays promptly has to make up for all who are slow pay and those who never pay It also requires an elaborate system of book-keeping, which costs both time and money. The frequent sending out accounts, using both stationery and stamps, also the tying up of large sums of money which would enable us to carry even a larger and better stock of goods at Lower Prices We estimate we can save you Five to Ten per cent over present prices may be more when we have tried it out and know what we can do
A LITTLE COMPARISON
Last year we had extended credit to the amount Ninty Thousand Dollars, whereas the Mail-Order-Houses, we have to compete against did not have Ninty Cents We paid taxes in the town and district amounting to Thirty-Five Hundred Dollars in 1911 Whereas the Mail Order houses did not pay Thirty-Five Cents By comparing these items you can easily see that we can save you money by adopting the Cash System we should have your support We find many customers sending money to these Mail Order Houses who owe us in the aggregate large sums of money MEANWHILE REMEMBER
Everything will be CASH after the 15th of February
Goods Satisfactory or Money Refunded—It will be our aim to give our customers the best quality, best prices and best service possible, and we hope to receive the same kind consideration from the public as has been extended to this store since its establishment nine years ago All accounts will be rendered to that date (February 15th.) and we ask for prompt and speedy settlement of the same
THE W. W. COOPER Company,
Successors to Argue & Cooper
SWIFT CURRENT, SASK. . . . . DEPARTMENTAL MERCHANTS

Newspaper advertisement reduced from a space 9 x 7½ inches, used by Saskatchewan dealer to announce change to cash business. This shows the exercise of judgment in composition.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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THE FALL IN EGGS.

The Canadian hen has come down from her high perch to lay a few eggs. For a long time, like the Canadian cow, she stood apart from mankind. A month or two ago she layed 'golden' eggs. Now she lays pretty nearly the ordinary variety.

The middle of February wholesale price of eggs in Montreal was as high as 50c per dozen. They are now around 27 to 29 cents, a decline in four weeks of about 20 cents or an average of 5 cents per week. At this rate it would only take 6 more weeks to get them down to nothing at all.

However, while eggs will likely be some lower the rate of declines of the next few weeks will not be as great as in the past.

Production of eggs is rapidly increasing as warm weather approaches but so is the consumption with cheaper eggs. It may be the latter will hold its own with production and if so eggs will not go further down to any appreciable extent.

In Toronto wholesale prices are down to arround 24 cents as compared with 40 and 42 a month ago.

On the other hand butter is still butter. There has been little or no change in price from a week ago, but when new cows begin to assist in a week or two, it is expected the price will ease off somewhat.

QUALITY AND NOT QUANTITY.

It is frequently said that the Canadian consumer is more particular about quantity than quality; that he will purchase those goods of which he gets the most for his money.

This certainly has been a truism with the majority of the Canadian people as well as with other nationalities. But it is passing and passing rapidly. In every city, town and village nowadays the most successful dealers will generally be found to be those who make quality their keynote and not quantity.

This is true with regard to the grocery store particularly. What we eat we want it to be clean, wholesome and of a high grade of purity. We all know of the increasing numbers of women who will pass by the unclean, ill-kept, unattractive store for the brighter, more inviting and immaculate establishment farther along the street Examples of this may be seen everywhere and while it is true that we still have many poorly kept stores stocked with many inferior goods throughout the country, yet dealers are more and more recognizing the importance of cleanliness and catering to the better natures of consumers by stocking and getting behind high-class goods.

Every retailer should realize this fact: that the people of Canada are rapidly seeing not only the advisability, but the necessity of eating pure foods. Stocks should be bought accordingly and every grocer should lend his assistance in creating demand for such goods.

TOO MUCH GENEROSITY.

When a new man starts in the grocery business, he is sometimes prone to be a little too generous. He gives two or three biscuits over the pound, four or five chocolates above the amount paid for, or perhaps does not take the coppers due him in making change.

While the generosity of such a dealer is to be commended, yet his business acumen cannot. In these days when the average margin of profit is shaved down so closely, he cannot afford to give away a little extra with every order. This is a "small" leak in a business which amounts fairly high during a year. It does not take many sales a day to give away thirty or forty cents. During 310 business days it would mean more than $60—the price of a scale or two or three months' rent.

Let every customer pay for what he or she receives and that only. As long as honest weight and honest value are given, no one can conscientiously expect more. A grocer cannot disappoint any person by giving only the proper weight and proper change.

This generous spirit causes one of the little business leaks that should be eliminated. If all the small losses were done away with there would be fewer failures in the retail business to-day.

SELL EASTER NOVELTIES.

Easter is not now many weeks distant. Good Friday falls on April 5, three weeks from to-day.

Many dealers are now arranging advance displays in Easter confectionery and novelties and if an early appeal is made, it will bring sales if not now, at least later on.

These novelties are usually so attractive that when placed in a show case or window they make a strong appeal. Every grocer should handle some of these goods even if only a few. They lend an extra tone to the store, attract occasional new customers who may become permanent, they provide a good extra profit and can easily be sold at this coming festive season.

Many dealers who began with an exceedingly small stock of Easter goods a few years ago, now have a large sale for them and buy extensively. Others can work up a similar trade.

STOP THE PETTY THEFTS.

A short time ago The Grocer called attention to the fact that many dealers were losing money through petty thefts on the part of men who delivered them goods. A reader, who is a specialty salesman, calls attention to a case which bears out the necessity for our warning. He writes as follows:—

"One of my customers the other day told me how the man who had been delivering him butter for a long time

had stolen one pound at a time. It was his custom to take the box of butter to the refrigerator and place so many pounds on the shelf.

"In counting it he would take one pound of the grocer's butter from the opposite side and place it amongst what he was leaving. It was found out by the girl in the store who discovered the pound one day mixed with the other and began to suspect that something was wrong. She placed a cross on a number of pieces of paper inside the wrapper of each pound of the grocer's own butter. Next day when the man brought the butter, she walked through into the kitchen. But it was arranged that her father be stationed at the head of the counter and watch his movements. Presently he saw him place a pound of his butter amongst what he had brought. He accused him of doing it and of course the delivery man protested his innocence, but the grocer showed him the cross on the piece of paper inside the wrapper.

"He then begged him not to say anything as he was a married man and had a family.

"If such a man did each of say forty or fifty customers every day out of a pound of butter at thirty-six or thirty-eight cents per pound it would amount to a pretty good salary."

As we have emphasized before, dealers should be careful to see they get what they pay for. A man will through carelessness lose a lot of money in a year and not know where it has gone. Make positive beyond any doubt that you are not being "done."

BRIGHT WESTERN PROSPECTS.

The Board of Trade of Moose Jaw, Sask., claim there is every indication of a shortage of men in April in that district, unless the immigration at the latter part of the present month is heavy enough to meet the demands. Already the farmers of the district are sending in orders to the local employment agencies for men which will make the demand for farm help busier than in any previous spring. For the programme of building which is going on in that city this year, there will be needed altogether, according to the estimate of a contractor, fully 5,000 men, including carpenters, finishers, bricklayers, and concrete workers.

A city official estimates that the sewer, pavement, and water programme for the year will require several hundred men.

If this is an indication of western progress this year, prospects for a good 1912 are quite bright. It is an undisputed fact that the coming year will see a large influx to the West and business will be particularly good if the weather permits the grain yield to be an average one or better.

WHO PAYS THE TRAVELER?

At a travelers' meeting in connection with the recent convention of hardware dealers at Guelph, Ont.. the question of treatment of Knights of the Grip was brought up. A British Columbian dealer urged upon the retailers the necessity of treating the traveling representatives of distant firms with courtesy and consideration. "When you notice a traveler in your store," he said, "don't keep him waiting. If impossible to see him at once, appoint an hour and let the man—who is as busy as you are—get off on other business."

There is more than mere courtesy suggested here. The whole question of conserving energy and expense is involved. A retailer keeps a traveler needlessly; the traveler misses a train; has extra hotel expenses, and is unable to cover his territory as quickly as he had hoped. Multiply that state of affairs by the number of thoughtless dealers who do fail to put themselves out for the travelers. The wasted days which this calculation would show—could it be made—would be startling.

But who pays for the wasted days. Is it the manufacturer, the jobber? At first, perhaps, yes, but sooner or later the extra selling cost thus necessitated works back to the consumer. The retailer will have to sell him the goods at a higher price. Possibly this may not mean a financial loss to him—but it will mean harder work, for every one knows that the higher price goes the harder it is to sell the article for which that price is asked.

No, the retailer is vitally interested in keeping down the cost of marketing manufactured products. Higher cost of marketing means higher cost of selling, to the consumer, and the profit being the same, the lower an article can be sold the better.

Another dealer at that convention told a story which all travelers, and all those visited by travelers will appreciate.

"I was talking up our paint," he said. "I had stated that there was no better paint made, and explained that we had aimed to make it like the human skin—able to give off moisture and yet able to exclude it. But we haven't quite achieved our aim," added Mr. Kennedy, "We're free to confess the Lord has us beaten."

"I'm glad to hear," said the dealer, "that someone has you beaten."

During a discussion in which was being urged the importance of keeping the attention of customers who had "just dropped in," one merchant told of a young boot salesman who had taken off a young lady's shoe, and carrying it under his arm he attended to three other customers before returning to her. "That," said the merchant. "was a wise clerk. He made certain that his customer would stay."

EDITORIAL NOTES.

Make hay while the sun shines. Sell fish while Lent lasts.

* * *

Oh what a fall was there! Wholesale prices of eggs dropped 18 cents during the past month.

* * *

Three weeks from to-day, April 5, is Good Friday. How about an early display of those Easter novelties?

* * *

Next Wednesday is the twentieth of March—the actual beginning of Spring. Then we may expect to see a lot of dust kicked up around the homes.

* * *

The emphasis that has been given to the use of special occasions for the booming of business should not be forgotten by the grocer. St. Patrick's Day offers a splendid opportunity for something special.

* * *

Throughout Ontario, many dealers are still selling soap which was recently reduced in price, at 5 cents straight. They are anxious to get their money out of it having bought at the higher price.

* * *

W. S. Greening's fourth article on Pure Food Legislation will appear in next week's issue, that of March 22. It will deal with United States law and will therefore be one of the most important of the series.

Lesson 12---Course in Cardwriting

A Style of Alphabet Suitable for Use as Headlines or for Special Fancy Cards, But Not Appropriate for Sale Cards—Decorative Features.

By J. C. Edwards. Copyright, Canada, 1911.

No reasonable argument can be used to uphold the use of fancy letters as practical for sale cards. The plainer a letter is the more readable and therefore, the more productive of results.

Though this course has been compiled with the express purpose of presenting the reader with only practical alphabets for use in modern show-card writing, there are times when the less practical lettering is advisable even in every-day work.

There are times when a fancy trim is called for, and while a plainly lettered card is proper, yet a fancy touch is more in harmony. Now this fancy touch does not need to be so fancy as to detract from the legibility of the card—it must be quickly made as well. Old English lettering, in its original set style is not practical and is less readable than almost any style used in lettering to-day. Yet it is a handsome letter and when nicely written makes a fine effect. This is the reason why we present here a corrupt version of the Old English, taking away the fussy parts and transforming the letters into an easily and quickly written style which can be read without trouble.

Placing Emphasis.

Where one word or so requires to be brought out more prominently in the inscription this letter may be used effectively. This is demonstrated in the card reading "Fancy Letters should never be used on any kind of sale card, etc." The words "fancy" and "letters," being the subject, and the most important parts of the card are made prominent by the use of this alphabet. The small letters in the reader of the inscription are made with a small soennecken pen (No. 2½). This lettering will be taught in later lessons.

The decorative feature of this card is the grey panel scheme used at both ends of the card—the one on the left being used as a relief for the capital F. The other card illustrates the use of flat stroke fancy lettering for the whole inscription. Note how much harder it is to read this card than the one previously described. Compare the two and you will readily see the reason for not advocating this or any fancy letter for sale or quickly read cards.

A very simple form of decoration is used in this card, but which adds just enough life to relieve the plain black and white appearance

At the bottom of plate 12 there are a number of strokes given which, if practiced, will give the elements of this letter and be of great aid in helping you to master it.

Persistent Practice.

Persistent practice will accomplish a great deal in card-writing, in fact, it is the secret of success. You may ask where this style of letter would be used to advantage.

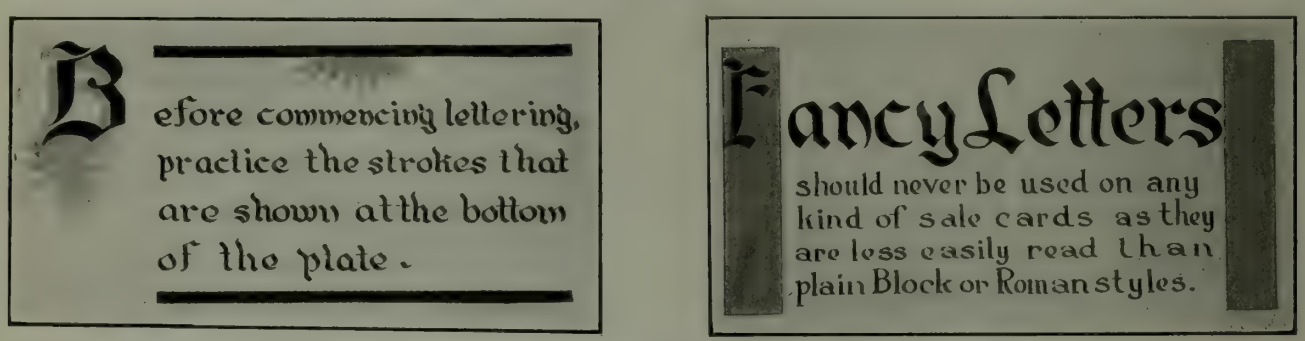
Your special sale cards may bear the formal inscriptions lettered with "Flat Stroke Fancy" and illuminated in whatever way you may desire, or they may have an informal inscription with the main words in "Fancy." Your Easter cards, your Christmas cards and such important cards may be made with this style of lettering. In fact, new goods cards where quality and style—not price—is the main feature, may be lettered to a more or less degree with this "Flat Stroke Fancy" lettering. You must use your better judgment in deciding what you use.

The Use of Capitals.

Capitals of this style of letter do not blend well together. They are even less readable than the lower case and should never be used only at the beginning of a sentence or when only two or so words are used as the headline they may all begin with a capital.

There are only about three letters in the lower case which are like the capitals and these are S and X and Z and even these are slightly different inasmuch as the S in the capitals has the lower or last stroke continued right up and across the face of the letter. The Z is practically the same but the X is finished slightly different. The rest of the letters are decidedly unlike each other.

The lower case is more simple to execute. A number 7 red sable flat brush was used to make this plate.


Before commencing lettering, practice the strokes that are shown at the bottom of the plate.
Fancy Letters
should never be used on any kind of sale cards as they are less easily read than plain Block or Roman styles.

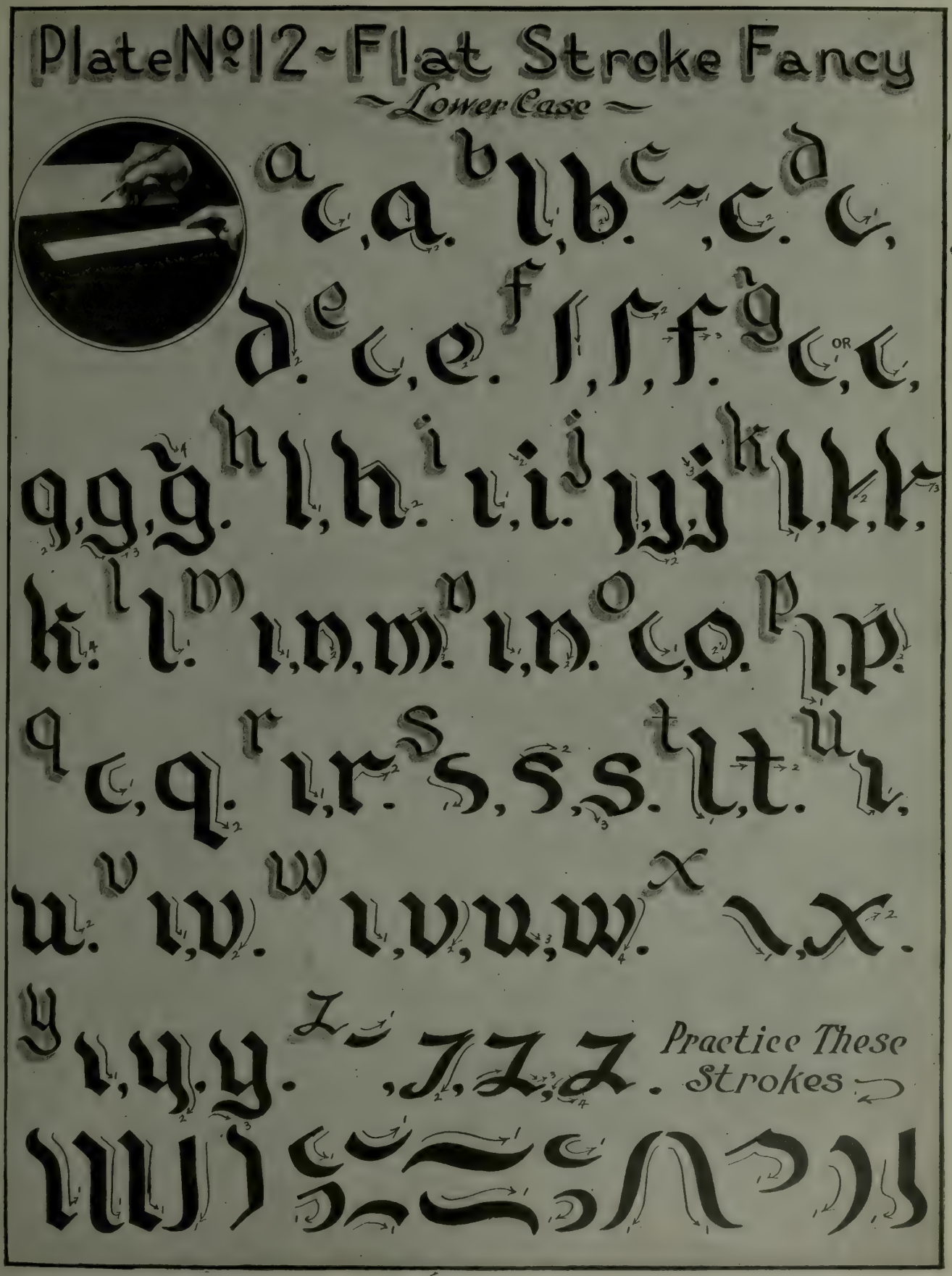
Cards showing application of flat stroke fancy lettering and decorative effect.

AN 18-PAGE ADVERTISEMENT

The August Scheele Company, a retail grocery concern of Elgin, Ill., in one edition of the local paper recently used 18 full pages of advertising. Besides the general announcement of the store, pages, half pages and quarter pages were devoted to various goods of manufacturers which the store carries, the manufacturers whose goods were advertised assisting in the cost.

The Postum Cereal Co. are erecting another new factory at Battle Creek, Mich. This makes the 19th building in the cluster belonging to this firm.

A "5 and 10 cent" grocery department is the latest innovation by a department store in Muskegon, Mich. Bulk goods will not be handled, but every five and ten cent seller in canned foods and other lines will be sold in this department. What tea, coffee and sugar is handled will be put up in packages.



Flat stroke fancy lettering, which has its more practical value in the various decorative purposes to which it is applicable.

A Retail Grocer's Faulty Statement

Lots of Work and Little Money—Good Credit Trade—No Proper Account With Himself—Many Details Lacking.

*By Henry Johnson, Jr.

One who wants to know writes me as follows:

———, Ont., March 1, 1912.

Henry Johnson, Jr.,
Care Canadian Grocer,

Dear Sir,—I have read with interest some of your articles in The Grocer and I decided I would write you, send you a copy of my statement and ask your opinion of the progress I have made. Sometimes I feel quite satisfied with my progress and again at times I think there must be something wrong. I am turning over a lot of stuff, handling a lot of money, and yet I am hard up all the time. I do a large credit business, monthly accounts, etc., people who want good goods and good service to whom price is no particular object, and these accounts I value more than some of my cash business. Is that right? But at the same time some of them are not very prompt in settling; it is nearly always the middle or end of the month before I get my cheque for the previous month's business.

I took over this business in March, 1908, from my employer, paying $2,126.54 for stock and fixtures, and also put in $273.46 in cash, making my investment $2,400, and at the end of ten months (I always take stock January 1st) my statement showed:

Stock	$1,874.37
Book accounts	1,076.70
Fixtures	1,425.81
	$4,376.88
Capital account	$2,400.00
Liabilities	1,700.69
Net gain	276.19
	$4,376.88

Every year since then has shown a small net gain, which has always been added to capital. 1909, $340; 1910, $216.82. For 1911 I enclose a more complete statement:

Stock	$3,270.10
Fixtures	1,450.00
Book accounts	2,453.03
Cash	151.60
	$7,324.73
Capital account	$3,133.01
Bills payable	2,337.87
Bank	1,292.31
Profits added	561.54
	$7,324.73

My personal account was	$1,234.45
Profits added to capital	561.54
Gross gain	$1,795.99
Cash turnover	$27,113.73
Expenses	3,417.48
Cost of doing business	12.60%
Rate of gross profit	6.62%
Rate on turnover	19.22%

Expenses include everything but my personal account, which varies from month to month; some months when I require it, as when insurance comes due, I may use $200, and the next month only $50; but it is a grind all the time—I never have a cash surplus.

Is this a normal condition of affairs, or is there something wrong? Hoping to hear from you in the near future,

G. A. J.

That is the kind of letter which makes me sorry that I have not more space at my disposal, for that is the kind I should like to handle immediately. But I shall do the best I can with it now—and hope I may be of some service.

Many Things Not Right.

Several things are wrong here. Fortunately, the business has not actually run behind, so far as I can see from figures given, and Mr. J— is ready to listen to suggestions, so I have no doubt at all that he will act on whatever good points may be given to him.

I cannot go into full details because those are not given me to work with. I should like to have an analysis of expenses and a transcript of the last closing entries in the ledger, so I might see just what Mr. J— considers "expenses." It is evident to me that he omits some quite important things.

Take the first ten months of the business. The investment was $2,400. At 6 per cent. interest that costs $12 per month to use; hence the cost of that capital was $120 during that ten months.

Again, there was an investment of $1,425 in fixtures. That item is properly discountable 10 per cent. annually. That figures $11.87½ per month; $118.75 for the ten months. If those two items be deducted from the profit item of $276.19 very little will be left. I do not think either item was deducted because the fixture account is held at $1,450 three years later. If $50 has since been invested, the account should now stand at about $1,079.32.

The Proprietor's Salary.

Another point is that the proprietor's salary is expense, just the same as though he hired a man to run the business. This expense must be kept and limited to a fair percentage on the total sales. That percentage is necessarily larger in a small business than in a large one; but in no case must it run much over 3 per cent. Such ratio on this business would allow for a salary of practically $810—say $67 per month—and that is what Mr. J— should limit himself to; but, for ready figuring, let us suppose that he will do $30,000 in 1912, so that we can put in the salary at $75 per month, $900 per year. That is the amount on which Mr. J— should live during 1912. He must live on it if he is to play safe. He must live on it for the good reason that it is ALL HE HAS, legitimately, on which to live.

When a man undertakes to manage a business, he undertakes to account for the safety of and fair return on the entire investment. Properly speaking, he can no more take liberties with that business than if it did not belong to him at all.

If, then, we take Mr. J—'s statement of expense at what he gives it and add thereto the items I have enumerated, we shall have something like this:

Expense account	$3,417.00
J—'s salary	900.00
Interest	193.98
Depreciation	119.93
Total expenses	$4,630.91

and that figures over 17.15 per cent. on the sales of, say, $27,000.

I do not know how Mr. J— has computed his margins. He gets his expenses all right—as most of us do—through figuring them onto the sales. Maybe he computes his margins that same way. I am inclined to think he does this or he would have gone broke long ago; but I should like to know that he does this.

The Delivery Expense.

If he has horses and wagons, too, as I suppose he has, those must be separated from the general fixture account and then discounted, or depreciated, 20 per cent. instead of 10 per cent. This because delivery equipment cannot be counted on for more than five years on the average, while other fixtures are good for many years and 10 per cent. is a conservative discount to charge against them annually.

Altogether, I incline to the opinion that Mr. J— is an industrious man all right, but one who takes some things from the wrong end of the calculation. His idea is that he must have "what he needs" as his own share. He must change that plan around and take the view that he shall get, by way of salary, what his business can afford to pay him. If he proves such a good manager that the business shall grow, then it must pay

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

him more; but he must first show his deservitude in this tangible way.

Credits Must be Watched.

When he gets to figuring closely in this way, on himself, he will be careful about expenses. As those run to-day, basis about 17 1-5 per cent., they are too high; 12.60 per cent. is fine—I urge him to work to that line. He must watch his credits—I can only touch on that point now—and collect promptly. Remember, the first duty is to the business which hires you and pays for your best efforts. The customer is important to any business, but not so important that it is ever good practice to relinquish the rights or best interests of the business to any whim or convenience of the customer.

Another point I can only touch upon is the advisability of limiting the capital investment somewhat. Earnings, when any are really shown, should be disposed of with some judgment. If the business really NEEDS additional capital, put in some of those earnings. The remainder should then go to a surplus account. But be sure there is real need—not some lazy, or dilatory habit of your own in the collection of bills to which you are catering under the mistaken impression that your business is "growing."

Remember the Savings Account.

Lastly. The way to have money is to lay it aside and KEEP IT. I have talked on this subject before. I shall talk again some of these days. But Mr. J—should begin at once to lay aside $25 every month, in a savings bank—and NEVER touch it nor fail to add the new $25 every month, at the beginning of the month. After he has accumulated $500 that way I can tell him what to do with it. Meantime, take it out, charge it to surplus, and SAVE IT.

This is only introductory. I want my friend to send me the further details asked for. I want to keep up this discussion with him until all the ground is covered. So I hope he will write again very soon.

The Management of a Retail Business

By H. C. Carson, F.S.S.

Nowadays, when every nation, great and small, is engaged in the struggle of commerce, the lack of knowledge in the matter of languages and customs is being recognized as one of the chief drawbacks to development and progress. The time may come when a universal commercial language will be adopted, and business customs will harmonize, one nation with another, but until such time, the ability to translate readily and correctly will be found to be a money-making asset in any commercial or financial house. Many mistakes, sometimes merely humorous, but quite frequently very costly, have been committed in the past by firms content to leave the translation of a business letter in a foreign language to the capacity of the ledger clerk or someone else in the office professing a knowledge of the language in question.

Unfortunately for the amateur translator, there is a considerable difference between, say, the French of the evening classes and the French spoken and written by the commercial men of that country. This is why the casual translator, who is quite capable of an intelligent reading of a French novel, sometimes makes errors in the translation of a business epistle which cause more than annoyance.

The wide development of business has brought into the commercial arena countries whose tongues are absolutely unfamiliar to the ordinary man. For instance, a good deal of business, in Canadian goods most likely, is being transacted between England and nations and races speaking such languages as the Frisian, the Slavonian, the Lithuanian, the Sesotho, the Maya, the Pangasinan, the Tagalog, and many others, and it must be realized that there is real need for competent translators. This brief list of tongues excludes those spoken and written by the peoples of the Far East, the Chinese, the Japanese, the Persian, the Armenian, etc., all of whom do a tremendous business with Great Britain, and a growing business with Canada and other countries.

The translation bureau, when adequately equipped, saves the business house all trouble in the translation of foreign correspondence. There are in London several bureaus which make it a boast that their translators can correctly render into English and language of any country which is, so to speak, within the pale of civilization. The translators are highly accomplished men, each specializing in a particular branch of the languages spoken by the races of the commercial world. Some deal with the Latin tongues, other the Slavonic, others the Eastern, and so on. The translators in the first-class bureaus are, moreover, men who have mastered the principles underlying the commercial practices and regulations of the countries with whose language they have such intimate acquaintance. They are, therefore, competent to not merely translate, but to make perfectly clear any points which might baffle a university professor who possessed their linguistic ability, but who lacked their knowledge of international business procedure.

The time is coming when Canada will be in the vortex of international trade, and if the business is to be done direct, without the intervention of other countries better equipped, Canadians must give heed to this very important question. The establishment of bureaus now probably would not pay in dollars and cents, but their inauguration and maintenance might well be undertaken, even with Government assistance, preparatory to Canada's assumption of her place among the commercial nations of the world.

THE CARE OF CEREALS.

Some Pointers Offered by Miller—Killing the Black Weevil.

The keynote in the care of cereals if the dealer hopes to build or maintain his trade is to keep the stock fresh. This in the opinion of a miller is one of the most important things to be observed by the retailer who would make a success of his cereal department.

"The grocer should make sure that the old is sold out before he starts in the new. The trouble is that employes will bring in the new and pile it on top of or in front of the old. This sometimes is done in the storehouse and again in the store so that in some instances a portion of the stock gets very old. Displeased customers is the result.

"Flour for a time at least," he continued, "improves with age, but with cereals it is directly opposite. Cereals should be used as soon as possible after being milled.

"Keep cereals away from odorous substances or they will absorb such odors. They are dried crisp and for this reason, moisture affects the flavor.

"Give cereals plenty of light," he further advised, "and keep them in a dry place, but only at a moderate temperature. And again, be sure to sell out the old before the new."

Cereals are not attacked very much by the black grain weevil. To exterminate them, this miller advises the use of bi-sulphide of carbon, which he says will destroy the insect but not affect the goods.

The success of your advertising depends upon something more than the mere ability to attract attention. It must make the people want the goods.

Canadian Grocery News Done In Brief

Police to Stop Sunday Selling in Vancouver — Kelowna Merchants Organize—London Delivery Horse Breaks Bridge and Falls Down Embankment—Changes in the Trade.

Western Canada.

R. L. Innis, secretary of the Dominion Canners, Limited, Hamilton, is ill at Winnipeg.

John Livingston, for the past ten years with John Prentice, sugar broker, Glasgow, Scotland, has been appointed manager of the Saskatoon office recently opened by the W. H. Escott Co., wholesale grocer brokers. Mr. Livingston will also have charge of the company's interest in Regina and Moose Jaw.

Merchants of Kelowna, B.C., have organized a retail merchants' association with the following officers:—President, R. F. Morrison; vice-pres., F. S. Coates; sec.-treas., G. S. McKenzie; directors, W. Lloyd-Jones, D. W. Sutherland, G. A. McKay, C. C. Washburn, J. Ball.

J. E. CHURCH,

Secretary Brantford Retail Grocers' Association.

Mayor Findlay, Vancouver, B.C., has issued orders to the police to stop Sunday merchandising. This order applies to tobacco stores, general stores and confectionery stores in particular. Drug stores will not come under the order. In the past it has been necessary to secure special permission from the attorney-general for each individual prosecution under the Lord's Day Act, but the mayor points out that Hon. W. J. Bowser has signified his willingness to have the city take general action looking towards the Sunday closing of stores which heretofore have been disposing of tobacco, candy and general merchandising on Sunday.

Quebec and Maritime Provinces.

The Remy Starch Co., of Belgium, represented in this country by Laporte, Martin Co., Limited, Montreal, have sent Cheophile Kempeneers to Canada as a demonstrator of rice starch.

The Quyon Milling Co., Ltd., Quyon, Que., has been incorporated with $20,000 capital.

Manager McColl, of the Canadian Sardine Factory Co., has let the contract for erection of a factory at Chamcook, Charlotte, N.B., to Mr. Hartmann, a Montreal builder. The work of construction is to be proceeded with at once, and the company will probably be able to take fish by the first of August. In addition to sardines, the firm plans to can other lines, and will operate during the winter. One of their lines, fish balls, will demand a large supply of potatoes. The packing of these will be done when sardines are dull.

Ontario.

Haskett Bros., London, Ont., have sold to Summer Bros., who formerly clerked for the above firm.

J. C. Laird has been appointed new district manager for Canada of the National Cash Register Co., to succeed F. E. Mutton, who recently resigned.

Mrs. Ellen M. Whitley will continue the grocery business of the late John Whitley, Prescott, Ont., under the same name.

David Weir, for 60 years a grocer at St. Catharines, Ont., is dead. He came to that city from Scotland when quite a young man, and had been in the grocery business ever since.

T. N. Brown, Collingwood, Ont., has been in the grocery and shoe business in that town for more than 20 years. A little over a year ago he moved into his present premises and states that since that time business has been on the increase. Last year his cash sales increased more than $5,000 and during January and February of this year the increase is about $200 each month over corresponding months of a year ago.

The delivery horse of Gordon B. Drake, London, Ont., driven by Albert Goss, figured in a sensational occurrence last Thursday having been frightened by a foundry whistle. Just as horse and driver were going over a bridge, the whistle blew. With a side leap the frightened animal crashed into the bridge breaking about 25 feet of railing and horse, sleigh and driver went down a 30-foot embankment to the ice below. Goss managed to jump out of the way of the equipment and saved himself from injury. The animal fell on the sleigh but escaped with a few injuries, while the sleigh itself was smashed into kindling wood.

E. W. Pyke, Toronto representative of Magor, Son & Co., was confined to his home for a few days during the week with tonsilitis. He was, however, able to be at his office again on Wednesday. A man by the same name was injured in the recent Durham railway accident, but he is, of course, pleased to report it wasn't Magor, Son & Co.'s representative.

WEIGH THE GOODS.

"Weigh and count all the goods you receive," is the advice given by a wholesaler to a retail grocer recently.

JAS. BURNS

Member of the Brantford R.G.A. who is taking an active part in Ontario Association Agitation.

"We always aim," he continued, "to give the exact weight and count every time, but I do not claim that mistakes will not happen. They are liable to occur even in those houses where the greatest care is taken to prevent them, and I can tell you that when an employe in any reputable house is found to have made such a mistake, he gets 'his.'

"Nevertheless, I would advise every grocer to make sure that he gets what he is invoiced with. Even, if he does not find mistakes, very often, it is well for him to be certain that he is losing no money through this channel. It is much better to be sure than sorry."

SAFETY IN GIVING CREDIT

Customer—"How much for that suit of clothes, if I pay cash?"

Merchant—"Twenty dollars."

Customer—"How much on credit?"

Merchant—"Forty dollars, half of it down."

The Market—Canned Milk Advanced

Number of Manufacturers Put Up Prices—Demand so Large They Can't Keep up With Orders—Raw Sugar Market Has Steadied Up—Has Been Record Season For Syrup—Sales Still Continue Brisk—Canned Raspberries and Strawberries Higher in Montreal and Toronto.

POINTERS—

Beans.—Declined.

Canned Strawberries.—Advanced 10c.

Shelled Walnuts.—Down.

Seeded Raisins.—Declined.

Montreal, March 14. — Local dealers still report business of a satisfactory character. Demand for all lines is up to the mark and supplies are encouraging. Spring trade is close at hand and wholesalers claim they are prepared to meet it. The general market shows declining tendencies and for the week beans, shelled walnuts and seeded raisins dropped.

Another interesting feature in the market is the 10-cent advance in canned strawberries. Canned goods have offered few activities of late, but now promise to become more lively.

Shelled walnuts are also on the decline.

SUGAR.—The sugar market for the week remains unchanged. Prices are on a parallel with last week's, and the retail demand is of a hand-to-mouth order.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, 5-lb. cartons	5 85
Granulated, Imperial	5 40
Granulated, Beaver	5 40
Paris lump, boxes, 100 lbs.	6 30
Paris lump, boxes, 50 lbs.	6 40
Paris lump, boxes, 25 lbs.	6 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Powdered, 25-lb. boxes	6 15
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP and MOLASSES.—The trade for syrup and molasses is of a steady nature. Prices advanced on one brand of white corn syrup last week, but since then no activity has been displayed. Business on all varieties is still brisk.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua		0 30
Portio Rico		0 40
Corn syrups, bbls.		0 03¾
Corn syrups, half-barrels		0 03¾
Corn syrups, quarter barrels		0 03¾
Corn syrups, 38½-lb. pails		1 75
Corn syrups, 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 75
Cases, 5-lb. tins, 1 doz. per case		3 10
Cases, 10-lb. tins, ½ doz. per case		3 00
Cases, 20-lb. tins, ¼ doz. per case		2 95

DRIED FRUITS.—With one new feature the market continues on last week's level. Prices of seeded raisins, both choice and fancy brought forth a decline. The general tone is strong; but lacks activity.

Evaporated apricots	$0 22	$0 24
Evaporated apples		0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages		0 06½
Dates, Hallowee, loose		0 05½
Fards		0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
30-40	0 16	0 18
30-40		0 15
40-50		0 14
50-60		0 12½
60-70		0 12
70-80		0 11½
80-90		0 11
90-100		0 11
100-120		0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins		0 09
Choice fancy seeded, 1-lb. pkgs.		0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.		0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box		0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The local tea market continues firm, with prices for the week unchanged. Ceylons and Japans are firm although nothing of the new crops has yet been heard of. Chinas are steady, and dealers are holding out for large profits. Nothing exciting is likely to take place for some time.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—The week has seen no movement in coffee; consumptive demand is limited and dealers in view of the small crops this year expect an advance in price before long.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Spices are still in fair demand for this season of the year. Prices in general are steady but some may firm up with the coming spring trade.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace		0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Strength is noticeable in a number of lines of nuts. Shelled walnuts brought a decrease this week and are now quoted at 27 and 29 cents. Peanuts offer no interest yet but an active trade can be looked forward to in the near future.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mayette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 12½	0 13½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted		0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

RICE and TAPIOCA. — An improved inquiry is noted in rice circles. Prices remain firm as yet. A normal amount of business is being transacted in tapioca at unchanged prices.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

CANNED GOODS.

TORONTO.—Some wholesalers reason that present demand for canned goods is fair for season. Others express a different opinion.

"I can't say that demand has come up to my expectations," said one. "At this season of year with housewives' supplies of fruits and vegetables reduced and retailers' stocks being depleted, one would naturally expect a brisk demand for canned goods. So far it hasn't developed very briskly with us."

"The real big consumption of canned goods," commented another jobber, "is just now getting under way. Retailers' stocks will shortly show the strain and

our stocks will begin to move out more freely."

Tendency in all lines is apparently one of steadiness. Raspberries and strawberries in 2's, as was pointed out some weeks ago, as likely, are becoming closely cleaned up, and, accordingly, prices are strengthening. Quotation of $2.40 for 2's is now general, with some jobbers asking as high as $2.50 per dozen.

Gallon apples are quoted at $3.05, and 3's at $1.07½.

With present scarcity and high prices for vegetables of all kinds, retailers would do well to give special prominence to canned vegetables.

Evaporated and condensed milk have made another upward move. Several firms have advanced prices 10c per case on evaporated, and 25c to 35c per case on condensed. Demand, as pointed out before, has been extremely heavy all winter. Manufacturers have been working to full capacity, but are still far behind with orders. High price and scarcity of fresh milk, as well as natural increase in consumption of this line, is explanation of big retail demand. This big demand, combined with high milk and sugar, are responsible for higher prices.

TORONTO.

FRUITS.	Group B.
3's—Apples, preserved	1 80
3's—Apples, standard	1 07½
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries) standard	1 47½
Gal. —Blueberries (huckleberries) standard	5 97½
2's—Gooseberries, preserved	2 00
Gal.—Gooseberries, solid pack	8 80
2's—Grapes, white, Niagara, preserved	1 55
Gal.—Grapes, white, Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow, flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal.—Peaches, pie, not peeled	4 40
Gal.—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears, heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal.—Pears, pie, peeled	4 55
Gal.—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums, heavy syrup	1 45
3's—Plums, heavy syrup	1 45
Gal.—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, Green Gage, light syrup	1 00
2's—Plums, Green Gage, heavy syrup	1 30
3's—Plums, Green Gage, standard	1 90
Gal—Plums, Green Gage, standard	4 05

Group A is 2½c higher than above.

	Group—B	A
2's—Cherries, black, pitted, heavy syrup	1 95	1 97½
2's—Cherries, black, not pitted, hy. sy	1 55	1 57½
2's—Cherries, red, pitted, hy. sy.	1 95	1 97½
2's—Cherries, red, not pitted, hy. syrup	1 55	1 57½
Gal.—Cherries, red, pitted	8 55	8 57½
2's—Cherries, white, pitted, heavy syrup	2 65	2 67½
2's—Cherries, white, not pitted, hy, syrup.	1 65	1 67½
2's—Currants, black, heavy syrup	2 00	2 02½
2's—Currants, black, preserved	2 30	2 32½
Gal.—Currants, black, standard	5 30	5 32½
Gal.—Currants, black, solid pack	8 30	8 32½
2 s—Currants, red, heavy syrup	2 00	2 02½
2's—Currants, red, preserved	2 30	2 32½
Gal.—Currants, red, standard	5 30	5 32½
Gal.—Currants, red, solid pack	8 30	8 32½
2's—Gooseberries, heavy syrup	2 27½	2 30
Gal.—Gooseberries, standard	7 02½	7 05
2's—Lawtonberries (blackberries) hy. sy.	1 80	1 82½
2's—Lawtonberries, preserved	2 00	2 02½
Gal.—Lawtonberries, standard	7 05	7 07½
2's—Pineapple, sliced, heavy syrup	....	2 27½
2's—Pineapple, grated, heavy syrup	....	2 27½
2's—Pineapple, whole, heavy syrup	....	2 27½
3's—Pineapple, whole, heavy syrup	2 35	2 37½
2's—Raspberries, black, heavy syrup	....	2 40
2's—Raspberries, black, preserved	....	2 40
Gal.—Raspberries, black, standard	7 27½	7 30
Gal.—Raspberries, black, solid pack	9 52½	9 55
2's—Raspberries, red, heavy syrup	....	2 40
2's—Raspberries, red, preserved	....	2 40
Gal.—Raspberries, red, standard	7 27½	7 30
Gal.—Raspberries, red, solid pack	9 52½	9 55
2's—Rhubarb, preserved	1 55	1 57½
3's—Rhubarb, preserved	2 30	2 32½
Gal.—Rhubarb, standard	3 55	3 57½
2's—Strawberries, heavy syrup	....	2 40
2's—Strawberries, preserved	....	2 40
Gal.—Strawberries, standard	7 27½	7 30
Gal.—Strawberries, solid pack	9 52½	9 55

VEGETABLES.	Group B.	
2's—Beans, red kidney		1 15
2's—Beets, blood red Simcoe		1 00
2's—Beets, whole, blood red Rosebud		1 30
3's—Beets, sliced, blood red Simcoe		1 35
3's—Beets, whole, blood red Simcoe		1 40
3's—Beets, whole, blood red Rosebud		1 55
3's—Cabbage		1 00
2's—Carrots		1 00
3's—Carrots		1 30
2's—Cauliflower		1 67½
3's—Cauliflower		2 10
2's—Corn	1 10	1 15
Gal.—Corn on cob		4 80
3's—Corn on cob, golden dwarf		1 80
2's—Parsnips		1 15
3's—Parsnips		1 30
3's—Pumpkins		1 00
Gal.—Pumpkins		3 12½
3's—Squash		1 15
Gal.—Squash		3 35
2's—Succotash		1 15
3's—Tomatoes	1 65	1 80
Gal.—Tomatoes		4 80
3's—Turnips		1 15
Group A is 2½c higher than Group B		
2's—Asparagus Tips	2 55	2 57½
3's—Beans, golden wax	1 40	1 42½
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 40	1 42½
Gal.—Beans, golden wax	4 25	4 27½
2's—Beans, refugee or valentine (green)	1 10	1 15
3's—Beans, refugee (green)	1 40	1 42½
2's—Beans, refugee midget, Auto brand	1 30	1 32½
2's—Peas, extra fine sifted, size 1	1 77½	1 80
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach, table	1 60	1 62½
3's—Spinach, table	2 25	2 27½
Gal.—Spinach, table	6 00	6 02½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, dozen	....	2 50
½-lb. flats, dozen	....	1 60
1-lb. flats, dozen	....	2 55
Other salmon prices are—		
Humpbacks, dozen	....	1 35
Pinks	....	1 35
Cohoes, per dozen	1 90	2 00
Red Spring, per dozen	2 10	2 25
Northern River Sockeye	....	2 45
Lobsters, halves, per dozen	....	3 00
Lobsters, quarters, per dozen	....	1 75

CANNED POULTRY AND SOUP.		
Chicken	....	4 50
Turkey	....	4 50
Ducks	....	4 50
Soup, 2's	....	2 40
Soup, 1's	....	1 90

MONTREAL. — Canned goods are showing signs of activity. The demand is normal. Strawberries, 2 lbs., advanced 10 cents this week and are now quoted at $2.50 generally.

ONTARIO MARKETS.

POINTERS—

Canned Milk—Advanced.

Raspberries and Strawberries—Stocks low and prices higher.

Sugar—Raws have steadied.

Corn Syrup—Big demand.

Toronto, March 14.—Trade in groceries still presents a degree of quietude, although in opinion of most wholesalers no more marked than at this time other years. Sales sheets of majority of houses show that business during January and February was fully up to standard for these months. Breaking up of country roads which will make traveling difficult will no doubt affect country purchases during March somewhat.

Collections are fair, although it is conceded that they might be better. High prices in general have made financing rather a difficult problem this winter, especially for smaller dealers. Practice of retailers stocking quite heavily in fall which has become more general in recent years has made it difficult for him, although trend of prices in late years during period from early fall to spring has shown it to be generally profitable.

Corn syrup is one of the lines now moving briskly. In fact, it has had a heavy sale all winter. Condensed and evaporated milk is showing large and increasing consumption. Several manufacturers have advanced prices on these two lines.

The trade believe that a re-adjustment on those soap prices which were recently changed is probable in near future, and that in the adjustment the free case method will be eliminated, and this line listed at a straight price. First of the month is named by some for the change.

Retailers are beginning to become more interested in house cleaning supplies as the season of demand approaches. Spring foods will now also be coming to the front.

SUGAR—Raw market has shown recovery from easiness noted last week and is now resting steady. Recent reports regarding Cuban crop have not been so good, suggesting that estimates of crop may possibly have to be reduced. Last week many New York refineries made arrangements to cover, and if outturn of Cuban crop continues unfavorable, it is possible that market may show some degree of strength when next buying movement sets in. Trade is on a routine basis, following heavy buying during February.

Extra granulated, bags	5 65
Extra granulated, 20-lb. bags	5 75
Extra granulated, 5-lb. cartons	5 95
Imperial granulated	5 50
Beaver granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 05
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 45
Powdered, bbls.	5 85
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	6 05
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 40
Paris lumps, in 50-lb. boxes	6 50
Paris lumps, in 25-lb. boxes	6 70

SYRUP AND MOLASSES — Corn syrups are still moving briskly. This has been a record season for this line. Greatest difficulty which manufacturers find is in keeping up with orders. Some firms are away behind in deliveries.

With apprach of syrup season, maple syrup will probably develop greater life.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03⅜
Half barrels, lb.	0 03¼
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals, 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	....	0 45
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS—Many jobbers are seeking reason for continued inactivity

in dried fruits at time when demand should be brisk. There is a routine trade being transacted, but it is far from brisk. It was suggested by one dealer that probably a greater abundance of apples this year than last was partly responsible.

"There is no doubt," said another, "that rather high prices are having some effect. Apricots and peaches are at a high figure. A good prune is also worth a fancy price, while currants and raisins are by no means cheap."

"I am not worrying at all," commented a third. "Retailers are starting to push dried fruits in real earnest now and we will soon find trade in these lines improved."

All lines are fairly steady. Dates are firmly held, as also are figs. California raisins are at least not firmer, tendency being slightly in buyers' favor.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 14½
50 to 60, in 25-lb. boxes	0 13	0 14
60 to 70, in 25-lb. boxes	....	0 12
70 to 80, in 25-lb. boxes	0 10¾	0 11
80 to 90, in 25-lb. boxes	0 10¼	0 10½
90 to 100, in 25-lb. boxes	0 09¾	0 10
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	....	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 16	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08½
New Dates—		
Hallowees—		
Full boxes	....	0 06
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 08½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA—Routine trade is being done in tea. Local prices generally show no change, but hold steady. In primary markets firm tone prevails. On Colombo market, smallness of sales early in year and prospects of continuance of small sales have brought about a stronger feeling, and from now on a steady market on all grades of Ceylon tea is expected.

COFFEE—No great change in situation here or elsewhere in coffee. Tone of market is steady. Trade as for some time now is of routine character.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 28
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES—Demand from consumers at this time of year for spices is merely routine and similar conditions are reflected in trade of wholesalers. A normal amount of business is apparently being done.

Allspice, cloves and peppers maintain their strong position on primary markets.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA—Consumption of rice and tapioca is probably larger in spring and summer than at any other season. For this reason, trade should soon be showing more activity.

Condition of rice market is little unchanged from position outlined. Tapioca is firmer on primary markets.

A report from Hongkong, China, says that rice shortage during the current season has drawn upon stocks and will doubtless continue to be felt during the coming season even if normal new supplies are available. Latest advices from Indo-China indicate rather poor prospects, Saigon reporting a material shortage which will probably not permit the export of more than 700,000 tons as compared with the 1,000,000 tons it usually exports. Reports from Siam are not much more encouraging.

The general opinion in the trade, says this report, seems to be that high prices are likely to obtain. One leading firm apparently summarizes the general opinion in its statement that "on the whole our opinion is that prices for rice during 1912 will average higher than for either of the two preceding years, though not higher than in the two months of September and October in 1911."

Standard B, from mills, 500 lbs., or over. f.o.b. Montreal	....	3 65
Rice, standard B., f.o.b. Toronto	....	3 75
		Per lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05¼	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

NUTS—Demand for nuts is not brisk, although normal for season. Orders are mostly for small lots.

General firmness prevails. Local wholesalers purchase greater quantity of requirements for season in fall, and stocks now held are said to be none too large for season.

Almonds, Formigetta	0 15	0 15¼
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS—Although beans are reported easier in Montreal, local tendency is by no means in that direction. A report from Ontario bean district reports small offerings from farmers and holders pointing to small stocks and firm in their ideas. With good demand now being felt, local feeling is for continued steady market.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 08

MANITOBA MARKETS.

POINTERS—

Syrup—Up 5c case.

Evaps.—Firm.

Beans—Strong.

Winnipeg, Mar. 14.—Wholesalers are pleased with volume of business in groceries. Market for season is active, the spring rush developing features of activity every day. Prospects for coming month are bright.

General steadiness prevails in market. Syrup advanced 5c per case during week. Evaps. and beans are both regarded as quite strong, while prunes are holding up well.

SUGAR—Sugar prices have shown no change during week. Easiness developed for a time in New York raw market, but has since taken on steadier tone. Cuba is being closely watched, it being felt that out-turn of crop there holds key to market.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and B.C., in sacks	6 15
Montreal, yellow, in bbls.	5 80
Montreal, yellow, in sacks	5 75
Icing sugar, in bbls.	6 55
Icing sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 35
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 05
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 05

SYRUP—An advance of 5c per case has been made in syrup during week. Last week, it will be remembered, white or clear corn syrup took an upward move of 10c per case. Demand for syrup has been extremely brisk during whole season.

Syrups—		
24 2-lb. tins, per case	....	2 33
12 5-lb. tins, per case	....	2 73
6 10-lb. tins, per case	....	2 61
3 20-lb. tins, per case	....	2 62
Half barrels, per cwt.	....	3 85
Barbadoes molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

EVAPORATED APPLES — Strong market reported in evaps. last week still continues, with 11c being quoted. A good many houses have quite bullish ideas on this line.

DRIED FRUIT—There is not a great deal new to report in dried fruit market. Same steady undertone as noted before prevails in some lines, but quotations show no change. Prunes hold well, while California raisins show tinge of easiness.

New Prunes—		Per lb.
90-100s, 25s, s.p.	....	0 10¼
90-100s, 10s, s.p.	....	0 10¾
80-90s, 25s, s.p.	....	0 10¾
80-90s, 10s, s.p.	....	0 11¾
70-80s, 25s, s.p.	....	0 11
70-80s, 10s, s.p.	....	0 11¾

60-70s, 25s, s.p.		0 11¾
50-60s, 25s, s.p.		0 11¾
40-50s, 25s, s.p.		0 13
Cooking Figs—		
Choice boxes		0 05¼
Half boxes		0 05¾
Half bags		0 04¾
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box		2 30
Fine selected, 28s, s.p., per box		2 35
4-crown layers, 28s, s.p., per box		2 45
4-crown layers, 14s., s.p., per box		1 30
4-crown layers, 7s., s.p., per box		0 70
Ne plus ultra, 28s., s.p., per box		2 40
Currants—		
Dry, clean, per lb.		0 07½
Washes, per lb.		0 08
1-lb. package		0 08¾
2-lb. package		0 17¾

COFFEE—Quotations on coffee remain as last week. Neither is there any change in general situation, steadiness prevailing. A healthy trade is generally reported in this line.

Roasted Rio, per lb.		0 22
Green Rio, 5's, lb.		0 17
Green Rio, 7's, per lb.		0 16¾

BEANS—Market for beans is quite strong under limited stocks and good demand, which has been in evidence since early fall. Peas show no change.

Beans, 3-lb, picker, per bushel		2 65
Hand picked, per bushel		2 75
Peas, split, 100 lbs.		4 00

NEW BRUNSWICK MARKETS.

St. John, March 14.—One of chief changes of interest during past week has been increase of ten cents per barrel in Manitoba flour. Local wholesalers have been advised that Ontario millers may follow before long. Situation is said to be exceedingly strong. The fact that May wheat has moved upward in Chicago market and that an advance of about four cents a bushel from lowest point of fortnight ago, has been made, is said to be largely responsible for increase. Keen competition among milling companies is thought to have kept the price of flour at the old figure for some time past. An advance of $1 a ton in all grades of mill feed has taken place also.

White beans have increased ten cents a bushel. Stocks with farmers are said to be low and scarcity has caused increase. Cornmeal has also gone up ten cents a bag.

The seed market is reported stronger than for some days past and further increases are looked for even over those which have already occurred. It is being said by local wholesalers to their customers that towards last of the season present stocks will undoubtedly be well taken up, and some meaning of course, those who defer early purchases will have to go without seed.

Scarcity is noted in onions and an increase in price is marked. New Valencias (4s) are being quoted at $4.25; Valencias (5s) at $4.50 in crates containing 120 pounds. Winter stocks are pretty well sold out and new offerings are being made. New Egyptians are expected in a few weeks.

Eggs have been brought in in fair quantities from country and aided by mild weather the supply seemingly has become much better, so that a drop in price has taken place. From 28 to 30 is now asked for case stock, while hennery goods remain dearer, selling at from 35 to 38, and in some instances, 40 cents.

While potato market has received a promising supply from surrounding local centres, there have been heavy importations of European stocks, mostly Irish goods, and these have relieved market, and caused farmers to bring in some of what they were holding for further advances. Different dealers sold at $2.25 this week, and the price ranged from $2.25 to $2.75, the Irish potatoes bringing about $2.50. It is thought that after this week there will be but little potatoes brought to St. John from the neighboring country districts, as most farmers will not be willing to dispose of what they have until after seeding time, when a slump will again take place following another expected rise.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 00	2 05
Butter, dairy, per lb.	0 25	0 28
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 16½	0 17
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 75
Cornmeal, bbls.	....	3 65
Eggs, hennery	0 35	0 38
Eggs, case	0 28	0 30
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 55	6 60
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¼	0 10½
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 25	2 75
Raisine, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 80
Sugar—		
Standard granulated	5 80	5 90
Austrian granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	6 75	7 00

NOVA SCOTIA MARKETS.

Halifax, Mar. 14.—Flour and feeds led the advance in local market during week. Manitoba flour was marked up 20c per barrel, in sympathy with advance in price of wheat. Corn and oats also showed greater strength. Corn advanced 4c per bushel, and cornmeal was marked up 5c per bag. Local dealers report that all kinds of feed are scarce, and prices higher. Middlings, feed flour and bran were advanced $1 per ton.

Receipts of eggs are increasing, and the price is starting to drop. There is also some improvement in receipts of fresh made dairy butter in small tubs. It is going to trade at 26c.

Early last week local market was almost bare of Jamaica oranges. Shipments are now falling off. Receipts of Valencias and Californias are increasing. Valencias range from $3.50 to $4.50, and California navels from $3 to $3.25.

Onions are only in fair supply. Valencias are 3½ to 3¾ cents per pound, and United States $4 per bag. Potatoes continue in good demand and price holds steady at $2.25 per bbl. for best stock. Cabbage are scarce and high, $3 being quoted.

THE WALLPAPER SEASON.

Arranging the Department to Best Serve Customers.

The wall paper season will soon be upon the retailer again, and once more will the spring selling campaign be opened. Methods that have proved successful in the past will be retained and an endeavor will doubtless be made by the average dealer to adopt new measures with a view to putting new life into sales and of securing better results than ever from this department.

Arrangements of Goods.

One of the first things to be provided for is a neat and practical arrangement of the stock. When an ideal condition has been secured in this direction the department has an aid to salesmanship that cannot be estimated. In the smaller store the methods of the larger cannot be applied, of course, on the same scale, but the valuable ideas obtained the latter can be employed effectively even in the humblest wall paper department. The securing of conditions by which a clerk can most readily and easily serve a patron should be the first aim of the manager or proprietor, and the natural divisions into which wall paper falls render it rather easy to make the beginning.

The wall paper department of Goodwin's, Limited, Montreal, is made up of a number of sections. There is that in which paper for bedrooms only is shown, that for parlors, another for halls, dining rooms and libraries, another for bathrooms, pantries and kitchens and so on. In the case of this departmental store each section is probably as large as the entire department in many of the stores throughout the country, but the smaller retailer can divide his shelves into sections after the manner in which the large store divides into sections the floor space of its wall paper department.

It is hardly necessary to point out the differences in the style and design of wall paper that prompts the divisions into the sections just mentioned. The trade are fully aware of the qualities that make a particular piece of wall paper suitable for a bedroom, another for a dining-room and so on. This knowledge is so essential that its possession may surely be taken for granted.

EDITOR WANTED

YOUNG MAN AS ASSISTANT EDITOR IN the Montreal office of the Canadian Grocer. He must have a thorough knowledge of the grocery business, be a capable writer and have the ability to get the news of the trade. To such a man a liberal salary will be paid, with excellent chances for advancement. Apply Canadian Grocer, Eastern Townships Bank Building, Montreal.

Steadiness in the Rolled Oat Market

Rather Strong Front to Market—Scarcity of Oats for Milling Purposes at Mills —Advance of 10 Cents per Barrel in Manitoba Flour has Become Nearly General—Feed Continues Scarce and Firm.

Advance of 10c per barrel in Manitoba flour announced last week became more general towards end of week. A fair domestic trade is being transacted, but there was considerable volume of orders booked ahead previous to upward move, as certain millers had been expressing bullish sentiments for some time.

Rolled oats present a rather strong front in sympathy with raw material. Slow transportation is responsible for scarcity of milling oats at mills. This is quite marked in some cases, and there are instances where mills have had to close down for a short time until another shipment of raw material made its appearance.

Fairly brisk movement of cereals is still in evidence, the spring slackness in consumption apparently having not made its appearance as yet. Cornmeal is steady and firm.

Offerings of winter wheat flour are small, with slightly firmer tendency, due partly to fact that country roads will shortly be breaking up, resulting in slackening in delivery of wheat by farmers.

Feed of all kinds, most particularly bran and shorts, continues scarce and with prices firm.

MONTREAL.

FLOUR—Flour situation is uninteresting, with no features of importance to report. Prices are on last week's level and tend to remain the same for some time. Demand is normal.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags..	5 60	5 70
Manitoba straight patents, in bags	5 10	5 20
Manitoba strong bakers, in bags	4 90	5 00
Manitoba second, in bags	....	4 60

CEREALS—Market for the week has been unchanged, prices remain firm, with a much heavier demand, both local and from the country. Raw material is scarce and may cause the prices to advance.

Fine oatmeal, bags	....	2 62
Standard oatmeal, bags	....	2 62
Granulated oatmeal, bags	....	2 62
Bolted cornmeal, 100 bags	....	2 00
Rolled oats, jute bags, 90-lb.	....	2 40
Rolled oats, cotton bags, 90-lb.	....	2 45
Rolled oats, barrels	....	5 05
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR—Advance of 10c per barrel in Manitoba flour announced last week has become pretty general, making 1st patents in car lots worth $5.60 per barrel. Market for raw material holds steady.

There is a fair seasonable trade in flour for domestic account, although there was considerable business done previous to advance, as millers had been expressing bullish ideas for some time before.

Offerings of Ontario flour are not so free. Millers believe that with roads shortly breaking up, deliveries of wheat will be slower, with a resulting strengthening.

Manitoba Wheat.		
1st patent, in car lots	5 50	5 60
2nd patents, in car lots	5 10	5 20
Strong bakers, in car lots	4 90	5 00
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00
Blended	4 50	5 00

CEREALS—Volume of demand in cereals still continues quite brisk. Millers state they do not look for usual spring let-up in consumption to become noticeable for a little time yet.

The rolled oats market is quite strong under similar conditions in raw material, and there are those millers who hint that a strengthening in price is not altogether unlikely. There is quite a marked scarcity of oats at mills reported by some firms, due to delayed transportation on railways. One Ontario mill for this reason was closed down for a short period last week.

Cornmeal is steady and firmer.

Rolled oats, small lots, 90-lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	2 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

1911 WHEAT PRODUCTION.

Final estimates of 1911 production of wheat, as received by International Agricultural Institute from all important countries, show total production in northern hemisphere of 3,154,360,000 bushels, against 3,185,565,000 in 1910, a decrease of 31,205,000 bushels. Preliminary estimate for southern hemisphere is 290,988,000, compared with 275,810,000 in 1910. This makes the world's total, according to Institute, 3,445,348,000 bus., as against 3,461,375,000 by the same countries in 1910. Broomhall gives gives world's total for 1911 as 3,451,992,000 bushels.

POINTERS IN BRIEF

Talk food values of your goods to customers.

Don't forget to boost the fish department. Now is the time to sell fish.

Syrups and molasses are good sellers at this season.

Point out that canned fish are always ready for use.

Suggest that customers save their "preserves" by using canned and dried fruits.

Push all kinds of cheese. This line has a high food value.

Don't forget the value of display in promoting sales of any line.

Eggs as a substitute for meat are in keen request during Lent.

Don't neglect cereals. Conditions are excellent for their sale.

Stuart & Foster, Ltd., manufacturers of ammonia, Toronto, have purchased the corner of King and Berkeley Streets of that city, on which is a four-storey building they will occupy shortly.

O. Lefebvre, of Ocean Mills, Montreal, was in Toronto this week, and appointed the Harry Horne Co. agents for Toronto.

USES CARE IN EASTER CONFECTIONERY STOCK

Purchases Liberally of Fancy Chcolate, But Not of Novelties Marked "1912"—Advance Preparations Made in St. John.

St. John, N.B., Mar. 14—(Special).—Althought it is still several weeks from Easter there are a few enterprising grocers who are opening an attractive display of novelties of various kinds in confectionery and other dainties to induce additional trade during that season. "It is just as well to be early," said one of them this week, "and when the customers are made aware that we have a nice line of these goods they will begin to think of making their purchases for the youngsters, or even for their adult personal friends, whereas if the opening or displaying of these particular lines were deferred for a few weeks they would not be so much in the customers' mind when coming into the store, and therefore there is less tendency to buy."

Articles such as fancy chocolate chickens, hens, eggs, and baskets, attractively gotten up, are finding a foremost place in the confectionery quarter of the stores.

Careful Buying of Easter Goods.

An experienced and shrewd grocer said this week he was careful to have for Easter a nice line of boxed chocolates and fancy candies, for he found the after-Lent demand always quite brisk, but there was one feature of the buying on which he was always cautious. When placing his order for his Easter chocolates in boxes, he only bought a limited supply of goods bearing the mark "Easter, 1912," or "An Easter Remembrance, 1912," while he stocked up quite liberally with fancy boxes without these accompaniments.

His reasons in doing this were that one year he had over-stocked in chocolates bearing these descriptive phrases, and while they sold quite readily, he was unable to get rid of all of them about Easter time. Consequently when he tried to sell them some time later, customers reading the lettering became suspicious and preferred the ordinary boxed chocolates as fresh goods. Since then he has found it practical only to have about a little more than a third of his Easter chocolates so marked.

IN THE CLERK'S REALM.

There are a lot of men who expect to have their wages raised just because they get around on time in the morning.

The best way for a man to make himself valuable to his employer is to keep busy instead of standing out in front watching people going by.

The man who is afraid or ashamed or unwilling to do any honest labor that comes his way need not wonder if other clerks get their wages raised before him.

Any man who is satisfied with a job half done will have to be satisfied with half a success.

The clerk whose mind is fixed on what he is going to do after closing hour rather than his day's work is not liable to succeed.

The first essential of a good clerk is that he be willing to do a good day's work.

The profit a dealer makes on a sale is of small importance compared with satisfying the customer. A dissatisfied customer will cost many profits in the long run.

A corner in Kyle & Stevenson's store, Montreal.

Celery Still Continues Scarce and High

Contrary to Usual Course of Market at This Time—Limited Quantity and Good Demand—Florida Tomatoes Arrive on Canadian Markets—Spanish Onions Approaching End of Season—Canadian Onions Scarce—Cuban Grapefruit Arrives.

Celery prices are moving in direct opposition to movement at this time last year, when Florida was beginning to arrive in considerable volume and prices were seeking lower level. For some time now prices have been high and firming and this continues. Eastern Canada generally receives large quantity of California celery during first two months of year, but amount so far this year has been small.

Advent of Florida stock on market usually eases prices on this commodity but this year has been an exception. With only a limited quantity and a big demand, prices have been firm. Indeed, it doesn't look as if there were any chance of lower prices for some little time to come. Canadian celery has been an unknown quantity for some time now.

The first shipments of Florida tomatoes to Canadian markets were of good quality, although as to be expected, at fairly fancy figures. Strawberries continue to come along from the same state, although prices are holding quite steady.

Valencia or Spanish onions are approaching end of season. With Canadian onions scarce, there has been a big demand for Spanish even at advanced prices. Some further shipments are expected before season finally ends, while Egyptian onions will soon be arriving.

There has been no material change in potatoes. A fairly steady tone prevails. Considerable quantity of Irish potatoes have come to Canada. Potatoes have declined in St. John, New Brunswick. Importations of Irish potatoes have somewhat weakened ideas of farmers who were holding for higher prices, and deliveries have therefore been freer. Parsnips are done, while there is a marked scarcity of beets and carrots.

As weather becomes milder, business in fruit should show improvement. Oranges are moving quite well, as are also grapefruit, considering rather high prices asked. Cuban grapefruit, running to smaller sizes, is now on Canadian markets.

MONTREAL.

GREEN FRUITS.—Market has been subject to little movement this week; demand and supplies continue to balance each other and with one exception prices stand at last week's position. Fruit imports have started with the mild weather and will liven the market. Tangerines offer only changeable feature in the market. As predicted last week, the price has advanced owing to local scarcity.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	....	4 00
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas	....	4 00
Tangerines, per strap	6 00	6 50

VEGETABLES.—The vegetable trade is waiting for developments; business, meanwhile, continues to be brisk with dealers anxiously awaiting the spring imports, now that the cold season has passed. Cauliflower is scarce and has experienced an advance in price with tendencies towards further movement in this direction. Strawberries have put in their appearance, and dealers claim supplies will be good at seasonable quotations.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery	5 25	6 00
Cauliflower, dozen	....	3 00
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	....	0 50
Sweet potatoes, per basket	....	3 00
Montreal potatoes, new, bag	....	2 00
New potatoes, $9 bbl.; 6c lb.		
Strawberries, per qt.	....	0 75
Spinage, per bbl.	5 00	6 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 20

TORONTO.

GREEN FRUITS.—A moderate and seasonable trade is being transacted in fruits. Milder weather adds impetus to sales.

As noted last week, Cuban grapefruit has made its appearance running to the more desirable sizes and quoted at $5.50 per case. Oranges are slightly easier and are moving fairly well.

Apple trade is good in spots. Gradually, however, stocks are being reduced. Some dealers are doing considerable business in box apples. No. 1 Russets and Baldwins are quoted at $1.50 per box and No. 2 Baldwins at $1.10. No. 1 Baldwins in barrels bring $4.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Marmalade	....	2 75
Florida	....	3 00
California navels	3 00	3 50
Valencias, 714's	....	5 50
Valencias, 420's	4 25	4 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	6 00	6 50
Jamaica, case	3 50	4 50
Cuban, case	....	5 50
Grapes, Almeria, per keg	4 00	6 00
English hot house grapes, lb.	0 75	0 95
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	2 25	4 00
Pineapples, case	4 50	5 00
Florida strawberries, box	0 65	0 75

VEGETABLES.—A prominent feature in vegetables is marked scarcity of some lines. Beets and carrots are cleaned up. Canadian onions are nearing that stage and prices are extremely high. Cabbage is worth $3 to $3.50 per barrel. Some new stock is offered at $5.50 crate.

Stocks of Spanish onions are not large and season is drawing to close. Some further shipments are expected to this market, but prices will be firm. First shipment of Florida tomatoes was of good quality. They are selling at $5 per crate. These crates contain 6 baskets or about 35 to 36 pounds in all.

Florida celery is scarce and prices firm and likely to continue so for a time. Boston head lettuce are easier at $1.50 per dozen.

Potatoes are just slightly easier this week. "There is really no change in general situation," said one wholesaler, "but there is some price cutting being indulged in by some local dealers in quest of business." The imports from Ireland are quoted at same price as Ontarios, namely, $1.75.

Asparagus, large	....	0 90
Asparagus, small, doz.	....	2 40
Cabbage, barrel	3 00	3 50
Canadian beet, per bag	....	1 50
Carrots, bag	....	1 75
Cauliflower, Cal., case	....	3 50
Celery, per dozen, washed	....	1 85
Celery, Cal., per case, 6½ to 10 doz.	....	8 00
Celery, Fla., per case, 5 to 8 doz.	5 50	7 00
Turnips, bag	0 50	0 60
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	....	1 50
New radish, per dozen	0 40	0 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 75

Onions—		
Green onions, dozen		0 25
Spanish, case	4 00	4 50
Spanish, half cases		2 25
Canadian, 75-lb. bags	3 00	3 25
Parsnips, per bag		1 75
Potatoes, N. B.		1 85
Potatoes, Ontario, bag		1 75
Potatoes, Irish		1 75
Sweet potatoes, hamper	2 00	2 25
Tomatoes, Florida, crate		5 00

Fruits and Vegetables Well Displayed

A Window Display Which Can Be Easily Made—Has Brought Good Results to Store Proprietor—Attention Given to Color Scheme—Good Use Made of Labels, and Red Vegetables.

Every Friday evening the window of a certain Montreal store begins to take on an attractive form. It is for the purpose of creating extra business on Saturday and it lives well up to its purpose.

Not that this window is unattractive during the rest of the week, for it is, but a special effort is made by the store to erect for the week-end a display that will catch the eye and create business. It does this too, for there are many people in that district who watch regularly for that special weekly window.

Lay Stress on Color.

The window for the week-end generally takes on the form of a combination of canned goods, vegetables and fruits. Now the same goods might be shown in another window and attract only passing attention. It is not simply the goods shown which appeal to the eye so much as the manner in which they are shown and the color combination.

The general scheme of the window is shown in the accompanying cut. It is a corner display. The chief feature which makes the display an attractive one is the systematic manner in which it is arranged. The same goods tossed in carelessly, as may be seen in many windows, would not look half so tempting.

A feature of the window as referred to above, is the color scheme worked out with the goods. It requires some study to learn just how different colored goods should be arranged together in order to appear best. It pays, however, to spend the time in studying this out. The window in question proves the truth of this assertion.

How It Was Arranged.

It is arranged in a series of systematic steps. In contact with the glass of the window, is a border of canned corn. Following this is a row of carrots in sloping position, each carefully placed in position. Above this a row of beets in the same manner. The next step upward shows corn on the cob in a slanting position. Those stores which have not new corn at this season could use celery here just as well. Between the row of corn on the cob and beets, is placed canned tomatoes with the red label turned out. Ripe tomatoes could be used also. Care should be taken that the colors combine properly. On the ledge at the top a couple of rows of pineapples are placed with a pyramid of apples in the background.

This particular window creates business. It has become popular with the people in that district. Its chief assets are the care with which it is arranged and the color scheme followed. Any grocer or his clerk can prepare a display equally as well. The idea is one that can be used to good purpose and is worth following.

The Savoy Candy Company, Toronto, has been incorporated with a capital stock of $60,000.

MARCH MACLEAN'S.

In MacLean's Magazine for March there are no fewer than eight Canadian special articles, while four of the short stories are by Canadian authors. Such a list, so thoroughly Canadian in character, cannot but appeal strongly to readers throughout the Dominion. MacLean's Magazine carries more distinctly Canadian matter than any other magazine published. That it is the reason it has so completely captured the Canadian field. Write the MacLean Publishing Company, Toronto, for a sample copy.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer.—Will you kindly inform me through your Grocer Letter Box if it is lawful to leave a gum box outside on Sunday?

Toronto, Ont. READER.

Editorial Note.—This question was taken up with the Property Commissioners and police departments of the City Hall, Toronto, who referred it to the Morality Department. The latter gave the opinion that as a gum box was a "vendor," and as it is illegal for a vendor to sell goods on Sunday, it would be unlawful, according to the Lord's Day Act to leave the gum machine out over Sunday. This applies to the Dominion of Canada. If any reader knows of a test case we would be pleased to hear of it.

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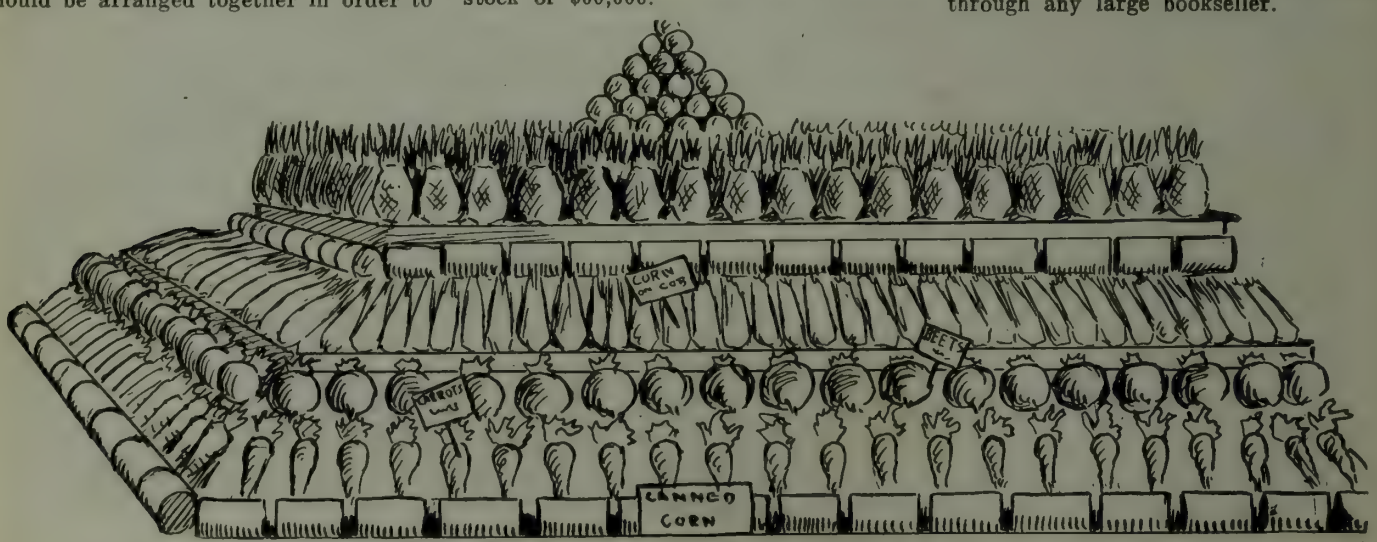
Editor Canadian Grocer.—Do you know where I could get a book of directions for making candies?

OSBORNE BROS.

Editorial Note.—There is a book called "Home Candy Making," compiled by Mrs. Rorer which should be procured through any large bookseller.



A window in which colors were given attention, as explained in accompanying article.

Weather a Big Aid to Fish Business

Has Assisted Materially in Promoting Sales — Record Season Expected—Temporary Lull at Some Centres—Last Week or so of Lent Generally Shows Big Demand—Prices on Whole Rule Steady to Firm.

We have now reached middle of Lenten season and sales so far have been gratifying to wholesalers. Extremely favorable weather has been an important factor in assisting sales and with fair luck in this direction for three weeks more, most dealers will be able to report record season's business.

Just at present moment, a slight lull in activities is reported from some centres. This, however, is not an unusual occurrence. Opening of Lent generally brings marked briskness. Retail dealers become pretty well supplied and purchases ease off. Then as latter part of Lent approaches, preparations are made for final sprint, the last week or so generally showing good sales. This is at least one wholesaler's idea of the trend of demand during Lent.

Frozen fish are selling well while smoked are in good demand. Here and there an item is being removed from the slate, as an odd line is cleaned up. Prices on the whole still continue steady to firm.

QUEBEC.

MONTREAL.—The Lenten trade is still at its height; business for all varieties is keeping up with no signs towards easing off. The retail demand has caused pickerel, dorce, extra smelts, green pollock and Labrador salmon to drop entirely from market. In fancy haddies a fresh shipment has been received, and as result prices have declined. New Labrador herrings are now quoted at $3, a decrease of 10 cents per half barrel. Weather has been favorable and a great support to sales.

FRESH AND FROZEN.		
Market cod, cases, 250 lbs., per lb.		0 04
Less than case		0 04½
Smelts, fancy		0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 08½	0 09
Herring, frozen, per 100 fish	1 80	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 06½
Pike, dressed and headless, lb.		0 06½
Steak cod	0 05	0 05½
Mackerel		0 10
Dressed perch		0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.		0 18
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.		0 09
Lake trout, per lb.		0 10
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 05	0 05½
PREPARED FISH.		
Boneless cod, in blocks or packages, lb.	8, 10,	11, 12
Dry pollock, 100 lb. bundles, per bundle		5 50
Shredded cod, 2 doz. in box, per box		2 25
Boneless strip cod, 30-lb. box		0 12
SALTED AND PICKLED.		
New green cod, per bbl., 200 lbs.		10 00
New Labrador herring, per bbl.		3 00
New Labrador herring, per half bbl.		3 10
No. 1 mackerel, pail		2 00
No. 1 mackerel, half bbls.		3 00
Lake trout, kegs		6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.		0 06
Salt sardines, bbls.		5 00
Salt sardines, half bbls.		2 75
Lake trout, half barrel		6 50
Scotch herring		6 50
Scotch herring, keg		1 00
Holland herring, half bbl.		5 50
Holland herring, keg		0 75
Boneless new herring, 10-lb. boxes		0 12½
SMOKED.		
Blosters, box		1 10
Yarmouth bloaters, fancy, per box		1 25
Haddies, fancy, 15-lb. boxes, per lb.		0 08
Fillets, fancy, 15-lb. boxes, per lb.		0 12
Herring, new, smoked, per box		1 18
Kippers (small) per box of 50 fish		1 10
Smoked salmon, per lb.		0 25
SHELL FISH.		
Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60
Oysters, fancy cape, large bbls.		9 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.		
Boiled lobsters, per lb.		0 30

ONTARIO.

TORONTO.—Good sales by retailers for this period of Lenten season are in evidence, although in the opinion of one dealer, trade is not as brisk as at the beginning, nor yet as brisk as expected at latter part of it.

While this is a period when a slight lull is naturally expected, nevertheless demand is appreciable. Frozen lines are in good demand under favorable selling conditions, while smoked and pickled fish are not being neglected.

Prices in general are steady to firm. Fresh fish are firm and higher. Fillets of haddie are scarce.

FROZEN FISH.		
Gold eyes	0 05	
Pike	0 05	
New pink sea salmon	0 09	0 10
Whitefish	0 09	0 11
Halibut	0 10	0 11
Smelts, extra, per lb.		0 15
Smelts, No. 1, per lb.		0 10
Red salmon, headless and dressed	0 11	0 12
Mullets		0 04
Bluefish	0 11	0 12
Lake herring	0 03	0 05
Steak, cod, per lb.		0 06½
Flounders, per lb.		0 05
Tullibees, per lb.		0 05
FRESH CAUGHT FISH.		
Steak cod		0 09
Haddock	0 07	0 09
Trout	0 09	0 11
SMOKED.		
Kippers, per box		1 15
Bloaters, per box		1 15
Finnan Haddie, per lb.	0 06	0 08
Digby herring, per bundle		0 35
Cod, Imperial		0 06½
Quail-on-toast		0 07
Fillets of haddie		0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box		1 50
Scotch kippers, per box		1 65
PICKLED.		
Lake herring, per keg		4 00
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon		1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, bbls.		6 00
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans		1 25
PREPARED.		
Shredded cod, 2 doz pkgs. to box		2 25
Acadia cod, 2-lb. boxes, 12 to crate		2 80
Skinless cod, 100-lb. boxes, whole fish, box		7 50
Cod in loose strips, 25-lb. to box. lb.		0 06½
Pure cod tablets, 20 1-lb. tablets		2 30

NEW BRUNSWICK.

ST. JOHN.—With fair and encouraging weather during past week, supply of fish on local market has been well able to meet demand except in case of smelt which are practically out of stock. Gaspereaux are becoming more plentiful, but are still selling at 7 cents each. The run is good on these as well as on cod, haddock, halibut, and herring, while requests for smelt indicate that sales of these could be large if there were any on hand. Smoked stocks are selling well and are in good supply.

NOVA SCOTIA.

HALIFAX.—Dealers report retail demand for fish this Lenten season heavier than usual. Sales of smoked fish are enormous. From Digby alone, this week, one thousand boxes of fish were shipped to Upper Canada and United States market. The fish consisted principally of finnan haddies, kippers and bloaters.

Lobster situation on local market is unchanged. No live lobsters are offered for sale here, which is something unusual for Lenten season in Halifax.

Local market is well supplied with fresh fish. Some fairly large catches of haddock and cod were landed here this week. With prospects of more favorable weather for fishing the catches will improve from now.

New smoked salmon is selling freely, also fillets, haddies, bloaters and canned clams. Oysters in the shell are only of medium quality, but the bulk stock is fine.

Figuring Profits on the Selling Price

Retailer Who During 1911 Made a Common Error—Expected to Finish With Larger Balance—Estimated Cost of Doing Business on Selling Price and Profit on Cost.

"Let well enough alone" has a very comfortable sound, but there is nothing in it which enables a man to get ahead.

Most retailers are satisfied with their methods. They think they are making money. But here is a letter which suggests a reason for the many failures among these same satisfied retailers. The story was told in a letter to the service department of a large manufacturer of store equipment.

The retailer, whose name we cannot give because it might affect his credit, is now in business. He thought until a short time ago that he was going to make a good profit last year in addition to his salary, but he has discovered that he has actually lost $1,125.

Made a Good Start.

"I started the year," he said, "with $1,100 in the bank and a stock inventory of $3,150. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only $550. Assets $4,550, liabilities $550.

"My business for the year aggregated $40,600. My stock inventory at the end of the year was $3,250. My bank balance was $600. Accounts payable, against me, aggregated $975. I drew nothing from the business, except my salary of $100 a month. Assets $3,850, liabilities $975.

"I found that my cost of doing business was 22 per cent. including my salary. I figured that I should make a profit of 10 per cent., and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. profit on.

Balance Smaller; Debts Bigger.

"But I find my inventory smaller, my bank balance smaller and my debts bigger at the end of the year.

"I expected a profit above expenses of $2,500. I thought I had that profit; but my year-end statement shows that I have lost $1,125.

"Can you tell me the answer to this puzzle?"

Figured on the Cost.

His mistake was this: He took his cost of doing business and his profit from the cost price. He should have taken both from the selling price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him $2.25. Suppose his cost of doing business was 22 per cent., and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of $2.25, and thought he was adding 10 per cent. for profit.

He had estimated his cost of doing business, of course, as 22 per cent. on his gross business or on the selling price of the article. Instead of allowing 22 per cent. on the selling price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for 92.97, or probably $3, when it had to be sold at $3.31 to get 10 per cent. profit. He needed a gross business of over $50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on $3.31 is nearly 73 cents. 10 per cent. on $3.31 is a little over 33 cents. Adding 73 and 33 gives $1.06. Adding this to $2.25 gives us $3.31.

The whole problem hinges here: Figure your percentages on the selling price.

FILLING ORDERS EXACTLY.

When Phoned in This Dealer Maintains Customer Should Receive Only Amount Ordered.

Wallaceburg, Ont., March 14.—(Special.)—"I make it a point in my business," remarked a grocer the other day, "to supply the customer with the exact amount ordered.

"Frequently a customer will telephone or send a messenger with an order, which will include, say, half a pound of cheese, or some other article of that nature. I have known grocers in other places with the very best intentions in the world to send more than the amount ordered, and to charge for what they send. Usually they cut on the generous side, find they have two or three ounces over, and reason that Mr. Customer won't kick at paying a few cents extra for the extra weight. The same thing has happened with meats and even butter; and, from all accounts, it is quite the thing with meat dealers, when telephoned for a roast of "about four pounds" to ring in anyhere from five to seven pounds and charge accordingly.

"Now, that sort of thing doesn't appeal to me as good business. I believe in giving the customer just what he orders and charging him on that very same basis. I dare say merchants who ring in a little extra weight do so with the very best intentions, but most people don't like it. They think the merchant takes advantage of telephone orders, or orders sent by children. The suspicion and bad feeling more than outweighs the few cents extra business.

"It takes more careful cutting to give exact weight, but I never ring in an extra cent on an order. My customers know that even if they can't come in person, they'll get exactly what they ask for, and neither less nor more."

LOST LIBEL SUIT.

Buyers' Exchange Sues Missouri Trade Paper for $20,000.

St. Louis, Mo.—A verdict of not guilty ended the libel suit for $20,000 damages brought against The Interstate Grocer, the Grocers' Journal Company and George J. Schulte, publisher of the paper, by the American Buyers' Exchange, of St. Louis. The latter organization formed to operate in St. Louis, in its suit for damages alleged that the articles and cartoons published in The Interstate Grocer injured its business in the city and damaged it to the extent of the sum asked for. Truth of the charges was the defense of the trade journal and its editor.

"The American Buyers' Exchange was a corporation started for the purpose of getting retail merchants in all lines to give 5 per cent. cash discounts to customers," said George J. Schulte, "in the article complained of, The Interstate Grocer gave the details of the plan, criticised and commented on it, and said that it could not possibly succeed because it would increase the cost of doing business for the retailer and boost the cost of living.

"The American Buyers' Exchange, in its petition for damages, said that the article prevented it from getting business from retail grocers who were to have formed the backbone of the scheme, and that therefore, it asked $10,000 actual damages and that $10,000 be assessed against the Grocers' Journal Company and George J. Schulte, its president, as a punishment.

"The defense of The Interstate Grocer was that the article and cartoon told the truth, that the scheme was a fake, because it could not do what was claimed for it, and the testimony given during the trial, and the verdict of the jury, upheld every charge made in the article and in the answer to the petition of the A. B. E. Company."

Produce & Provisions

Greater Interest in Hams and Bacon

In Anticipation of Easter Demand—Nothing to be Gained by Holding off, Says Wholesaler—Eggs Continue to Decline Under Increased Supplies—Lower Prices Will Probably Induce Larger Demand—Canadian Production of Butter Expected to Shortly Become More Important Factor in Supply.

Retailers are beginning to show greater interest in hams and bacon as the close of Lent gradually approaches. Wholesalers who met with little success in selling these lines for Easter trade a few weeks ago, now report that they are booking considerable business. Probably due to brisker demand which the close of Lent will bring, a slightly firmer feeling is noted in hams at Toronto. A Montreal dealer points out to his customers that nothing will be gained by withholding their orders for Easter supplies, as prices are more likely to strengthen than move in the opposite direction.

Eggs during the past week have continued on their downward course, as it was anticipated would be the case. Under the greatly increased supplies, big declines have taken place at all centres. Indeed, Canadian production seems to be fast overtaking demand.

"What of the future?" is now the question. With production steadily increasing it would be natural for prices to decline still further. There is, however, another side to the question.

"Let us consider the trend of the Chicago market," said one dealer. "Prices there went down as low as 18 cents. The result was that people thought they were low enough to eat, and consumption began to increase, for once they get the taste of the new spring egg, they crave for more. The result was prices again strengthened, advancing to 22 cents. In same way when prices get down to certain level here, we can expect the consumers to appease his appetite."

Therefore it seems as if we cannot expect prices to go down with a slam, although there may probably be further easing. Much depends on the increase in receipts.

Present prices on butter remain fairly steady but indications are that market may show tinge of easiness before long. This is explained by fact that prospects are bright for Canadian production to shortly become more important factor in supply, due to the usual spring increase. Already creameries are offering small lots. It will take some little time before there will be any marked effect on prices. Meanwhile demand is mostly for small lots.

MONTREAL.

PROVISIONS.—Market for the week is devoid of features. The demand is seasonable with supplies sufficient to meet call.

No signs of easing off in the price of hogs has yet been heard.

Long clear bacon, heavy, lb.		0 10½
Long clear bacon, light, lb.		0 11½
Hams—		
Extra large sizes, 25 lbs. upwards, lb.		0 11
Large sizes, 18 to 25 lbs., per lb.		0 13
Medium sizes, 13 to 18 lbs., per lb.		0 14½
Extra small sizes, 10 to 13 lbs., per lb.		0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.		0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.		0 15½
Breakfast bacon, English, boneless, per lb.		0 14½
Windsor bacon, skinned, backs, per lb.		0 16
Spiced roll bacon, boneless, short, per lb.		0 11½
Boiled ham, small skinned boneless		0 24
Hogs, live, per cwt.	7 50	7 65
Hogs, dressed, per cwt.	10 25	10 50
Pure Lard—		
Boxes, 50 lbs., per lb.		0 12⅝
Cases, tins, each 10 lbs., per lb.		0 12⅝
Cases, tins, each 5 lbs., per lb.		0 12⅞
Cases, tins, each 3 lbs., per lb.		0 13
Pails, wood, 20 lbs. net, per lb.		0 12⅜
Pails, tin, 20 lbs. gross, per lb.		0 12½
Tubs, 50 lbs. net, per lb.		0 12½
Tierces, 375 lbs., per lb.		0 12¼
One pound bricks		0 13¼
Compound Lard—		
Boxes, 50 lbs. net, per lb.		0 08⅞
Cases, 10-lb. tins, 60 lbs. to case, per lb.		0 09¼
Cases, 5-lb. tins, 60 lbs. to case, per lb.		0 09⅜
Cases, 3-lb. tins, 60 lbs. to case, per lb.		0 09½
Pails, wood, 20 lbs. net, per lb.		0 09¼
Pails, tin, 20 lbs. gross, per lb.		0 08⅝
Tubs, 50 lbs. net, per lb.		0 09
Tierces, 375 lbs., per lb.		0 08¾
One pound bricks		0 10
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		22 50
Bean Pork		16 50
Canada short cut back pork, bbl. 45-55 pieces		22 00
Heavy short cut clear pork, bbl.		22 00
Clear fat backs		23 00
Heavy flank pork, bbl.		22 00
Plate beef, 100 lb. bbls.		8 00
Plate beef, 200 lb. bbls.		15 50
Plate beef, 300 lb. bbls.		22 50
Dry Salt Meats—		
Green bacon, flanks, lb.		0 11

BUTTER.—No change of importance has moved the market. Prices remain firm, but tend to easiness. Creameries have started to manufacture, four and five boxes are now received by express, but this slow process has little effect on market at present. Dealers claim that butter would be at the 40-cent mark only for the New Zealand creamery import.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 28	0 30
Fresh, dairy rolls	....	0 32

EGGS.—Eggs offer the most interesting feature at present. Prices have decreased considerably this week and are still on the decline. Delivery is heavy from all parts of the country and this coupled with the United States new laid imports constitutes a well supplied market. Shipments of American eggs will soon be unnecessary as home supplies will be sufficient to meet the demand.

New laids	0 27	0 29

CHEESE.—"Not moving," sums up the market. The same lack of interest prevails with no signs of becoming active.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—Poultry is again featureless. No change in price or demand has developed and nothing interesting can be expected until navigation opens.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—The honey market is still unmoved. The supply is equal to the Lenten demand with prices as previously quoted.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—Lard continues in demand at steady prices and stocks are kept quite closely cleaned up. Provisions still continue a little on quiet side. Values are stationary. Some firmness is noted in hams, probably due to fact they will shortly be finding a brisker sale.

Live hogs are steady under moderate receipts.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½

Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 15½	0 16
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10½	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12½
Lard, compounds, per lb.	0 09	0 09½
Live hogs, at country points	6 50	6 70
Live hogs, local	6 90	7 00
Dressed hogs	9 00	9 25

BUTTER.—There has been no important change in butter situation during week. Outlook is however shaping in direction predicted as probable. Imports of stock from the United States had steadying effect, keeping values from mounting to greater heights. Now prospects are bright for Canadian production to shortly become a more important factor in supply. Flow of milk and consequently make of butter will now be showing increase. Already some dealers report slightly larger offerings from creameries, but it will take a little time to show any great volume. It is pointed out by one dealer that advance shipments of new milk butter are not exactly top-notch in quality.

	Per lb.	
Fresh creamery print	0 35	0 36
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 26	0 27

EGGS.—Eggs have been tobogganing in real earnest of late, following course predicted in these columns. They have now reached the 24 to 25 cent mark and there are those who expect them to reach still lower level before long. "Down to the 20-cent mark," is the slogan of one dealer with bearish ideas. There are others who think increased demand induced by lower prices will keep prices from making any decided downward shoot for a short time, although there may be further easing. Much depends on volume of receipts.

New laid eggs	0 24	0 25

CHEESE.—Stocks are decidedly small and prices steady with every prospect of continuing so. It will be on in May before new cheese becomes a factor.

Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½

HONEY.—A fair demand, only moderate stocks and steady prices sums up the honey situation.

Honey—strained—		
White clover, 60-lb. tins, per lb.		0 12
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		0 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 08
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 75	3 00

POULTRY.—Wholesalers report fair demand, mostly confined to latter part of week. Prices rule steady.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese		0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

Bacon Lower, Butter and Eggs Higher

Price Comparisons With Year Ago — Pork Products Below Those in March of 1911—Review of Butter and Egg Situation.

It is interesting to note how produce and provision prices compare with a year ago and the fluctuation in values during the past twelve months.

For reasons already well known to the trade value in butter and eggs at the present time are above the prices ruling one year ago, although eggs are fast being reduced to a lower level.

Pork Products Below Last Year.

In provisions and pork products the story is, however, a different one, for comparisons show that prices are generally lower than those being quoted a year ago. This is an argument that the retailer should not lose sight of in this period of high values in many lines. To customers who complain of high prices it can be pointed out that pork products are cheaper than at this time last year.

Butter in 1911.

Butter one year ago was quoted in Montreal at 27½ cents for creamery and 23 cents for dairy in tubs. Then the usual spring increase in production caused values in both varieties to ease off. Not for long, however, for even as early as June the weather began to take a hand in the game. Under dry, hot weather, the meadows were withered, the flow of milk lessened, and the make of butter also. Not only was this true in Canada but also in Europe. The result was that on Sept. 1, when prices should have been reaching a comparatively low figure, they were, on the contrary, on a level with values ruling in early March.

Thus, the autumn began with light stocks of butter in both Canada and Europe and it was evident prices were bound to increase as the season advanced and holdings were reduced. This has been the case, and now with Canadian stocks cleaned up, and imports being made, creamery in Montreal is worth 35½ cents, 8 cents higher than a year ago.

New laid eggs on Mar. 10 of last year were 27 cents on the Montreal market. The grocer is all too well acquainted with the fact that they have been ruling high during the winter. The cold weather experienced during the first six weeks of 1912 prevented the increase in new laids that would otherwise have taken place.

Production, is now, however, developing rapidly and values are shortly expected to ease off as low as those ruling a year ago. The high price of 30 cents on Sept. 1 last is explained by the fact that on account of the extremely warm weather, strictly new laids were at a premium.

Changes in Bacon.

As pointed out before, pork products are on a lower level than a year ago, although the fluctuation in the intervening period has been considerable in some lines. For instance, long clear bacon one year ago was 11½ cents at Montreal, easing off to 9½ cents by Sept. 1 and since reacting to present figure of 10½c.

Medium hams and boneless breakfast bacon are now both quoted at 14½ cents, Montreal. One year ago medium hams were 15½c. and breakfast bacon 16c. It will be seen that on Sept. 1 last, these lines were worth 18½ and 18 cents respectively due to the heavier demand which is always in evidence during the warmer weather. Hams, bacon and kindred lines with the close of Lent will once more start to move more briskly.

Not Much Change in Lard.

Pure lard is at about the same level as a year ago. The demand during the winter months has been brisk and still continues so, on account of the high price of butter, forcing many a housewife to substitute lard wherever possible. The following is a comparison of prices during the past year on Montreal market:—

	Mar. 12 1912	Sept. 1 1911	Mar 10 1911
Butter—Creamery	35½	27	27½
Butter—Dairy, tubs	30	23	23
Eggs—New laids	29	30	27
Long clear bacon, heavy	10½	9½	11½
Medium hams, 13 to 18 lb.	14½	18½	15½
Breakfast bacon, boneless	14½	18	16
Pure lard, tubs	12½	11½	12¼

PRESENT QUALITY OF BUTTER.

Since the article in last week's issue on the present quality of butter compared with the past went to press, an opinion has been expressed contrary to those published.

Flavelles, Limited, Lindsay, Ont., claim that speaking generally, they do not think the quality of Canadian creamery is quite as good as it was some years ago. Then the milk was gathered daily and separated in the factories. Now it is separated at the farmers' homes and the cream gathered every two or three days and brought to the creamery where it is manufactured into butter. Commercially this is the only way in which it can be handled now. The fault lies in the quality of the cream received which is not equal in quality to the cream separated from the milk in the factory. The creameries, themselves we believe are making it better, if anything, than it has ever been done, but then raw material is deficient.

Further opinions on this subject will be appreciated.

Worth Looking Into

"Canada" Brand Pure Boneless Cod Fish

If there is one line of fish which is dainty enough to please even the most fastidious and cheap enough to satisfy everyone, it is "Canada" Boneless Cod. Tasty, delicious and wholesome. It is half sold before it reaches your store. Neatly packed and easily handled. Ask about specially packed Tablets for retailers.

HADDIES	HADDIES	HADDIES
FILLETS	FILLETS	FILLETS
KIPPERS	KIPPERS	KIPPERS
BLOATERS	BLOATERS	BLOATERS

Remember the brands:—"OCEAN" and "BOUTILIER."

The Halifax Cold Storage Co., Montreal

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

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Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per
1-dozen	12-oz.	case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.
W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz, tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb pkgs, White Moss 0 36

LARD LOGIC

—Gunns Quality holds trade and brings new business—

PON-HONOR GUNNS FOOD PRODUCTS

Standards of Excellence

Maple Leaf Brand Pure Lard

Our Quality Brand Kettle Rendered Pure Leaf

Easifirst Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers **WEST TORONTO**

LARD

Market is higher and demand brisk. There will be a good demand for Lard during Lent. We look for further advance.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

½-lb pkgs, White Moss .. 0 27
¼-lb pkgs, White Moss ... 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs, asstd... 0 27½
½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded..	0 18	....	0 17
Special shred...	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto

	Per Case
Eagle Brand, each 4 doz...	$6 00
Gold Seal Brand, each 4 dz.	5 25
Challenge Brand, each 4 dz.	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co., Per case.

Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 65
Canada First Medium (20 oz.) Evaporated Milk ...	4 40
Canada First Hotel Evaporated Milk	3 90
Canada First Condensed Milk (sweetened)	5 05
Rose Bud Condensed Milk (sweetened)	4 90
Beaver Condensed Milk, (sweetened)	4 15

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case..	6 20

ST. CHARLES CONDENSING CO.
Prices—

St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha Package Coffee.	0 19
Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices.

	Per doz.
MacLaren's Imperial—	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices

	per doz.
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz. ..	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3. flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case ...	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs, 11-lb bars, lb..	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts....	5 00
Sparkling Cider, 24 pts. ...	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23 $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45

	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz...	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	8¼
20-lb. pails	9¾
20-lb. tins	8¼
60-lb. tubs	9¼
3's, 20 to case	9¾
5's, 12 to case	9¾
10's, 6 to case	9¾

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

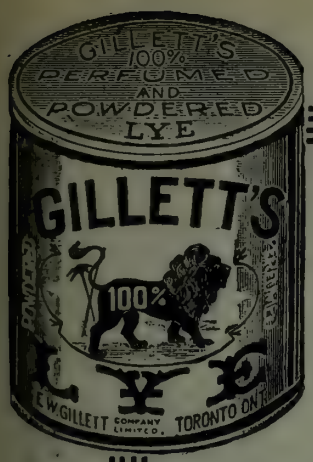
VERMICELLI AND MACARONI

D. SPINELLI CY., MONTREAL
Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box .	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb cases (loose) per lb.	0 06
25-lb. cases, 1-lb pkgs., lb.	0 06½



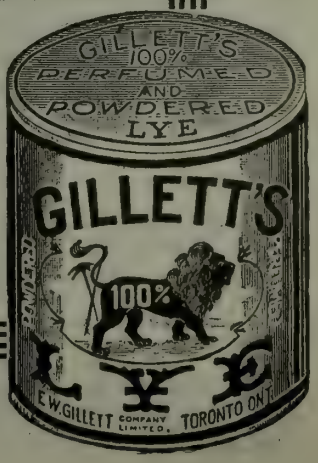
NOW is a good time to largely increase your sales of Gillett's Lye. A few cans of Lye placed on the show case or in the window will act as a timely reminder to your customers of the time and labor saved by the use of Gillett's Lye for house-cleaning purposes, and for numerous other purposes, such as making soap, disinfecting sinks, toilets, outdoor closets, drains, and for ridding buildings of rats, mice, roaches and other vermin. Gillett's Lye is the standard Lye of Canada. Beware of imitations that are claimed to be "just as good," as they are never satisfactory. These imitations cannot be put in larger tins and sold for less than Gillett's Lye except at a sacrifice of quality. QUALITY goods give the desired result, and QUANTITY goods create dissatisfaction in the minds of customers. Gillett's Lye conforms to the high standard of Gillett's Goods.

"Gillett's Lye Eats Dirt."

NOTE It can be recommended as a positive exterminator of rats and mice, and it has none of the objectionable features of a poison. The process for using it is simple. Just sprinkle a little of the Lye in and around the holes made by them. In addition to this, make a circle of Lye about one-quarter inch deep on a thin board about a foot square, and place some cheese or meat in the centre. In endeavoring to get at the bait their feet will be burned, and the whole colony, whether large or small, will immediately disappear.

REFUSE SUBSTITUTES.

E. W. GILLETT COMPANY LIMITED
TORONTO, ONT.
WINNIPEG MONTREAL



JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 60
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH WORKS.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes about 40 lb.	0 05½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0 06
Finest Quality White Laundry- 3-lb. canisters, cases of 48 lbs.	0 06¾
Barrels, 200 lbs.	0 06¼
Kegs, 100 lbs.	0 06¼
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07¼
6-lb. toy trunks 8 in case	0 08¼
6-lb. toy drums, with drumsticks, 8 in case	0 07¼
Kegs, extra large crystals, 100 lbs.	0 06¾
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07¼
Canadian Electric Starch— Boxes of 40 fancy pkgs, per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 05
Brantford Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 07¼
Crystal Maize Corn Starch, 1-lb. packets, boxes of 40 lbs.	0 07¼
(20-lb. boxes ¼c higher.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,
Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz, in case, per case	2 60
Barrels, 700 lbs.	$0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz. in case..	$2 75
5-lb. tins, 1 doz. in case..	3 10
10-lb. ins, ½ doz. in case.	3 00
20-lb. tins, ¼ doz. in case	2 95

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO.

Enamelled tins of	CUBES. Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90

H. P. Pickles—
Cases of 2 doz. pints ... $3 35
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan...	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	44
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

QUAKER

We are again offering for the coming season the well-known Quaker Brand Canned Fruits and Vegetables. These goods have a distinctive quality by reason of the fact that the raw product is grown in the salubrious climate of Prince Edward County, which county is surrounded by the waters of Lake Ontario, and where the soil also is particularly suited to the growing of vegetables. This combination of climate and soil makes for the very best obtainable results, and in consequence, along with the exceedingly fine and large plant of the Bloomfield Packing Co., the quality of the goods put out under the Quaker label is of such high standard that the demand for this brand has been increasing steadily, and the factory is now taxed to its full capacity to supply the requirements of the patrons of the popular Quaker brand.

We are now booking for Fall delivery, and solicit business from all our old customers, and any new who are desirous of putting in a stock of Canned Goods which will increase the patronage of their store.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Cor. Front and Scott Sts. - TORONTO

Starlight, 7s 50
Cut Smoking—Great West Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s .	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	24	30
Orange Label, 1's	23	30
Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's...	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ...	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c ...	.24
Green Label, retail at 40c ...	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c .	.42
Gold Label, retail at 80c ...	.55

JAMS AND JELLIES.
T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 12-oz glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in centre, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in crate, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7¾c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen ..... List Price.	$0 90
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST
White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

FLORIDA CELERY, TOMATOES and CABBAGE

Have car of each to arrive this week, will be shipped at lowest market price.

VOLUNTEER, ROSE AND CLOVER BRANDS
California Oranges

Florida Grape Fruit, Messina and Palermo Lemons, Spanish and Domestic Onions, Irish Potatoes (imported), Strawberries, Head Lettuce, Cucumbers, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

YOU ARE SURE OF
FRESH TOMATOES
all winter, Mr. Grocer, and, furthermore, you will have no loss from the decayed or crushed variety if you entrust us with your business. Write about

"CROWN" BRAND
OUTDOOR GROWN
6 BASKETS TO THE CRATE

Each crate thoroughly examined before shipping.

All crushed Tomatoes removed.
Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.
30 William Street, Montreal

The
B. L. O. E.

"ST. NICHOLAS"
"HOME GUARD"
"PUCK"
"KICKING"

Brands. Handle only

The
B. L. O. E.

J. J. McCABE
AGENT
TORONTO, : : ONT.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Lemons

At present prices are a good purchase.

We advise buying from present arrivals, as prices later are bound to be higher.

Home Guard and Lord Beresford Brands are the finest quality.

WHITE & CO., LIMITED
TORONTO and HAMILTON

FANCY FRUIT FROM FLORIDA

TOMATOES AND CELERY

Fancy Ripe Tomatoes Crisp, well-bleached Celery

Strawberries Pineapples

Full Line of fresh Greens arriving every day, both Southern and Hot-house.

WE HAVE A NICE LOT OF DOMESTIC ONIONS (RED GLOBES)

Put up in 100 lb. sacks. They are dry and well cured. Try some.

THE HOUSE OF QUALITY

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN LEMONS

ALWAYS PACKED UP TO A STANDARD
NEVER
DOWN TO A PRICE.

PROTECT YOURSELF BY ORDERING THIS BRAND OF

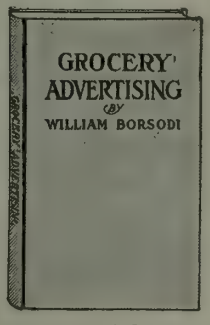
FOLLINA'S FANCY LEMONS

W. B. STRINGER

Gen. Can. Agent Toronto

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.

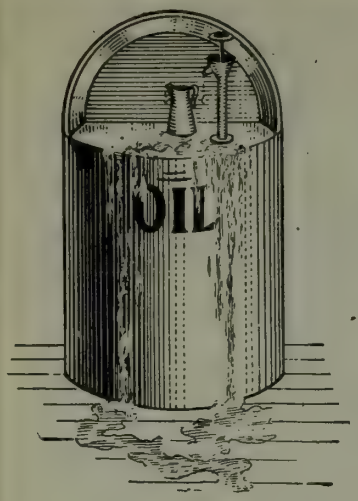


The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto



"This Butter Is Tainted With Coal Oil I Don't Want It"

How many of your customers get provisions tainted with kerosene?

Do you know that the oil smell in a store will affect such things as lard, meat, butter, vegetables, etc.

They don't have to come in contact with the oil. Where the old sloppy measure and funnel method is used you can't help the oil odor. Get a

Bowser Self-Measuring Outfit

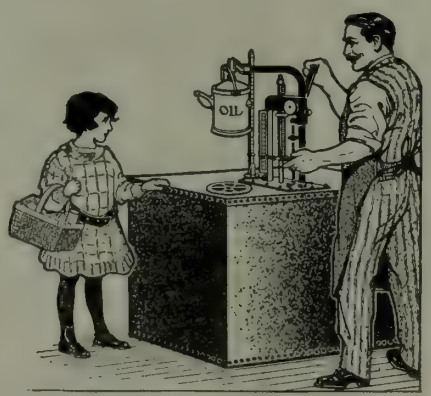
It is evaporation-proof and does away with measures and funnels—That's why the Grocer with a Bowser always has a clean, inviting store and satisfied customers. Then, too, he gets a better profit because he has no waste.

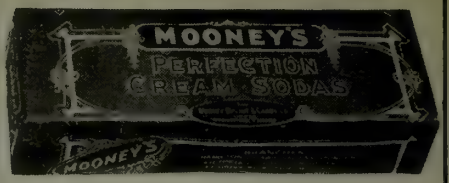
It will pay every merchant in dollars and cents to look into this question.

Send a CARD TO-DAY for our free illustrated book No. 5, it shows the outfit in colors.

S. F. BOWSER & CO.
(INCORPORATED)
66-68 Fraser Avenue
TORONTO, - ONT.

"For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc."





Superiority!

A little more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line.

The name Perfection was chosen because it represents the standard of quality from which our goods never deviate. Air-tight packing gives them the rich fresh flavor that will bring your customers back again.

The MOONEY
Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

LEITCH ANCHOR BRAND OAK LAKE

ANCHOR BRAND FLOUR

is pure, wholesome and reliable at all times. It is quite different from ordinary flour and will make the most of your baking. 18

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

Are You Prepared
To Meet The Demand
that is being created daily for

MAPLEINE
(The Flavor de Luxe)

For Cakes, Cake Fillings, Candies, Ice Cream, Etc., and for a Table Syrup better than Maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, - WN.

40c. RED ROSE TEA

There is going to be a very big increase in the sale of ***40c Red Rose Tea*** this year.

We feel certain of this from the fact that many merchants are now selling much more than they did, and there is more enquiry than we have ever known before for better grade teas.

We believe the increases now being made are due in most cases to the merchants having tried ***40c Red Rose Tea*** in their homes.

They have found on trying it that it was not only distinctly finer in quality, but that it was just as economical to use. It spends further. So they have recommended it to their customers, with the result that they are now making more profit and selling tea that gives their customers better satisfaction.

If the reader of this ad: will try the tea himself we believe he will feel like recommending it.

T. H. Estabrooks Co., Limited

7 Front Street East, TORONTO

GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY FOR SALE, RAILROAD TOWN. Population 1,500; stock $1,200; monthly sales over $600. Good reasons for selling. Apply, D. MacLennan, 893 Lansdowne, Toronto.

FOR SALE—STOCK OF GENERAL STORE. Stock about five thousand, doing a cash business. Established thirty years. This is a money-maker to a good live man. Good reasons for selling. Stone store with stone dwelling attached. Can be rented for a term of years, rent moderate. If interested, would like to show you the business. A. Millar, Spencerville, Ont.

MANAGER WANTED

EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.

SALESMEN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

OLIVE OIL—AN ITALIAN MANUFACTURER of choice brand of olive oil is desirous of appointing agents in Canada. Apply Box 417, Canadian Grocer.

WANTED—TRAVELER FOR EASTERN AND Northern Ontario. Apply by mail, with references and salary expected. Reply confidential. Maclure & Langley, Limited.

WANTED—SALESMAN TO CARRY SIDE-line to general stores, hardware and harness stores. Samples small and light. Write at once for information. Give territory covered, present occupation, references. Box No. 418, Canadian Grocer.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money, too. Write us for proof. National Cash Register Co., 285 Yonge Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

Don't

let a housewife ask for and not get—

let any customer be in doubt about—

be behind time and without—

lose any of the big profits from—

let your competitor be first to stock—

—That Wonderful Time Saver

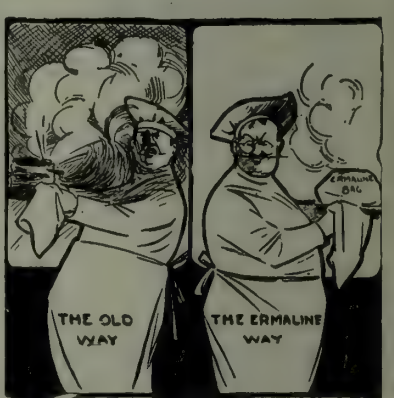
—That Sure and Steady Economizer

—That Big Success

THE

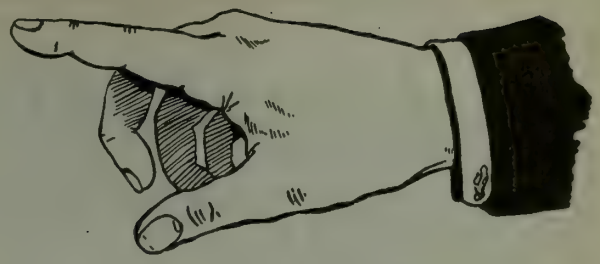
Ermaline Cooking Bag

Study this



then write

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal



When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.

Wholesale Potato Exporters

48 MAY STREET
BELFAST, - IRELAND.

Cables—"Paradox" Belfast.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

The Condensed Ads. in this Paper will bring good results

A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock, always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer.

Write for particulars to

W. P. Downey

MONTREAL

Condensed Coffee

Reindeer Brand

is the extract of best grade Coffee condensed together with Granulated Sugar and REINDEER Brand Milk.

For a cup of rich Coffee simply put one spoonful in a cup and add boiling water. (Will keep in same can after opening.)

Are you getting your share of this increasing demand? If not, try showing a full line of goods bearing the Reindeer Head and stock up.

REINDEER LIMITED

TRURO, N.S. and HUNTINGDON, P.Q.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yeckney Edmonton

Frank M. Hannum, Ottawa

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

needs no introduction to your customers. Just send for a set of the handsome window and interior advertising cards we furnish free and prepaid. They will get the sales for YOU.

It's a good profit too.

BOVRIL, LIMITED, - MONTREAL

"Anti-Dust" Sweeping Powder

Stock it Sell it-- Repeats follow

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain their custom, and you get new customers, "Anti-Dust" may correctly be termed the "Grocer's Standby."

"Anti-Dust" is the germless and dustless way of Cleaning and is immensely popular.

Get supplies from your jobber or write us direct. :: ::

SAPHO MFG. COMPANY, LIMITED

MONTREAL

When she asks for salt she means of course

WINDSOR SALT

She never thinks of using any other kind for the very good reason that she knows no other kind is as good as "Windsor" Salt for table or dairy.

Are you prepared to supply her?

The Canadian Salt Co.,
LIMITED

WINDSOR - - ONTARIO

BISCUITS
from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

The Grocer Who Can Supply and Who Pushes
SNAP

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—"***Success,***" and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner--cleans the hands of all kinds of soil, paint, grease, tar, etc.

Snap Co.
Limited

Montreal, - Que.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

"E.D.S." Brand Tomato Catsup

Like all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not over-spiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the "pressing-out" process—a specialty of our own. "E.D.S." Catsup is entirely free from peelings, contains no apples, and it is not over-cooked.

Feature "E.D.S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are family favorities and will influence more of the valuable family trade to your store.

Made only by

E. D. Smith

at his own
Fruit Farms,

Winona, - Ont.

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

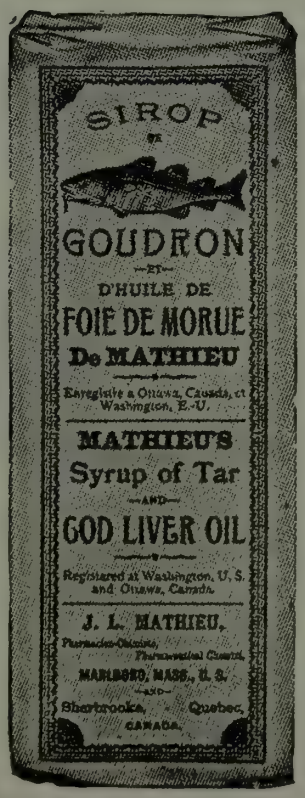
Quaker Soap

PURE SOAP

Neither Prize
Nor Premium
Just Soap

Mathewson's Sons
Wholesale Grocers
MONTREAL

CURE YOUR CUSTOMERS' COUGHS



Sell them

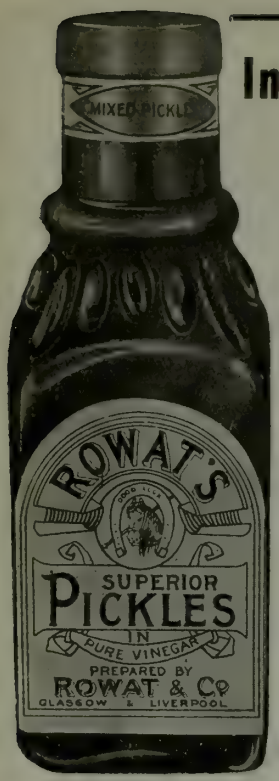
MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be 'thankful and you'll make a "little something"--and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest
Mathieu's Nervine Powders
—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

Newton A. Hill, 26 Front St. E., Toronto, Ont.
Distributor for Western Ontario.
Chaput, Fils & Cie., Montreal, Que.
Foley Bros. & Larson, Winnipeg, Man.



In Constant Demand

Pickles, if they are good, will work up a decidedly friendly business connection between you and your customers. The kind for quality and flavor that retain the best family trade is

ROWAT'S PICKLES

—AND—

PATERSON'S SAUCE

Years of experience in pickling have gained us an enviable reputation that is unbeatable. Once you stock Rowat's—you will know what steady demand is.

Rowat & Co.

GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sterling BRAND

Cake and Icing Colorings

This is a line that has met with much favor, which you should certainly handle.

The colorings are guaranteed to contain no harmful ingredients, and they give the very best results with the least amount of trouble.

Don't forget Sterling Colorings in your next order.

The T. A. Lytle Co., Ltd.

Sterling Road, TORONTO

Butter, Eggs AND Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

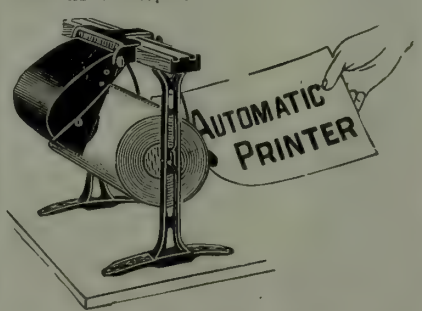
LEMON BROS.

Owen Sound, Ontario

IF

You want to advertise your store
You want to advertise your service
You want to stamp your name on paper
You want to stamp your name on bags
You want to save 90% on your advertising bill

Ask us about the



It's a wonder, and does everything we claim for it.

PAYMENT LIGHT.
SATISFACTION HEAVY.

Send your name into every home every day.

UTILITIES LIMITED

MONTREAL

Listen!

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

SPANISH PEPPERS,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
HARICOT VERT,

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

It's delicious.

H. E. VIPOND & CO.

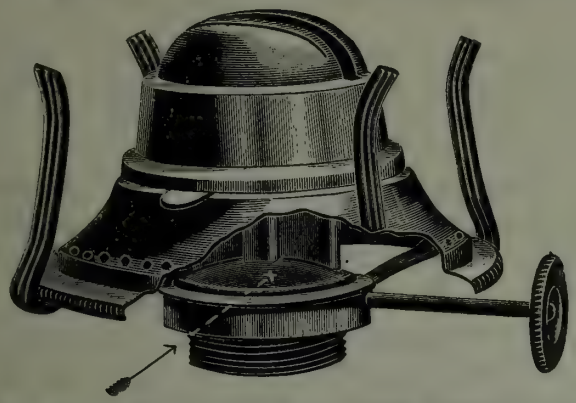
MONTREAL

Banner All Brass **Lamp Burners**

MADE WITH

BANNER TRADE MARK

COVERED BASE



It is put in the BANNER for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER

Are You a Salesman?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

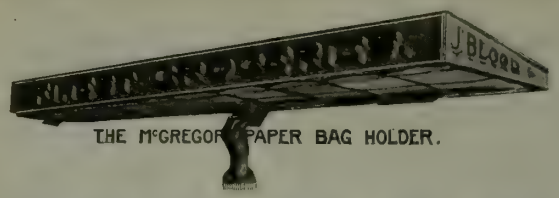
NO BETTER JUST A LITTLE MILDER THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.



The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

McLEAN'S
WHITE MOSS
COCOANUT

Always to be depended upon. The quality does not follow the ups and downs of the market, but is uniform always.

THE CANADIAN COCOANUT CO., - MONTREAL

TEA LEAD
(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

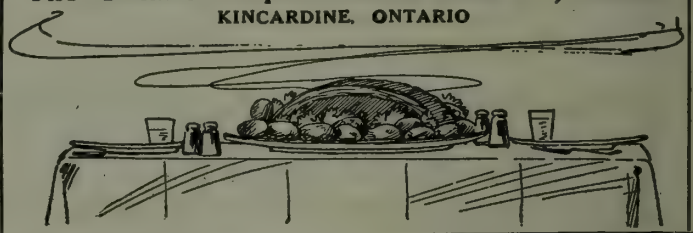
Tel. Address: "Laminated," London. LIMEHOUSE,
A B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

It Brings 'em Back

Every time you sell a bag of Ontario People's Salt you make, besides a good profit, a better impression on your customers than you could have made with any other salt.

PUT IN A TRIAL ORDER. SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

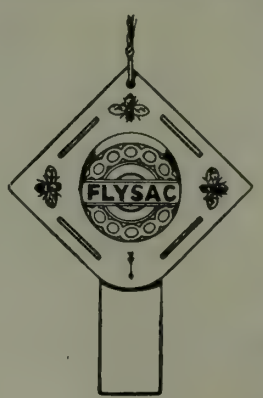
Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description,

WILLIS MFG. CO.
Galesburg, Ill

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.



Flysac Flycatcher

70 Cents Per Box of 50 Pieces.
$12.75 Per 1000 Pieces.

ARE YOU SUPPLIED?

Hodgson, Sumner Co., Limited
MONTREAL

Exclusive Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case.

"Brighten Up Sales"

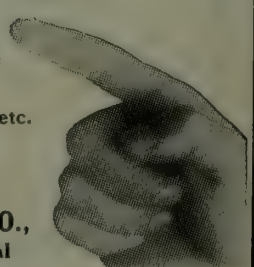
with a line that knows no equal for polishing either brass, copper, or any other metal.

VENAUTO METAL POLISH

has qualities that necessitate little work, and gets shining results.

Put up in small tins, half-pints, pints, etc. In cream form.

Stock Up For Spring Trade Now



BANNER MANUFACTURING CO.,
Box 35, Station C, - Montreal

American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

Montreal, Que. Hamilton, Ont.

The Silent Salesman Refrigerator

WILL BOOST YOUR TRADE

We know this to be a fact because it has been thoroughly tested. Hundreds of grocers are enabled to attractively display their dairy and delicatessen articles, as well as to improve the general appearance of their stores by using

THE SILENT SALESMAN REFRIGERATOR

One of the Famous Arctic Line

Not only that, but nothing will spoil on your hands.

Representatives in West: Donnelly, Watson & Brown, Calgary, Alta.

Write for Catalogue and Details

John Hillock & Co.
Limited
Toronto, Ontario

The "BARR" ACCOUNT REGISTER

The only proper, speedy and safe means of handling credit accounts—a device that is incomparably superior to any that has ever been offered on this or any other market.

The practical working out of the one-writing account system has demonstrated beyond a doubt that itemizing, that drudgery of retail bookkeeping, is a useless waste of time and labor.

The total or balance of every customer's accounts is always at hand. Everything is above board—a fact that inspired confidence—and confidence brings trade.

Ask us to demonstrate the superiority of the Barr for your particular needs

Barr Registers, Limited,
TRENTON, ONTARIO

INTRODUCE
"GLOBE"
MACARONI and VERMICELLI

MADE OF HARD WHEAT

MADE BY SKILLED LABOR

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli. They are absolutely pure.

You will profit by the sale of "GLOBE" products. Stock them now.

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

Eureka Canada's Sanitary Refrigerator

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Ready Sellers in Winter!

The best line of stove polish for you to sell—the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - BUFFALO, N.Y.

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

Don't Worry About Soap Profits!

There was never a turn for the worse that entirely eliminated all hope for profit on certain goods of grocery store calibre. The alternative for you, Mr. Grocer, who has been forced to sell soap at six bars for 25 cents, almost eliminating your profit, is to stock a bar soap that will hold your trade—yes, increase it.

N.P. BAR

is the line of soap that shows a respectable margin of profit for the retailer.

It is an honest price soap both as regards quality and quantity—the five-cent cake will be entirely unthought of when the N.P. Bar is established in the homes of your customers.

Talk it up, put it on the scales. Show your trade it's honest value, and you will build up a new soap business that will pay you two ways; not only soap profit, but a good steady buying trade in other lines.

This is a proposition it will pay you to investigate. Write for prices now.

DAVID MORTON & SONS
Limited

Victor Soap Works

HAMILTON ONTARIO

Mr. Grocer

Are you aware that **SPRING** is almost here, and that **SPRING HOUSE-CLEANING** is about to begin? Have you thought about a supply of **GOOD BROOMS,** that will surely sell at a good profit to you, and give your **CUSTOMER GOOD VALUE?**

IF NOT, ask your **WHOLESALE GROCER** to send you a shipment of **PARKER BROOMS.**

HE will get them to you wherever you are.

We guarantee satisfaction to him, to you and your customer.

The Parker Broom Co.
692 Wellington St.,
Ottawa, Can.

Le Soleil=Quality

How Well You Know It!

How well you know that we need say nothing about the quality of the goods bearing the above brand! Indeed, you would not even be surprised to know that the high quality has brought about such a home demand that only about 50% of orders can be exported.

Imported Vegetables Le Soleil Brand

are always fast sellers and give you a ready profit. There is no dead stock. The goods are half sold when they reach your store.

Here's a Pointer for You

Crop 1912

We have placed a very large order for this year's crop and are now taking orders for Fall delivery. Place your order immediately and benefit by lowest prices because

Opening Prices are Always the Lowest of the Season

LARGE ORDERS HAVE ALREADY been placed with us, and as all requirements will be entered in rotation as received, you had better let us hear from you right away, as it is hardly reasonable for you to expect us to guarantee delivery of any goods other than those ordered from the packers.

Assortment

Peas--Haricots--Spinach --Artichokes--Asparagus-- Carrots-- Celery-- Brussels Sprouts--Flageolets--Macedoine.

Soups

Julienne -- Chervil -- Tomatoes -- Printaniere--Peas.

Laporte, Martin Et Cie., Limitée

568 ST. PAUL ST. MONTREAL

TELEPHONE MAIN 3766

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 14
Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Can Co. 75
American Comp Co. 13
Aylmer Condensed Milk Co. 18

B

Baker, Walter, & Co 67
Balfour-Smye & Co. 16
Banner Mfg. Co. 74
Barr Register Co. 75
Benedict, F. L. 21
Bickle, J. W., & Greening. 12
Borden Condensed Milk Co. 3
Bovril, Ltd. 69
Bowser, S. F. 64
Brand & Co 15
Brown Mfg. Co. 26

C

Campbell Bros. & Wilson. 69
Canadian Cocoanut Co. 75
Canadian Commercial Car Co. 10
Canadian Postum Cereal Co. 23
Canadian Salt Co. 70
Carr & Co. 9
Chase & Sanborn. 13
Clark, W. 19
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 12
Common Sense Mfg. Co. 21
Connors Bros. 67
Cox's Gelatine. 80
Crescent Mfg. Co 64

D

Dalley, F. F. Co. 76
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 24
Downey, W. P. 67

E

Eby-Blain, Limited. 29
Eckardt, H. P 61
Edwardsburg Starch...outside front cover
Ewart, W H. Co., The. 20 21
Estabrooks, T. H. 65
Eureka Refrigerator Co. 76
Ewing & Sons, S. H 27

F

Fairbank Co, N. K. 9
Farrow & Co., Jos. 16
Fearman, F. W., Co. 57
Furuya & Nishimura 18

G

Gillard, W. H., & Co. 68
Gillett, E. W., Co., Ltd. 59
Golden Ray Co. 6
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Granger Freres. 27
Gray, John 12
Guelph Soap Co. 15
Gunns, Ltd. 57

H

Halifax Cold Storage Co. 55
Henderson, Thos. 67
Hillock, J. 75
Hodson Sumner. 74

I

Irish Grocer. 21
Isaac, Robert. 21
Island Lead Mills Co. 74
IXL Spice and Cereal Co. 18

J

James Dome Black Lead. 17

K

Kessel Co., F. 21
Kilgour Bros 74
King, Frederick. 27
Kit Coffee Co. 29

L

Labrecque & Pellerin. 6
Lake of the Woods Milling Co.
outside back cover
Lambe, W. G. A. 20
Laporte, Martin & Cie. 78
Lascelles de Mercado & Co. 8
Lau entia Milk. 10
Law, Young & Co. 17
Leitch Bros. 64
Lemon Bros. 72
Lind Brokerage Co. 20
Lindner & Benner 29
Lloyd, Ltd., Edward. 66
Lytle Co., T. A. 72

Mc

MacLaren Imperial Cheese Co. 20
MacLure & Langley. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 62
McDougall, D., & Co. 21
McLeod & Clarkson. 21
McLoughlin Bros. 67
McVitie & Price. 70
McWilliam & Everist. 62

M

Magor, Son & Co. 30
Malcolm, Jno. & Son. 76
Maple Tree Producers. 24
Maples Ltd. 14
Marshall Brokerage. 20
Mathewson's Sons. 71
Mathieu, J. L., Co. 71
Meadow-sweet Cheese Co 8
Millman, W. H., & Son. 20
Minto Bros. 23
Mooney Biscuit and Candy Co. 64
Morton & Sons, David. 77
Mott, John P. & Co. 68

N

Nelson, Dale & Co. 14
Nicholson & Bain. 55
Nickel Plate Stove Polish Co. 74
Nugget Polish C 29

O

Ocean Mills 8
Onken Co., Oscar.....inside back cover
Ontario Lantern and Lamp Co. 73
Ontario Peoples Salt & Soda Co. 74
Oshawa Canning Co. 3
Oxo Company 79

P

Parker Broom Co 78
Patterson Wylde & Co. 27
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S 2
Pickford & Black. 21
Pink, F & T. 24
Piqua Bracket Co. 15

Q

Queen City Oil Co. 21

R

Ramsays' 28
Raymond Bros. 26
Reindeer, Ltd. 68
Richards & Brown. 65
Rock City Tobacco Co. 73
Rowat & Co. 72

S

St. Lawrence Sugar Refining Co. 17
St. Thomas Packing Co. 8
Sanitary Can Co 6
Sapho Mfg. Co. 69
Smith, E. D. 71
Smith & Proctor. 26
Snap Co., Ltd. 70
So-clean Mfg. Co. 25
Spinelli, & Co., D. 76
Spurgeon, H. G. 20
Stewart, I. C. 21
Stringer, W. B. 63
Stuart, Foster Co. 26
Stuhr, C. F. 26

T

Thum Co., O. & W. 62
Tiger Mfg. Co. 18
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works. 21
Tooths Extract of Beef Co. 12
Tuckett, Geo. E., & Son Co. 73
Turnbull, J. B. 21

U

Upton Co., Ltd., T ...inside front cover
Utilities Limited. 72

V

Vipond, H. P. 72

W

Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son. 63
Warren, G. C. 20
Watson & Truesdale. 21
Wellington Mills. 26
West India Fruit Co. 62
Western Distributors, Ltd. 20
Weston, Ltd., George. 22
Wethey, J. H. 57
White & Co. 63
White Swan Spice & Cereals, Ltd. 9
Wiley, F H. 20
Willis Mfg. Co. 74
Wilson, Jos. R. 4
Winn & Holland. 70
Woods & Co., Walter. 68
Woodruff & Edwards. 17

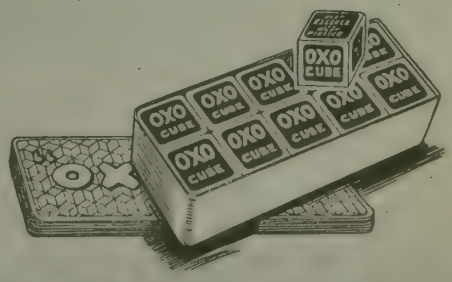
Quality and Advertising Make OXO CUBES Quick, Easy, Steady Sellers

OXO Cubes easily lead all other Beef Extracts in quality, convenience and economy. They are the concentrated goodness of prime beef. One Cube makes a cup of delicious hot **OXO**, without any bother in ladling or measuring it out. **OXO** Cubes add richness and flavor to meat pies, hashes, croquettes, stews and gravies. **OXO** Cubes are invaluable in the sick room.

We are telling your customers these facts about **OXO** Cubes in the leading Canadian Newspapers and Magazines. They are reading **OXO** advertisements and buying more and more of the Cubes. You get the benefit in easier sales and more of them.

Corneille David & Co.

Toronto Montreal Winnipeg
Ottawa London, Ont. St. John, N.B.



NOTICE TO THE TRADE

regarding

COX'S GELATINE

OWING to the rapid and continuous increase in the population of Canada, the Proprietors of COX'S GELATINE find it desirable to broaden their selling arrangements. The trade are asked to note that from March 31, 1912, their Representatives in Canada will be as indicated below.

The Proprietors desire to take this opportunity of thanking those who have so ably represented them in the past.

SOLE AGENTS IN CANADA

EAST	MIDDLE WEST	WEST
Arthur P. Tippet & Co.	**Tees & Persse**	**Martin & Robertson**
MONTREAL	WINNIPEG	VANCOUVER

FOR $21.00 NOW

YOU CAN BUY A SMALL SET OF

Copyright, 1911 Patented, 1911

THE FULL SET

(Patented 1911, in United States and Foreign Countries.)

The above illustration shows entire set of **No. 14 GROCERY YOUNITS**, comprising **125 YOUNITS** to the set. There are **17** display slabs made of well-seasoned oak lumber. **10** of the slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining **108** YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS, and EXTENSION YOUNITS, in assorted lengths and sizes which will enable you to make **HUNDREDS** and **HUNDREDS** of Window Trims and as many odd and standard fixtures.

You Never Need a Tool.

Copyright, 1911. Patented, 1911.

This 10-ft. Window Trim was made with set No. 14, and took only 53 YOUNITS of the 125 in the set, leaving 72 YOUNITS for making other trims and individual fixtures.

MILLER BROS., General Merchants

STONY PLAIN, ALTA., Canada.

P.O. Box 24 Stony Plain, Alta., Sept. 10, 1911.

The Oscar Onken Co., Cincinnati, O.

Gentlemen,—

Please send us another set of the No. 4 Onken Wood Window Fixture Younits. We have more windows to trim and therefore can use another set.

Since using the first set you shipped us for about two weeks, we have concluded not to use any other make of fixtures, as we feel there are none like yours.

They are easy to set up and can be used for the different kinds of merchandise we handle

We would not be without the two sets for anything.

Yours very truly, MILLER BROS.

My Two Sets

Set No. 14. 125 YOUNITS. For two large grocery windows and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **$36.00**

Set No. 14½, 65 YOUNITS. For one large grocery window and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **$21.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border. Shipments made at once for Easter.

ONKEN INTERCHANGEABLE WOOD WINDOW FIXTURE **YOUNITS**

For the accommodation of Grocery Store Merchants who have limited window space, I am making a small set of my YOUNIT Window Fixtures to meet their wants.

This small set will do the same service as the large set, only, of course, on a smaller scale.

No matter what size windows you have, my YOUNIT Window Fixtures will enable you to build most beautiful window displays in a few minutes. Window displays that will attract into your store additional trade.

My Window Fixtures simplify window trimming by economizing your time.

With my set of Window Fixtures, you have at your command unlimited possibilities for HUNDREDS AND HUNDREDS of original and effective trade-pulling window treatments that are positively impossible with hundreds of dollars' worth of metal or any other wood fixtures.

Each set is put up in a Hardwood Hinged-lid Storage Chest (oiled finish).

They are made in one stock finish, weathered oak and in a soft mellow waxed blend.

A book of window trim designs sent with each set sold, showing what can be done with ONKEN YOUNITS. Every set guaranteed to give satisfaction. Shipments made at once for Easter.

THE OSCAR ONKEN CO.

Established 32 Years

No. 788 Fourth Ave.,
Cincinnati,
Ohio,
U.S.A.

Order Through Your JOBBER or DIRECT

The Oscar Onken Co., 788 4th Ave., Cincinnati, O.
Send me your Window Fixture Booklet
Firm.....
City..... Business.....

Glad To Have My Old Five Roses Back

A.E. SHARING

Englehart, New Ont.

¶ *"Have used FIVE ROSES flour for some time. Have tried others, and always go back to the FIVE ROSES, as I have more bread with same amount of flour."*

Mrs. Chas. H. McN—

Newton, N.B.

¶ *"We have used FIVE ROSES for a number of years with very few exceptions, but always glad to come back to FIVE ROSES again."*

Mrs. J. N. M—

Edmonton, Alta.

¶ *"I have been using your FIVE ROSES flour for 5 years and over, and I do not think any other flour is near so good. A friend told me to try..... I did so, but to tell you the truth I was very glad when it was all gone. I did not like the bread and pastry it made one bit, and I was glad to have my old FIVE ROSES flour back."*

Mrs. Thos. McL—

Genoa, Que.

¶ *"I use FIVE ROSES flour and must say it never disappoints me. I have tried quite a few brands of flour, but find there are none that can come up to FIVE ROSES either for bread or pastry."*

Mrs. Andrew B—

Englehart, New Ont.

¶ *"I never use any other flour but FIVE ROSES. I've proved it to be the best for cooking. I've tried other kinds, but I've gone back to FIVE ROSES."*

Mrs. Dick, Box. 433

Unsolicited letters, Brother Grocer. What's the use of struggling against the tide? You can't win out against FIVE ROSES. Because the FIVE ROSES customer is a *permanent* asset.

When she tries another brand it only confirms her in the use of FIVE ROSES. Make *your* customers come back—sell FIVE ROSES. To-day ask your jobber—or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MARCH 22, 1912 No. 12

The Brain Has a Limited Capacity

If one-half its load is removed it can handle the remainder twice as well.

This merchant is overworked. He is not making each year the profit he should. He is losing money daily by not giving his attention to important matters in the management of his business. He is handicapped.

More than half his brain is working on how to take care of the five greatest troubles in a retail store—cash sales, credit sales, money received on account, money paid out, and money changed.

If he only would let a National Cash Register take care of these important details he could then give his WHOLE BRAIN to the big things that would make his business successful. He would be just as prosperous and happy as the man opposite.

This merchant is successful. His brain is occupied with the big and important things that will increase his business. His five greatest troubles—the handling of cash sales, credit sales, money received on account, money paid out, and money changed by himself and his clerks—are taken care of by a National Cash Register.

His whole brain is planning how to increase his business. He is not worried with the routine matters that are handled far better by a cash register. He has time for study and for recreation, and he can take frequent vacations.

He is an up-to-date business man and his feet are firmly planted on the road to success.

WRITE NOW FOR FREE BOOKLETS

NATIONAL CASH REGISTER CO.

Canadian Factory at Toronto — General Sales Office for Canada: 285 Yonge Street, Toronto

Surprise Soap

gives

Valuable Cash Prizes

HOUSE CLEANING COMPETITION MARCH 15th TO MAY 15th, 1912

A window can be put in at any time between these two dates. Competition is for—

A HOUSE-CLEANING WINDOW, consisting of any or all the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap, given a good display and prominent position.

1st PRIZE	-	**$50.00**	**6th PRIZE**	-	**$10.00**
2nd PRIZE	-	**35.00**	**7th PRIZE**	-	**10.00**
3rd PRIZE	-	**20.00**	**8th PRIZE**	-	**10.00**
4th PRIZE	-	**15.00**	**9th PRIZE**	-	**10.00**
5th PRIZE	-	**10.00**	**10th PRIZE**	-	**10.00**

In addition to these prizes every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class pocket-knife, free, by mail.

Prizes will be awarded as soon after May 15th as the judges can make the awards.

Conditions of the Contest are:—

(1) The Window must be a general House Cleaning Window Display. As this is the season for advertising this line, a good display of anything that is needed for House Cleaning or doing Washing, either material or apparatus, may be included.

(2) IT IS NECESSARY IN ORDER TO PARTICIPATE IN THE CONTEST THAT THE "SURPRISE" SOAP WINDOW DISPLAY MATERIAL BE USED; AND "SURPRISE" SOAP BE GIVEN A PROMINENT POSITION IN THE WINDOW. (SEE MAILING COUPON BELOW.)

(3) We will furnish on application "Surprise" Soap Window Display material, with full instructions on how to display. It is simple and easy to put up.

(4) Method of Judging Contest.—By Photograph of Display. Every competitor is to have a Photograph taken of the Window Display; and on the back of the Photograph, or attached to the Photograph, a description of the Window should be given, telling how it is made up, the color scheme, and any other items that it is desired to mention to give full description of the Window Display, as well as your name and address.

A small Photograph will answer the purpose, taken either by yourself or friends. It must be plain and distinct.

(5) JUDGES.—The Judges of this Competition will be Mr. H. C. McDonald, Pres., and Mr. J. L. Maude, Secy., of The Canadian Window Trimmers' Association, who have full power to award Prizes according to Section No. 4, that is, Judging will be done from Photographs sent in and Prizes awarded accordingly.

(6) Photograph should be mailed to "Surprise," 69 Front Street E., Toronto, Ont.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

.....

.....

Width of Window

Feet .....

Inches .....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

THREE LEADERS

Scotch Fish

The "Moir" Brand of canned Scotch fish has all the delicacy and richness of flavor of the freshly caught fish. It is a satisfactory brand to buy because it is always the same—you can judge the quality of the entire year's output by a single can.

Packed by
MOIR, WILSON & CO.
ABERDEEN

Coco Fruitine

Vegetable Butter

Its purity, rich, delicate flavor and evident superiority to butter, oil or lard, commend it to all housewives who are anxious to save in cooking and baking. Made with scrupulous care in Marseilles.

Economical

"Griffin" Brand Seedless Raisins

The choice of critical judges of quality has never fallen upon other brands of Seedless Raisins in such generous measure as on the famous "Griffin" trade-marked product.

Grown, cured and packed in the largest vineyards on the Pacific Coast, and never tampered with en route.

The Standard

ARTHUR P. TIPPET & CO.
Montreal *Toronto*

SHREWD GROCERS ARE FEATURING THIS NEW 5-POUND CARTON OF

Redpath Extra Granulated Sugar

The Grocer who is keenly alive to business chances has welcomed the new REDPATH 5-pound Carton, for several reasons.

He knows his best customers prefer package goods, and are pleased with the cleanliness and convenience of the REDPATH Sugar Carton.

He sees the strong advertisements we are running, and feels their effect in enquiries and sales.

He appreciates the saving of the time which he formerly had to spend in weighing out the sugar into paper bags.

He knows that each 100 lbs. he buys can be sold as 100 lbs., whereas in weighing it out himself he invariably lost a little.

The REDPATH Carton prevents the annoyance and loss from the bursting of paper bags in delivery.

The Grocer finds the handsome REDPATH Carton brightens up his store, and makes most attractive window and counter displays. It shows, too, that he is up-to-the-minute in securing all the newest and best things for his customers.

He can keep his reserve of cartons out of the road, in the store-room, instead of having to keep barrels under the counter. Besides, the wooden cases, holding 24 5-pound cartons, are much easier to handle and better to store than are the heavy, bulky barrels.

If you have not yet stocked REDPATH Package Sugar, order right away from your jobber.

The Canada Sugar Refining Co., Limited

Montreal

LESSENS SWEEPING LABOR!

The work connected with housecleaning is, to say the least, tiring and tedious. Now if you can recommend an article to a woman and guarantee it as a reducer of housework labor—the sale is yours.

SOCLEAN

The Dustless Sweeping Compound

lessens the labor of sweeping by one-half, besides being a disinfectant it leaves a pleasant odor after using.

SOCLEAN is very economical to use, and may be stocked for all classes of trade, being put up in handy sized lithographed pails, convenient for household use, to sell at 25c., 50c. and $1.00.

There's sure to be a big demand at this season and the profit makes it well worth your while to stock.

ORDER FROM YOUR JOBBER—OR DIRECT FROM US

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

BORDEN'S

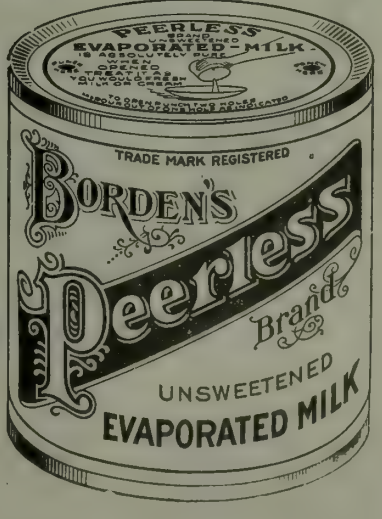
EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
By which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" **Established 1857**

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

"For every female fly killed now, there will be several million flies the fewer to be killed in August."

Dr. Hastings, M.H.O., Toronto

WONDER FLY KILLER

is popular with all classes, as the only fly killer that rids the house of this terrible pest. Educate your trade to start NOW in the crusade against the fly. Bear in mind the statement of Dr. Hastings fully recounted in this issue.

Dominion Agent: JOS. R. WILSON

204 Stair Bldg., TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.: ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

THE NEEDS OF GROWING CHILDREN

are wholesome, healthgiving, nutritious foods—the kind that make rich, red blood. One 10c. tin of

"SIMCOE" BAKED BEANS

will give sufficient nutriment for an entire family for one meal. "SIMCOE" Baked Beans are the antidote for the high cost of living—delicious and appetizing, contain as much value in food properties as a pound of beefsteak.

Feature the 3's Family, size "the tin with more beans at a lower price."

ASK YOUR WHOLESALER FOR PRICES.

Dominion Canners

LIMITED

HAMILTON, CANADA

That delicate, natural fresh fruit taste that delights the palate of your more fastidious patrons is always present in

KITCHENER BRAND
FOOD PRODUCTS

They are wholesome, appetizing and delicious—and appeal to all lovers of jam delicacies. "KITCHENER" Brand makes the trade grow naturally and opportunity is looking the dealer in the face. TAKE ADVANTAGE.

A TRIAL IS ALL WE ASK.

OSHAWA CANNING CO., Limited
OSHAWA - - - ONTARIO

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

Clark's

Boston Baked Pork and Beans

Are Invincible in Quality

CLARK'S
Boston Baked Pork and Beans

Are all Nourishment

CLARK'S

Boston Baked Pork and Beans' inimitable flavor is the result of experience which enables us to guarantee every can. The people know what they want when they order Clark's Pork and Beans, and they always get what they want.

CLARK'S
Boston Baked Pork and Beans

Plain Sauce, Chili Sauce, Tomato Sauce

W. CLARK, Montreal

Manufacturer of High-Grade Food Delicacies

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Century Salt

The salt that sells. It's the salt that's advertised and is winning public attention and favor. The best for table and dairy. It's the salt that sells with profit. Prompt shipments assured.

THE DOMINION SALT Co LIMITED
SARNIA, - ONT.

Get Your Order

in immediately if you want to be supplied in good time and get your share of the big profits. We are advising you this because the demand for

Golden Ray Cleaner

the latest and most wonderful cleaning preparation on the market, is assuming enormous proportions.

Golden Ray will not only clean hands but will remove the stain from any fabric, no matter how delicate, without harming it.

Waite & Fuller
4 Union Avenue, MONTREAL

You Want to Earn More, Don't You?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for $7.00 or $8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from $25.00 to $50.00 per week.

Write for full particulars to

THE MACLEAN PUBLISHING CO.
143-149 University Ave. Toronto, Ont.

COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

MR. DEALER

for over fifty years Cook's Friend, "The Baking Powder With a Pedigree," has been a leader. To-day, through its quality and advertising, sales are increasing monthly. Are you getting your share?

Purer than the Law Demands
—Contains No Alum.

W. D. McLAREN
Montreal

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade?

Carr's Biscuits

are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Mr. Grocer—Have You Been Reading the Heinz Advertisements?

THEY are now appearing in the Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, Collier's Weekly, Christian Herald, Etc., Etc.

Advertising like this was never used before for a food product.

It is advertising that takes the grocer into consideration—that helps your customers to a better appreciation of you.

H. J. Heinz Company—57 Varieties.

By Royal Letters Patent

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

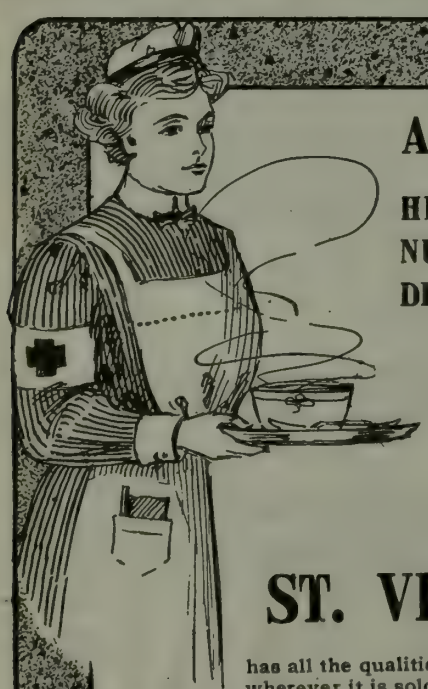
Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.

Made in one and two dozen sizes.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



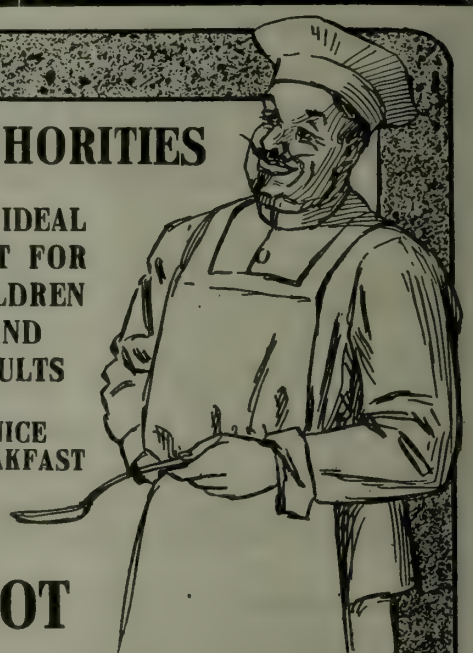
APPROVED BY ALL AUTHORITIES

HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT

THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

21,071,199 Free Coupons

in Canada and the United States

good for Puffed Rice and Puffed Wheat at any Grocery Store

These twenty-one million coupons will be printed with full page advertisements in ninety of the big home magazines coming out in April and May.

Tens of thousands of these coupons will call for a free package of Puffed Rice—**we redeem these from the grocer for 15 cents cash.**

Other tens of thousands of these coupons will call for a free package of Puffed Wheat—**we redeem these from the grocer for 10 cents cash.**

And still other tens of thousands of these coupons will call for a free package of Puffed Wheat, providing the customer presenting the coupon purchases from the grocer a package of Puffed Rice—**we redeem these from the grocer for 10 cents cash.**

For Ten Weeks Your Customers

Get Puffed Rice or Puffed Wheat FREE

While You Get the Retail Price

You will be asked many times from what magazines coupons may be cut. Here is the list, ninety in all.

These come out during April but are dated May

Weeklies on list come out during April

- Woman's Home Companion.
- Ladies' World
- Delineator
- Designer
- New Idea
- Housewife
- Home Life
- People's Popular Monthly
- People's Home Journal
- Outlook
- American Boy
- Extension Magazine
- Advance
- Continent
- Israelite
- Christian Standard
- Epworth Herald
- Western Christian Advocate
- Central Christian Advocate
- Pacific Christian Advocate
- Christian Advocate
- Canada Monthly
- Canadian Pictorial
- Canadian Home Journal
- Housekeeper
- St. Louis Christian Advocate
- Uncle Remus Magazine
- Sunday Magazine Chicago Record-Herald
- Sunday Magazine St. Louis Republic
- Sunday Magazine Philadelphia Press
- Sunday Magazine Pittsburgh Post
- Sunday Magazine New York Tribune
- Sunday Magazine Boston Post
- Sunday Magazine Washington Star
- Sunday Magazine Minneapolis Journal
- Sunday Magazine Denver Rocky Mountain News
- Sunday Magazine Buffalo Courier
- Sunday Magazine Detroit News Tribune
- Sunday Magazine Baltimore Sun
- Magazine Section Philadelphia North American
- Magazine Section Boston Globe
- Magazine Section Washington Post
- Magazine Section San Francisco Call
- Magazine Section St. Louis Globe-Democrat
- Magazine Section Cincinnati Enquirer
- Magazine Section Chicago Tribune
- Magazine Section Pittsburgh Dispatch

These come out during May but are dated June

Weeklies on list come out during May

- Canadian Magazine
- Ladies'Home Journal
- Pictorial Review
- McCall's Magazine
- Modern Priscilla
- Good Housekeeping
- Mother's Magazine
- Vogue
- Woman's World
- Collier's Weekly
- Literary Digest
- Youth's Companion
- Christian Herald
- Christian Endeavor World
- Pittsburgh Christian Advocate
- Texas Christian Advocate
- N. W. Christian Advocate
- California Christian Advocate
- Churchman
- Sunday School Times
- Congregationalist
- Western Home Monthly
- Saturday Evening Post
- Holland's Magazine
- Sunday Magazine Pittsburgh Gazette Times
- Sunday Magazine Rochester Democrat and Chronicle
- Sunday Magazine Memphis Commercial Appeal
- Sunday Magazine Minneapolis Tribune
- Sunday Magazine Louisville Courier-Journal
- Sunday Magazine New Orleans Picayune
- Sunday Magazine Kansas City Journal
- Sunday Magazine Buffalo Times
- Sunday Magazine Richmond Times-Dispatch
- Sunday Magazine Omaha World-Herald
- Sunday Magazine Cleveland Leader
- Sunday Magazine Detroit Free Press
- Sunday Magazine Milwaukee Sentinel
- Sunday Magazine Cincinnati Commercial Tribune
- Sunday Magazine Columbus Dispatch
- Sunday Magazine Des Moines Register and Leader
- Sunday Magazine Denver Republican
- Sunday Magazine Worcester Telegram
- Sunday Magazine Providence Tribune

There will be a quarter of a million cases moved on this coupon sampling plan, in Canada and the United States, on which the merchant will get his full profit. The mills are running night and day to turn out enough goods to meet the demand.

We urge orders of not less than two cases each—four cases in all—of Puffed Rice and Puffed Wheat. That will mean 144 packages, and those cannot go far in a free coupon demand.

Your order should be placed to-day

The Quaker Oats Company

PETERBOROUGH, ONT.

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

John Gray & Co., Ltd.
Glasgow

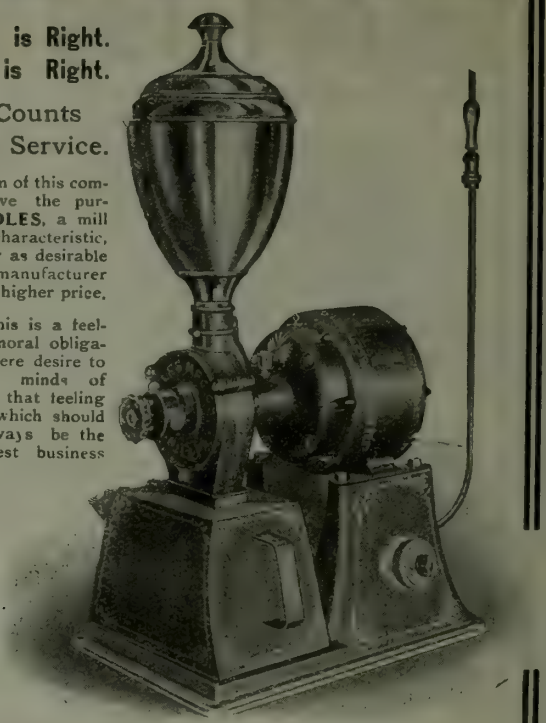
SOMETHING GOOD

The Price is Right.
The Mill is Right.

Nothing Counts Like Service.

The chief aim of this company is to give the purchaser of a **COLES**, a mill as refined, as characteristic, and altogether as desirable as any other manufacturer can offer at a higher price.

Back of all this is a feeling of strong moral obligation and a sincere desire to instill in the minds of **COLES** users that feeling of confidence which should and must always be the basis of honest business relations.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Sardines
Are a Healthy Food

By Special royal permission

MEDICAL science tells us that the sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food. With

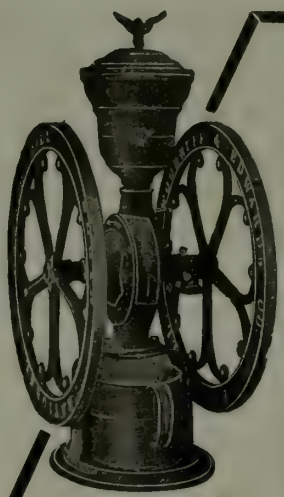
KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win and hold your best trade. The careful preservation in the cooked state in oil precludes contamination.

Sell the Best—"King Oscar." There's satisfaction to customers and good profit to you in the sale.

CANADIAN AGENTS:

J.W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - Ont.



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

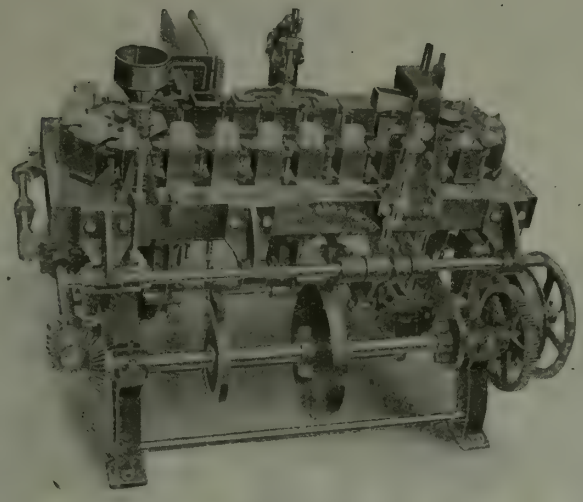
BAG-MAKING & PACKETING

Machinery of Every Description

Labelling

Wrapping

Etc., Etc.



THE LOVELL NEW TYPE PACKETING MACHINE

Bag Machines

With folding in both these methods

Send us Samples and let us suggest where we can save you money

Lovell's Bag and Packet Machinery, Limited

59-60 Gracechurch Street, LONDON

HERE IS A WELL ADVERTISED LINE

Send for our New Folders and Window display.

There is 50% profit on every package you sell. Goods guaranteed.

PRICES NET:

	Per doz
10c. Packages, 6 doz. in case	.80
25c., one doz. in Display Box, 3 doz. in case	2.00
50c., one doz. in case	4.00
Complete One Dollar Outfits with Baskets, etc.	7.80
10c. Electros in Packages	.80
25c. Electros in Packages	2.00
50c. Large Hotel size	4.00

WONDER-SHINE LIMITED

GENERAL OFFICES—220 King St. West - TORONTO, CANADA

J85

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREA

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

UP-TO-DATE IN SPOTS ONLY

aptly describes the grocer who will adopt modern system in some departments, but continues the old unsanitary method of handling Molasses.

The customers of to-day are modern, and bulk molasses, different in flavor and color on each order, will not appeal to careful housekeepers.

Could we suggest a better reason for MOLASSES IN TINS?

Quality Always Uniform **Package Always Sanitary**

Try this Combination.

Domolco

For the Table

A spread for bread, more wholesome than Jam, the favorite sweet for porridge, or over griddle cakes.

Gingerbread

For Baking

Unequalled for Gingerbread, Ginger Snaps, Candy Making, etc. Made from West India Sugar Cane—Nothing else.

Perfect Products **Positive Profits**

Write us direct for Samples, and address of your nearest distributor.

THE DOMINION MOLASSES CO.

LIMITED

Halifax, - - - - - Nova Scotia

Tartan BRAND
THE SIGN OF PURITY

FISH FOR LENT

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS
ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Lest We Forget—Again

THAT WEALTH OF FLAVOR

which is so conspicuous in **"RIDEAU HALL" Coffee** can only be obtained by the most careful selections and expert **blending and roasting** of the **Highest Grades of Coffee.**

The true value of a coffee is in the cup.
We buy that way and sell that way.

Hence Our Success.

Gorman, Eckert & Co.
LIMITED
LONDON, ONT. WINNIPEG, MAN.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence **Granulated**

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company

MONTREAL

SOLE AGENTS FOR CANADA

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence

ST. CHARLES BRAND EVAPORATED MILK

has a reputation that it fully deserves for purity and general goodness.

St. Charles Condensing Co.

INGERSOLL, ONTARIO, CANADA.

Get Ready for Spring

Just as sure as there is a sky above—will the housewives of your locality have reason to purchase a polish that will redeem tarnished brass or copper to its original new color.

VENAUTO METAL POLISH

is your best seasonable stock. There is sure to be a demand for a polish of this nature. Don't let the household trade find you unprepared.

STOCK UP NOW

BANNER MFG. CO., Box 35, Station C, Montreal

EAT———

Purple and Gold Brand

RAISINS

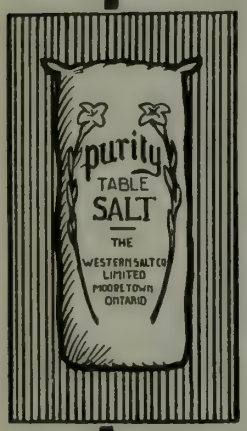
California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS.** Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario

Especially Good for Infants and Invalids

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

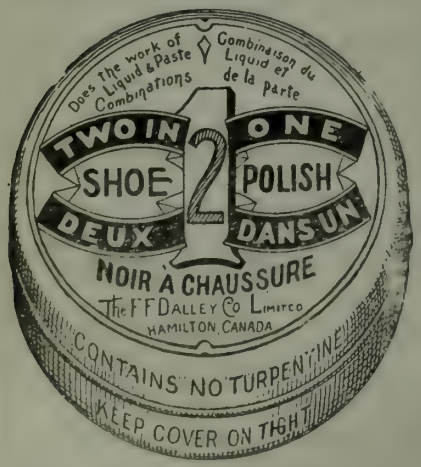
Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario


Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F F Dalley Co Limited
HAMILTON CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, ONT.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals 21 Royal Appointments

PEEK, FREAN'S GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

AGENTS:

The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309 and 311 King St. West, Toronto

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

The W. H. Escott Co.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta

Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

TORONTO

We are offering Stephens' English Peels, finest in England, prices right.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND MANUFACTURERS' REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

When Wanting

Canned Vegetables or Fruit

Wire or Write

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B

Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.

Codes: A,B,C, 5th edition, and private.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT GEO. J. CLIFF, Manager

CLAY PIPES
Those made by *McDOUGALL* are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

DO YOU KNOW ALL OF YOUR "CREDIT CUSTOMERS" PERSONALLY?
IF NOT, YOU NEED

Allison Coupon Books

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either, for they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

OAKEY'S
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

FOR SALE
A Well-established Grocery Business in the thriving city of Kamloops, B.C. Sales for 1911 over $100,000.00. Best location in the city. This will stand investigating. Reason for selling on account of owner's health. Store can be enlarged for general business and will give lease on building. Write owner, P.O. Box 203, Kamloops, B.C.

KEEP POSTED ON SUGAR
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along--

H.P. is no shelf-warmer, it's no sooner on than it's off again—
off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto, Montreal, Winnipeg, Man., and Vancouver, B.C.
R. B. Seeton & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng

H.P. SAUCE

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

Soap Profit Sustained

¶ In this advertisement it is not our intention to prevail upon your good sense that there is reasonable profit in soap at 6 bars for 25c., but we will mention a bar soap that gets as many sales, and a profit that is worth while:—N.P. BAR.

Now, you grocers, who are alive to the game, got your ear to the ground as it were, know that it is just as easy to sell a good, honest foot of soap as a tiny bar. There's money in the big game—It's up to you which is best.

It will be our pleasure to quote prices.

David Morton & Sons, Limited

Victor Soap Works HAMILTON

CANNED PEAS

1000 Cases "PRIMUS"

STANDARD 2's - - $1.12½ doz.

EARLY JUNE 2's - - $1.17½ doz.

NET 30 DAYS F.O.B. MONTREAL

These are not SOAKED, but the FINEST put up last year.

What Do You Think?

L. CHAPUT, FILS & CIE., LIMITÉE

Wholesale Grocers and Wine Merchants

MONTREAL

WE WANT TO HEAR OF ANY DISSATISFACTION

on the part of the dealer or user of the **Dominion Match.**

This is the only perfect match, it lights silently, and does not sputter or spark when struck.

The Dominion Silent Match is a staple that bespeaks the reputation for your store.

The demand is steady—your profit good.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.

Make Clear

your shelves for the best goods during 1912, and you will not regret it.

MACARONI OF THE "SWALLOW BRAND"

has absolutely no superior, and it is therefore the line for you to handle. Our prices are right and you will find the goods just the same.

WRITE ABOUT SPECIAL PACKAGE WE ARE NOW PLACING ON THE MARKET

The C. H. Catelli Company, Limited

MONTREAL - CANADA

Sells all the Time!

in every season of the year

PATERSON'S SAUCE

is the real Worcestershire. It has quality and flavor that can be found in no other. It sells particularly well just now by reason of the demand for a high-grade table sauce that lends a real relish to a fish dish.

As with Rowat's Pickles, there is good profit in Paterson's Sauce.

Put in a stock to-day.

Rowat & Co.

Glasgow - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Government Analyses Prove its Superiority.

Every Test Proved ABSOLUTELY PURE Maple Syrup

Order "Pride of Canada" New Maple Syrup At Once

You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

Maple Tree Producers' Assoc.
LIMITED
Montreal

From Top to Bottom

of this list each and every article is benefitted by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because everyone wants it.

Can be had from any wholesaler from Ocean to Ocean.

Cases of 3 dozen, $1.19 per dozen, or $14.28 per gross

F.O.B. wholesaler's shipping point.

Lots of 5 gross, $13.40 per gross

Delivered to any railway station from Halifax to Vancouver.

Terms:—Net 30 days.

Agents in Canada

HUDON, HEBERT & CO.
LIMITED

MONTREAL

The most liberally managed firm in Canada.

GLASS and PORCELAIN

- Windows
- Mirrors
- Show Cases
- Lamp Shades
- Chimneys

METALS

- Brass
- Nickel
- Copper
- Tin
- Silver
- Gold

Celluloid

Marble Work

Wood Work

Oilcloth

Painted Surfaces

100 % PROFIT

The FLYSAC Flycatcher

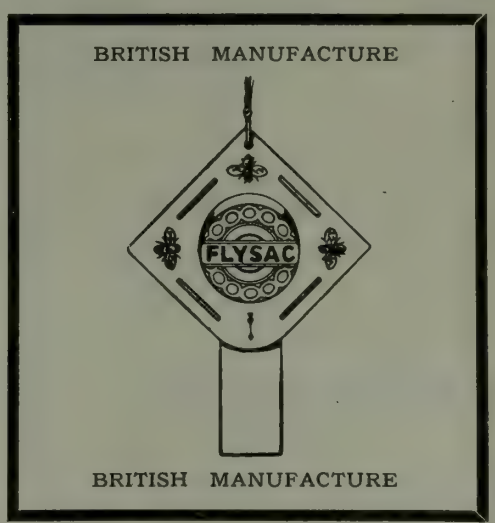
The Very Best and Cheapest on the Market

Many a device has been invented in order to cut short the life of the fly, but none has stood such a test and proven so wonderfully effective as the above. The housewife likes it because it has not certain objectionable features very common in other makes.

Sells on Sight

BECAUSE

It is Different



Price is Right

AND

Profit is Large

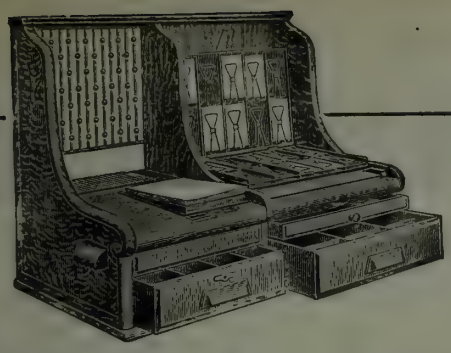
FLYSAC means—

No leakage. It is hermetically sealed.
No escape. The ribbon is evenly coated.
No loss. There is no dead stock.
No complaint. There is a generous length of ribbon.

FOR PRICES WRITE

HODGSON, SUMNER COMPANY, LIMITED - MONTREAL

Exclusive agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.



Night Work and Worry

or pouring over figures and books is keeping you from success.

Why this midnight toil?

You, as proprietor in the grocery business, will make your biggest gains in commercial business. The selling branch wants you, let the **McCASKEY-ACCOUNT REGISTER** look after your accounts—in that way you will find the goal of success within your reach.

The simplicity of the McCaskey is only outclassed by its performance as the ideal of eliminating all account keeping drudgery. It takes care of your own purchases as well as of your credit and cash sales.

Don't worry over books. Ask us to give you a demonstration. We have representatives in all parts of Canada.

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Canada

519-521 Corn & Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD

PURE SPICES

It does not pay any grocer to trifle with his trade in the matter of spices. Absolute purity must be the always-present feature of the line he handles, or he will lose business.

Be on the safe side and sell

"Prince of Wales" Brand

The brand that stands for purity

S. H. EWING & SONS

MONTREAL **TORONTO**

THE FARMER BUYS

Carter's Root Seeds

FROM YOU

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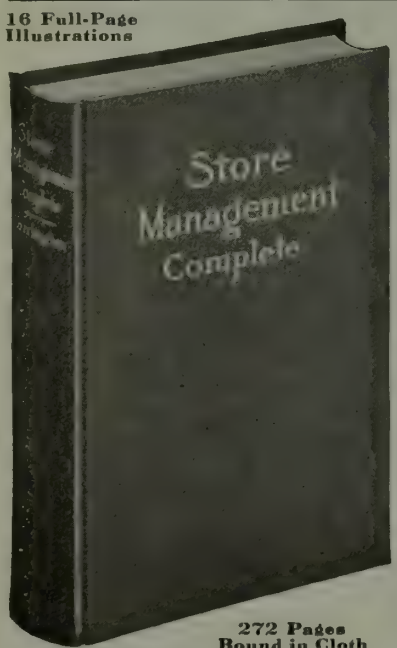

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We Clean Up Everything

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More Sold Now Than Ever Before

BULLDOG SPECIALTIES:

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Mr. Grocer,

The season for spring house-cleaning is now here. You will be buying Ammonia Powder, Liquid Ammonia, Borax, etc. Do not fail to ask the wholesale grocery travellers about **BULLDOG AMMONIA POWDER,** they have **A BIG SPECIAL OFFER** to make you.

Sole Manufacturers: **The John B. Paine Company, Limited,** Toronto, Ont.

"ANYTHING LITSTERS IS GOOD"

PURITY AND SATISFACTION

The great selling advantage of

LITSTER Pure Foods

is that they advertise themselves. Their superior quality and flavor is a matter of general comment, and enthusiastic buyers are more than apt to tell their friends.

Why not specialize on the best class of goods for the better class of trade? More money in it, more satisfaction, more prestige.

The Litster line shows the way.

THE LITSTER PURE FOOD CO., Limited
TORONTO

PURE FOOD LITSTER'S

QUEEN QUALITY PICKLES

Your good merchandising sense will bear out the statement that lines possessing the quality and flavor of Queen Quality Pickles will sell, and make you a good profit also—once you have stocked them.

The line includes:
10 and 12 oz. bottles.

Sweet Mixed and Chow Bulk Pickles in pails.
Perry's English Sauce.
English Chow Chow in pails.
Pure Tomato Catsup, bottled or in bulk.
Worcester Sauce, bottled or in bulk.
Queen Quality Universal Sauce.

WRITE FOR QUOTATIONS.

Taylor & Pringle Co.
OWEN SOUND, ONT.

Show the Fly No Mercy

Flies are 100% more dangerous than you think they are and you should educate your customers to start a war against them before there are swarms around. One fly killed early means destruction to their children.

The Brilliant Flycatcher

is certainly what the housewife will appreciate and you will make no mistake in suggesting that she buy now and hang the traps in different parts of the home.

It is the most reliable glued catcher on the market.

Is warranted to retain its stickfast quality.

Will unroll as a ribbon a full yard.

$1.75 PER BOX OF 100

For Special Jobbers' Prices Write

GRANGER FRERÈS, LIMITÉE

MONTREAL

Was the Garden of Eden in Missouri?

We all have that "show me" instinct which must have come from some common ancestor—the presumption is that it came from Adam.

The low priced article is the money maker.

With an effective display and attractive, alluring show cards (furnished by us) goods of first-class quality and established reputation will sell themselves.

SAPHO ANTI-DUST meets a long neglected demand for a sweeping powder which not only has a sweet, wholesome odor, but which is at the same time a strong disinfectant. **It is the only sweeping powder which kills moths, insects and disease germs, makes carpets look like new, reduces the expense of frequently washing uncarpeted floors.** Its advantages are manifold and we will gladly send you "selling details."

SAPHO INSECTICIDE kills instantly cockroaches, bed bugs, ants and insects of all kinds. Summer hotels and cottages are entirely freed from all insects by the use of this preparation. It is beyond all doubt the most effective insecticide on the market and a quick seller. Last year's demand exceeded our capacity.

SAPHO METAL POLISH is an old favorite among those who have used it. The composition makes it especially desirable for use on metal exposed to rain or damp.

SAPHO WHITE VANILLA. The wonder of the age and a rapid seller owing to its strong flavor, and its novelty.

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WRITE SALES DEPARTMENT "G."

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WILSON'S
FLY PADS

Are Wholesale Fly Killers

Every ten cent packet will kill more house flies than $8 worth of any sticky toy on the market.

Retailer's profit from 66⅔ to 80%

Annual sale in Canada many times larger than all other fly poisons combined.

Order now from your Wholesale friends

YOU BE THE JUDGE

——give L. & B. Banner Brand Jams and Jellies a trial in your home and in your displays, a favorable verdict will result we are certain. Stocking inferior brands means taking chances with your customers. Take no chances.

Packed in 30-lb. wooden pails ; 5-lb. tins, 8 to case ; 2-lb. tins, 24 to case.

LINDNER & BENNER, -:- -:- TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

A SNAP in MOLASSES—

During the recent "tie-up" on the railroads, we had a car that was held up, and to make room for our next car, we have decided to offer it at unheard of prices.

WEST INDIA MOLASSES— Quality Guaranteed

Barrels, 21c gal. Half Barrels, 23c gal.

These are exceptionally low quotations for the quality offered.

A BARGAIN—PURE PLUM JAM

Crates of 8/5 lb. tins, 8c per lb.

BERRY'S SHOE BLACKING

Regular 10c tins, a Snap at 60c per doz.

Send us your orders for these lines at once, as our stock is limited and are offered subject to being unsold.

EBY-BLAIN, LIMITED, TORONTO

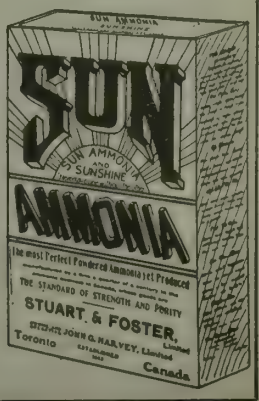
Wholesale Grocers and wholesale distributors of "Anchor" brand goods

SUN AMMONIA

(HARVEY'S)

For 25 Years

the Standard of Strength and Purity



Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO

Robinson's Patent Groats

Made from the finest oats, scientifically prepared.

Robinson's Patent Barley

Made from the finest Barley. Will bring you the best class of trade.

MAGOR, SON & CO.

403 St. Paul Street, MONTREAL. 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA.

On Griddle Cakes for Breakfast

folks will find Crown Brand Corn Syrup more delicious and more easily digested than any other. Just suggest to them that they try

CROWN BRAND CORN SYRUP

and hear them come back and ask for more. In fact, it would not be strange if some of your customers thanked you for the suggestion.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Results from U.S. Food and Drugs Act

In 1,400 Cases Before Courts Convictions Were Secured in Majority —Much Good has Resulted From Moral Effect of Pure Food Legislation—Benzoate of Soda Controversy—Trade Customs of Questionable Character—Fourth Article of the Series.

By W. S. Greening.

The Food and Drugs Act of the United States is a comprehensive and highly technical piece of legislation. It was passed to remedy a widespread evil of long standing, and great care had to be exercised by its sponsors to guard against any misunderstanding as to the scope of its operation.

There are two dangers of this kind which have to be avoided in legislation. If the terms are too general a chance is left for offenders to pick holes in the act and make a successful defence through the use, or rather abuse, of technicalities. On the other hand, if the machinery provided for enforcement is bound up in "red tape" it makes the legal side so complicated as to be unwieldy.

Results Instead of Details.

There is an old saying that the wit of man cannot devise a law that the wit of another man cannot evade, and this is specially true of food legislation. The Heyburn bill is probably as well drawn as any instrument could be. The definition of "adulteration" and "misbranding," which are the offences to be punished, are as wide and comprehensive as possible, whereas the clauses relating to the enforcement of the law are drawn to the minutest detail. As the scope of these articles is general rather than technical, we will endeavor to show the results of the law, rather than go into the details of the act itself.

The act deals chiefly with "misbranding." It does not prohibit the manufacture or sale of adulterated goods. It simply insists that every article must be clearly labelled in such a way as to inform the purchaser exactly what he is buying. In other words, it endeavors to make commercial honesty coincide with common honesty.

Questionable Trade Customs.

During the long period in which there was no law on the subject, a host of trade customs had grown up. These were understood by the manufacturers and dealers, but the puble knew nothing about them. As a general rule, it may be said that these customs were never to the advantage of the consumer. For instance, it was the custom in many cases to sell "gross" for "net." In other words, to include the weight of the package in the net weight of the goods. Thus arose bottles which were of "reputed pints," and other customs equally misleading.

Another trade custom was the abuse of the terms "Mocha and Java," "Pure Fruit Extracts," etc. Many examples will readily occur to every reader. Now the Food and Drugs Act changed all this. It simply refused to recognize any trade custom if it misled the purchaser in any way as to the true nature of the article he was purchasing. On the other hand, good and legitimate trade dscriptions, specially in the question of proper grading of commodities, such as nuts, currants and raisins, were retained and even admitted as evidence in given cases. One firm was fined for selling raisins as "extra selected," when it was discovered they were described simply as "good ordinary" in the trade.

Origin of Most Difficulties.

Although "compounds" and "mixtures" were not prohibited when properly labelled, the act gave wide power to the officials to seize and destroy any goods which were decayed or unfit for human food. In conjunction with this was the prohibition of any poisonous or deleterious substance. So the powers were pretty wide if a liberal construction was given of these two clauses. Most of the difficulties in enforcing the law have arisen from these sections of the act.

The machinery for enforcing the act was comparatively simple. The aim is to get at the actual manufacturer as the root of the evil. In most cases the actual shipment of adulterated or misbranded goods is seized and destroyed if actually adulterated. If misbranded, the owners are usually given a chance to brand them properly or export them beyond the jurisdiction of the United States. A bond, of course, has to be given in this event. Before any action is taken by the courts the owner is given a private hearing before the Secretary of Agriculture or his nominee. If he can make a satisfactory explanation on questions of fact the case goes no farther. If he fails to do this, the case is tried before the court in the district where the shipment was seized. If the court gives judgment against the defendant his goods are forfeited. A fine may be imposed, but this is optional.

Many Convictions Secured.

So far it has been fairly easy to get convictions. In something over 1,400 cases already tried, the Government have secured convictions in practically all. But it must be remembered, they do not proceed without having a very good case. No doubt, thousands of actions contemplated have never come to trial, as the shipper has been able to make a good defence in the private hearing.

The act was passed on June 30, 1906, but did not become law until January 1, 1907. This gave the trade time to make the necessary change in their labels, and generally, to "clean house." An immense quantity of goods which would not pass muster were hurriedly exported beyond the jurisdiction of the United States. Unfortunately, Canada being the nearest point, got more than her fair share. Then the state began to proceed against offenders. It was found necessary to add a good many "Rules and Regulations" to the text of the act to facilitate its harmonious working. There were forty at the beginning, but the number has been increased from time to time as decisions by the courts have given new rulings on stated cases.

The Use of Preservatives.

It is over these "Rules and Regulations," rather than the text of the act itself, that the chief controversies have arisen. The most important of these refers to the question of preservatives being used generally, and benzoate of soda in particular. The act does not deal with the question of preservatives of any kind; it simply prohibits the addition of any added poisonous or deleterious ingredients which may render the article injurious to health. Dr. Wiley, who has very strong views on the subject, held that this clause amounted to a prohibition of the use of benzoate of soda in jams, catsups and allied products. The Department proceeded to prepare cases against a great number of packers who were using it. The latter made a vigorous defence on the ground that it was open to question whether the use of the preservative was deleterious, and claimed they were within their rights if the presence of same was plainly stated on the label.

They managed to convince President Roosevelt that there were two sides to the question, and he appointed a Referee Board, with Dr. Ira Remsen (probably the best known chemist in the United States) as chairman, to inquire into the matter. This board upheld the contention of the manufacturers, the verdict amounting to the Scotch "not

(Continued on page 42.)

Why Fly Destroyers Should be Sold Now

One Fly Killed Now Means Millions Less in Couple of Months' Time—Facts Which Dealers May Use in Persuading Customers to Make Early Purchases—If Sales are Delayed Fly Pest in Many Homes During Summer Months Becomes Unconquerable.

Toronto, March 21—(Special). — "For every female fly killed NOW there will be several million flies the fewer to be killed in August."

This is the statement made by Dr Hastings, medical health officer of this city.

The doctor bases his statement on scientific facts that cannot be disproved. They are wonderful facts—interesting in the extreme—and they should get every retailer working immediately to sell fly poisons, stickers and traps.

"Every winter seasoned female fly," Dr. Hastings said to The Grocer, "deposits in the neighborhood of 150 eggs in a favorable breeding spot. In only 10 days time these eggs are incubated and then we have a colony of 150 extra to contend with. These are all full grown in that short space of time.

"Now figure it out for yourself and you will see that in a few weeks there will be millions of the pest to fight against."

How the Millions Arrive.

Let us do a little figuring.

In 10 days from the time the fly deposited her eggs we have 150 extra. Suppose half of these are females. Chances are that the percentage will be greater. But 75 females each deposit 150 eggs making 11,250 eggs altogether. At the end of another 10 days or 20 days from the start we have 11,250 flies. Half of these or 5,625 are females. Each deposit 150 eggs making 843,750 in all. At end of another 10 days or 30 from the beginning, there will be 843,750 flies, not counting those already referred to. Half of this number or 421,875 at 150 eggs each will produce in 10 days more or 40 altogether the huge number of 63,281,250. Add to this the 843,750, the 11,250, the 150 and the one begun with and we find the grand total of 64,136,401—don't overlook the one—and all inside of 40 days.

It would be astounding to proceed further in these calculations for another month.

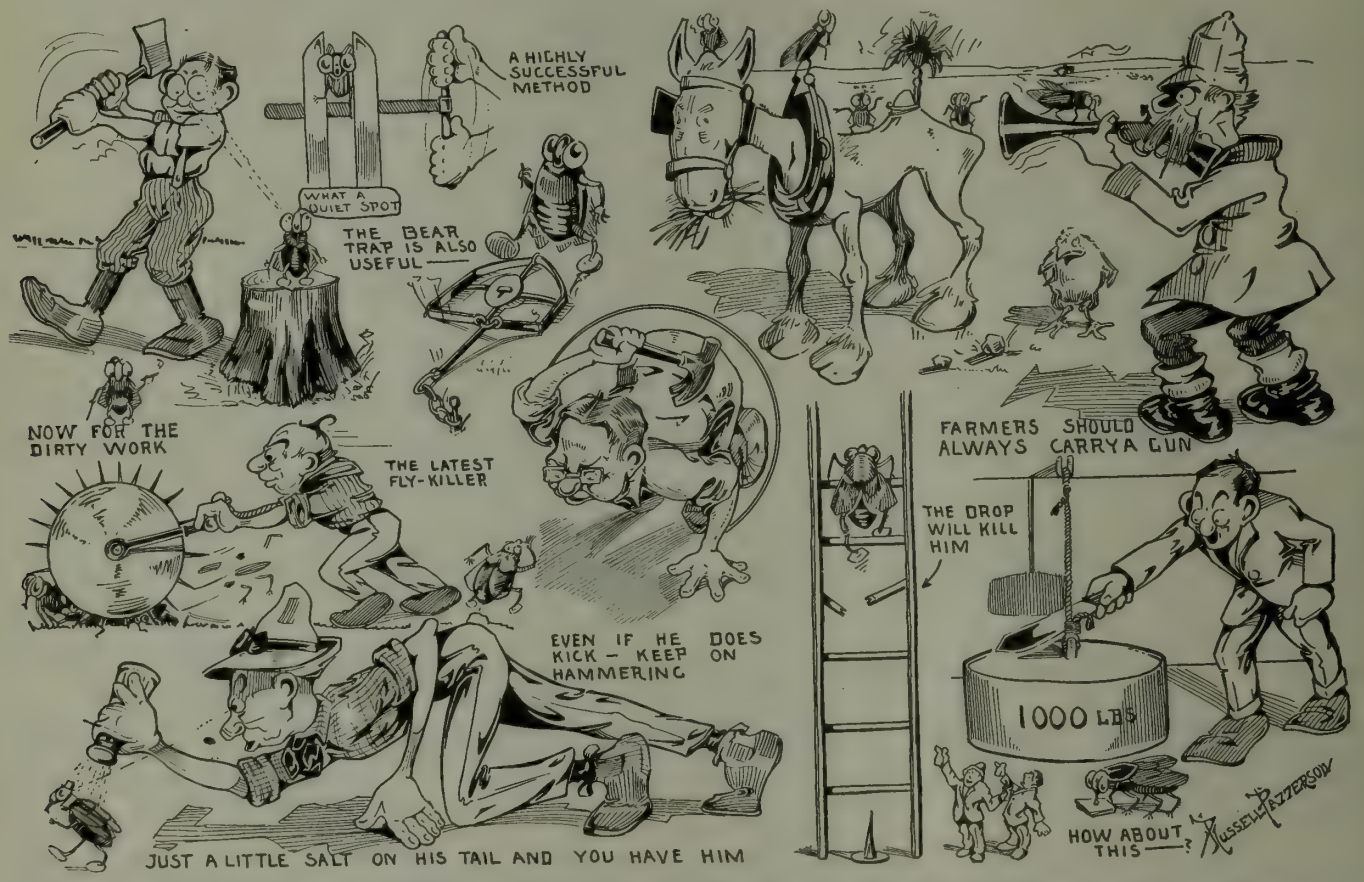
The Dealer's Part.

The result of these mathematics have a direct bearing on each grocer's trade in fly destroyers. The moral that every dealer should see is quite plain. If the public is thoroughly acquainted and impressed with the facts demonstrated above, fly destroyers are bound to sell early in the season.

Already an occasional fly may be seen about the house, having hibernated successfully.

"If those that first appear on the scene are annihilated," says Dr. Hastings, "imagine the fewer flies we will have two or three months hence. It is something in which every grocer should be directly interested and if united action is taken early every season for a few years there is no reason why the fly pest cannot practically be exterminated."

In referring to the breeding spots the medical health officer stated that the


A HIGHLY SUCCESSFUL METHOD
WHAT A QUIET SPOT
THE BEAR TRAP IS ALSO USEFUL —
NOW FOR THE DIRTY WORK
THE LATEST FLY-KILLER
EVEN IF HE DOES KICK — KEEP ON HAMMERING
JUST A LITTLE SALT ON HIS TAIL AND YOU HAVE HIM
FARMERS SHOULD ALWAYS CARRY A GUN
THE DROP WILL KILL HIM
1000 LBS
HOW ABOUT THIS —?
RUSSELL PATTERSON

If the Retail Grocer has Better Fly Destroyers Than of Above He Should Sell Them Early. These May Become Standardized.

most favored places were stable refuse and garbage heaps or cans. Eggs are freely deposited in such places and very soon will be noticed almost lifeless forms stirring. Gradually these develop and at the end of about seven days large-sized maggots may be seen moving about in lively fashion. In three days more by some wonderful and unaccountable transition these "maggots" burst their shells and immediately start off as full grown flies.

"That's why we never see any young flies," he explained.

Keeping Them from the Store.

"To prevent flies around the store," the doctor stated, "all stable refuse should be thoroughly moved within ten days as well as garbage and other refuse. One of the best fly exterminators for a garbage can is chloride of lime; another is crude petroleum. No incubation will take place if all possible rendezvous are sprinkled regularly with either of these.

"The grocer should see that his neighbors' back yards are just as carefully attended to; if not flies are bound to congregate in the vicinity and since the rate of multiplication of their numbers is so enormous they are sure to become a nuisance to him."

Deadly Germ Conveyors.

Flies are the carriers of deadly bacteria and are the cause of much sickness and ill health. The crusade should be begun early. There is plenty to work on and early sales should be gratifying.

How About $2,000 to Start a Business

New Brunswick Clerk Raises Interesting Questions—Advice on Stopping the Something-for-nothing Game — Trading Stamps Should be Eliminated—Is Service Cause of High Cost of Living?

This man gives me a rather large order and one difficult to fill:

————, N.B., Feb. 7, 1912.

Henry Johnson, Jr.,
Canadian Grocer.

Dear Sir,—For the past few months I have been reading your interesting articles in The Grocer regarding proper management of a grocery business, etc., and I thought you might be able to give me some advice.

For a long time I have been looking forward to the time when I would start in business for myself and for the past ten years I have been working at the retail grocery business, and have acquired a good knowledge and experience in this line and, as well, during these years have been able to save a few dollars, so have been thinking of starting out on my own account, but before doing so I thought a little advice from one who has gone through it all would not be a bad idea.

What advice would you give a young man who has about $2,000 to invest in a grocery business in a city with a population of about 20,000 people, where there are already between 35 and 40 grocery stores, or rather, stores that handle groceries, along with other lines of goods? (The above being proportionately well scattered throughout the city).

What amount of stock would be advisable to put in, when starting? What amount of the $2,000 would you in this case set aside for store fixtures and delivery outfit?

What expenditure (monthly) would you consider sufficient to do a thousand dollars per month trade, where rent is, we will say, $30?

And lastly, would you advise a young fellow who is steady, willing to work hard, go slow, and with my experience, to go into a business of the size I have above mentioned, and with good prospects of enlarging this amount of trade, or would you advise him to remain in a position that pays $12 per week, with no prospects of a further advance in salary, unless it be with another firm?

Trusting that at your earliest convenience you may through the columns of The Grocer answer my inquiries. Thanking you in anticipation of an early reply

L. McR. A.

P.S.—Kindly omit my name and name of place; not that I care a great deal, but you will appreciate that it will be just as well that way.

Looks Like a Good Manager.

By all means this man should go into business for himself. First, because he has the experience and the money; the money saved by himself, moreover, showing he is a good manager. Second, because there is only the usual number of stores to population in the town. Third, because if he does not get into his own store soon, he will settle into the life-long clerk and never progress beyond that stage. He has plenty of capital to start with; and I am satisfied that the capital will not shrink so long as he handles it. I assume he has a bank account of $2,000, so banking connections are already made.

In laying out the suggestions I shall make, I want to preface that I am a great believer in the theory of "going slow," as this man suggests in his letter. Thus I shall harp on the safe, sure, conservative in all my computations and provisions. I shall do my best to start this man in right—just right—so that he will have the minimum to unlearn and undo. I shall lay out my plans in the light of lots that it took me years to learn; lots that many men never learn. Best of all, he is starting in 1912, and thus can do some things and enjoy some great advantages which could not be done or enjoyed twenty or thirty years ago.

But, as I have said, this is a large order. I shall have to let the details go over until next week.

Letter From United States Grocer.

Here is a letter which, somehow, I have overlooked:

————, Indiana, March 1, 1912.

Henry Johnson, Jr.,
Canadian Grocer.

Dear Sir,—Permit us to ask your advice regarding the discontinuation of trading stamps and cash register tickets, which we give at 2½ per cent. valuation. We did quit giving them at one time and were over-persuaded to put them in again, which we have always felt was wrong, and would like to put up a good and sufficient reason to the trade for taking the stand against them, but do not like to sacrifice trade in order to do so.

Could you briefly formulate a few reasons which we might set forth as stated above?

T. S. R.

You recall the fellow that could not accept certain accommodations for six reasons, and he proceeded to enumerate: "First, I have no money. Second—" "That will do," interrupted the seller. "You need not trouble to mention the other five."

So your first, best and amply sufficient reason is that you cannot afford to give away 2½ per cent.

How to go about it? In the words of Horace Greely: "The way to obtain resumption of specie payments is to resume." Likewise, the way to go about this is to stop it.

Back Bone, Not Wish Bone.

There is a vacillating tone to that letter. "We were over-persuaded . . . which we have always felt was wrong . . . but do not like the sacrifice trade." You cannot make your wish-bone do the work of your back-bone. Do not try it, nor depend on any such support. If you start one way and then swerve completely round again, you will not get anywhere. Your customers will run your business for you, as they evidently have eben doing, and there is only one end in sight for that kind of business.

I should like to have a statement of your business for 1911 and, if possible, for 1910 also. Then I could shape up

(Continued on page 46)

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Province of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

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Western States Representative—A. H. Byrne. 607 Marquette Building, Chicago. Telephone Randolph 3224

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription; Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

SWAT THE FLY.

If a fly deposits 150 eggs at a time; if it only takes 10 days to hatch under favorable circumstances full grown offspring, and if half of these are female flies and each begins the reproduction of a further 150, how long will it be before we have a million?

Here is a simple methematical problem. It is reasoned out on another page of this issue and the astonishing fact brought forward that in 40 days an army of 64,136,401 plunderers and germ carriers is in existence and all in direct lineal descendancy from the one ancestral stem.

This point is not emphasized just now from a curiosity motive. It has a straight business bearing on every retailer who sells poisons, stickers, traps, etc., for the annihilation of this household pest. As the article referred to points out, every female fly killed early in the season means millions less later on in the year.

By passing these facts on to customers in a logical, systematic manner, dealers have a strong lever with which to sell fly destroyers immediately. If you wait until flies are plentiful, until production is beyond computation, there will be little or no possibility of exterminating them in the houses of your customers. But by stocking, displaying and advertising fly destroyers now, and giving your customers the facts concerning the rapid multiplication characteristics of this nuisance much business can be done right away and customers will appreciate the warning.

Since flies breed best in refuse and garbage piles, it can be immediately seen that they are conveyers of disease germs and are therefore a grave detriment to the health of the country.

Now is the time to put your selling energy behind stickers, poisons and traps. Get them into every home at once; lend your knowledge to your customers to aid in the annihilation of the fly that has come through the winter unscathed and later on there will be fewer flies to contend with. In short, **swat the fly.**

WIDTH OF WAGON WHEELS.

A bill of interest to manufacturers, wholesalers and some retailers, to regulate the width of tires on wagons and other vehicles has been introduced into the Ontario Legislature. It provides that minimum width of four-wheeled vehicles shall be 3 inches for carrying capacity of 2,000 to 4,000 pounds, 4 inches for 4,000 to 6,000 pounds, 5 inches for 6,000 to 8,000 pounds and 6 inches for all having carrying capacity above 8,000 pounds.

The bill, if passed provides that after Jan. 1, 1914, no vehicle which does not comply with above regulations shall be sold in Ontario, nor after Jan. 1, 1918 shall any vehicle be driven which does not come within the regulations prescribed.

GET FULL VALUE FROM WINDOW.

The approach of Spring brings with it greater opportunities to the grocer who is ready to take advantage of them.

With the warmer weather people will frequent the streets more. This should be taken advantage of by the dealer. Attractive display will arrest the attention of the passing customers and if the display has sufficient merit it will turn the interest aroused into sales.

During the cold days of the winter even with a particularly good window, customers would not spend much time viewing it. The weather is now more conducive to sightseeing and a good window is sure to get a great deal more attention.

Every effort should therefore be put forward by the grocer to increase sales through the medium of his window. Good window displays will now mean more profit for the dealer.

ERRORS IN FILLING ORDERS.

To talk intelligently on the small leaks and errors in the grocery store, one must often go the consumer. A woman who is at all particular in her buying resents many in inconsistencies which never reach the ear of her dealer and he is therefore not in a position to correct matters.

A common grocery store error which has come to the writer's attention is making mistakes in taking down and filling orders. The dealer or clerk may write out the customer's order on the counter check-book and pass it on to the delivery man to fill. Mistakes such as 'jelly roll' for 'jelly powder,' 'a 10 cent tin' of pork and beans for 'two fives' etc. are actual instances of such errors. The order-taker simply wrote 'Jelly P,' the 'P,' being made much like an 'R,' and 'Pork and Beans,' 10 cents omitting the 'two.' The delivery man, of course, is not a mind-reader and could not be expected to fill all such orders correctly.

In such cases it would certainly be advisable to take more pains in writing down orders. If the order is delivered say late on a Saturday night, as was the case of the jelly roll, the customer is not in a position to change it, and her arrangements for Sunday dessert are blocked. This naturally is resented and if it occurs frequently a customer may be lost and the dealer know nothing as to the cause.

INSURANCE A DAILY CONSIDERATION.

Recently there was a fire in a grocery store, and when the flames had burned themselves out, and the owner of the store had time to figure his assets and liabilities, he discovered this distressing condition. He had bought the store a year or two before, and had then taken out an insurance policy covering the $6,000 worth of stock. Later he had added stock. He thought of adding to his insurance also, but put this off from day to day. So, when the fire came, this dealer had the $6,000 insurance and something like $14,000 stock. In other words he suffered an $8,000 loss.

Insurance is a peculiar thing. It is a safeguard—something which provides against future loss. This loss may or may not come, but it is practically as likely to come one minute as another. The dealer who lost this eight thousand, for instance, had intended to take proper precautions. He had simply delayed estimating what was his additional stock and taking out a policy.

This case simply shows the need which there is of keeping constant tab on stock. One up-to-date retailer keeps a tablet constantly before him. On this he has noted the stock on hand when a complete inventory was last made. Every day the sales and purchases are noted. By subtracting the sales from the stock, and adding the purchases, this dealer has constantly before him a statement of goods in his store that very day. If the value of this stock is greatly in excess of his insurance, a new policy is taken out immediately.

Such a system means a little expenditure of time and thought, but it also means true protection, and if insurance is worth buying, it is surely worth buying as wisely as a man would buy any other goods. Insurance in a grocery store is not something which may be secured in January for the whole year. The amount needed varies.

CHANGE IN BREAD ACT PROPOSED.

Grocers may thank their stars they are not bakers when it comes to the size of the loaf that shall or shall not be made.

Only last year in the Ontario Legislature the Nickel Bread Bill was passed intending to put a stop to the sale of 16 and 20-ounce loaves and more particularly the former which were called "fancy bread," "cream loaves," etc It was thought that by making the difference between "fancy" bread and the standard loaves a wide one the householder would have a better chance to see that he was getting full weight, and so the standard weights were fixed at 24 and 48 ounces, with "fancy" bread at 12 ounces.

J. A. Ellis, member for West Ottawa, now thinks the consumer is being "done." His claim is that the people now can get nothing but the 12-ounce "fancy" loaf for which they pay as much as was paid for the 16-ounce loaf. Mr. Ellis wants to see the Ontario Bread Sales Act amended to make the fancy loaf 16 ounces in weight instead of 12.

It must certainly take a lot of time for a baker to figure out where he is at these days, bread legislation being changed so often to suit the "dear public."

WHOLESALERS SELLING DIRECT.

From report of the regular meeting of the Toronto Retail Grocers' Association on another page of this issue, it will be seen that retailers have some severe criticisms against those wholesalers who sell to their customers. Instances are given where retailers have lost business from boarding-houses in particular because these houses could get certain goods at wholesale price from the jobber or manufacturer.

Whatever there may be in the contention that hotels should be able to purchase wholesale, it doesn't appear to be a square deal to the retailer that small boarding-houses should be supplied in this way. One retailer reports a customer who kept a boarding-house telling him that now since she could purchase the bulkier goods at wholesale price, she would not be wanting as much from him. It meant that for the smaller goods she would use him as a convenience.

No retailer's temper could stand this. If the wholesale house sold her the goods that amounted to the large turnover, why not turn retail entirely and sell everything?

It is apparent that, with such conditions existing, something should be done to place things on a more satisfactory basis. No doubt there will be some misrepresentations made, and The Grocer would suggest business conferences between the two sections to determine exactly how far it is fair and just for wholesaler and retailer to go. If the position of each is known then each would know exactly how to act. If such a conference is held it should be a straight business affair so that the recognized rights of the trade would, at the conclusion, be clearly defined.

EFFECTS OF COAL STRIKE IN CANADA.

The Old Country coal miners' strike has had some effect on Canadian flour and cereal exports, due to cancellation of a few vessels in view of shortage of coal supplies. This means there is less space for freight, and millers are finding some difficulty in shipping.

While up to the present, the strike has had little effect on European goods coming via English ports, yet if it continues for any length of time, there will likely be shortages in some lines, such as rice, walnuts, figs, currants, etc.

Old Country manufacturers of foodstuffs have not as yet been hampered to any extent in the turning out of their products. The same necessity for large supplies of coal as are required by cotton, woolen and other manufacturers does not exist, and unless the strike is protracted for a long time—as is not likely to be the case—they will be easily able to take care of their export orders to this country.

The only difficulty, therefore, that might be at all a trade factor, is the possible shortage in freight accommodation. More trouble has been experienced by Canadian importers on account of dock-hand strikes than in the present coal miners' cessation of labor.

EDITORIAL NOTES.

Where did the house fly?

* * *

The fly is a great multiplier. The grocer who sells fly destroyers early is a better subtractor.

* * *

Evidences that Spring is here are on every side. That window display of housecleaning articles is due.

* * *

Standard B Rangoon rice has declined. New crop goods arriving is the cause.

* * *

It's about time for new maple syrup. Sometimes, of course, about this time 'new' maple syrup is a year old.

* * *

In the market reports butter is said to be a little 'easy.' But by the way it has been holding up its price nobody would think so.

* * *

W. S. Greening's article on the effects of the United States pure food law is worth a careful study. Canada's food legislation will be along similar lines.

* * *

Dry weather last summer and bad roads now were and are responsible for many trade troubles. New-laid eggs don't seem to be able to stand the rural pitch-holes any more than they did Old Sol's fire.

* * *

If every retailer grocer in Canada were responsible for the death of one fly now, how many million less flies would there be in July? Echo answers 'how many?'

Wholesalers Arraigned for Selling Direct

Meeting of Retail Grocers Discuss Question Spiritedly and Decide to Take Action—Members Cite Instances Where They Have Lost Custom—Legislation Committee Has Matter in Charge—Attention to Hucksters—Many New Members.

Toronto, March 21.—(Special).—A crusade is to be instituted by the Toronto Retail Grocers' Association against wholesalers selling direct to consuming public. This grievance of the retail trade furnished one of the chief topics of conversation at the monthly meeting of the association on Monday night.

It was declared that this was an injustice to the retailer and was becoming even more prevalent in the city and numerous cases were cited by members where wholesale houses were going not only to the hotels and restaurants, but also to boarding houses and small householders. The storm of protest against what was considered as an outrage of trade principles gathered momentum as the discussion advanced and it was decided that it was time the retailers do something on their own behalf.

Selling Direct to Boarding Houses.

The ball was started arolling when one of the members cited a case in which a large Toronto house was going direct to boarding houses selling a staple grocery article. This house, he stated, have placed two men in the city to solicit trade from restaurants and at least the large boarding houses. His trade had been interfered with. One woman who had been purchasing 5 pounds of tea per week from him had stopped because this house was selling to her at wholesale prices. The house had admitted the fact to him, and in defense, said that wholesale grocers had been taking this trade and they felt they had just as much right to it.

"I'm not going to buy another pound of that firm's tea if I possibly can help it," this grocer declared. "I can sell my customers something else. Furthermore, I am telling every grocer I see just what this firm is doing."

"There are many wholesale houses," stated another member, "who make a special effort to get this business. The upright wholesalers who refrained from selling consumers found other houses were getting big trade while retailers were not standing behind those who acted square with them."

The Same for Twenty Years.

"They have been doing it for 20 years," said J. S. Bond, "but it is getting worse. It is not going to be improved either while we sit down and allow it to continue. One of my customers was able to purchase goods in small quantities from a wholesale house. She said she had a friend down there. The heads of firms must know this is going on. If they want us to buy from them they must stop selling to consumers."

"I have a customer—there are three in the family—who purchases about $50 worth per month," said D. Bell. "Last month she informed me that her bill wouldn't be so large after this as she was going to get the bulkier goods from a wholesaler."

Cheque for $800.

"I know of a traveler," stated another, "who had a check for $800 from one boarding house for a month's trade. This house is giving little attention to retail trade, devoting itself mostly to hotels, restaurants and boarding houses. Still they call themselves wholesalers."

Should Define Consumer.

"We must find out what the wholesalers consider the dividing line," said W. C. Miller. "There is no doubt many of these places use more than retailers but the small boarding house certainly should not come within their jurisdiction. I know of a case where six tins of peas and corn and 5 pounds of raisins and currants were delivered to a residence. That trade belongs to the retail grocer."

"We must get our forces in such a shape," declared D. W. Clark, "that we will be able to say what must be done. We must have our organization as strong as possible."

Stand By Friends.

"There are several houses in Toronto," said Neil Carmichael, "who stand by retailers, but they are forced almost to breaking this trade principle because retailers don't stick by them."

"Those are the houses that we want to stand by," declared a member, and the rest showed their approval of the statement.

Different in Hamilton.

"A traveler was telling me of a case showing that in some places at least wholesalers keep within their own realm. He was in a Hamilton wholesale house and seeing a small box of superior looking figs expressed a wish to take a box home with him. 'No, I couldn't sell them to you,' the clerk stated. 'We sell to no one but retailers. Not even an employe of the firm can buy anything from us,' said the sample room man."

This statement aroused a cheer from the meeting. "That's keeping within their own." "That's the kind of a house the retailers want to stand behind," were some of the remarks made.

Discussion finally brought the question to a head and the Legislative Committee of the Association was instructed to ascertain the best way of meeting with this trouble by acquainting the retail trade with those houses who were alleged violaters of this trade principle.

Hucksters Calling Out Their Wares.

The Legislative Committee is also to approach the city council to have a by-law passed preventing hucksters from calling out their wares on the street. Neil Carmichael was appointed chairman of the Legislative Committee.

The opinion was expressed that the law should be enforced regarding helpers on peddlers' wagons. It was charged that several men often worked from a wagon on only one license.

"A member of the city council told me that the peddler's license should be $50 instead of $10 as now," said one member.

Some Money Voted.

An appropriation of $25 was voted to the Provincial Organization Committee for preliminary work in promoting this organization. Some means and methods in regard to forwarding the movement of provincial organization were taken up.

New Members Proposed.

The following new members were proposed by Organizer Frank Johnston:—H. W. Brown, Carlton St.; G. L. Dean, Harbord St.; Philip Saccein, Montrose Ave.; W. Massin, Queen St.; J. Butcher, Queen St.; W. Carlton, Gerrard St.; R. H. Stewart, Sherbourne St.; J. Burns, Gerrard St.; O. Cowdy, Broadview Ave.; H. Gentle, College St.; and W. J. Dillon, J. Frazer, J. W. Ward, G. Gervin, E. H. Mitchell, J. Anderson, and W. A. Ford, of Queen St.

CATALOGUES AND BOOKLETS.

The Oscar Onken Co., Cincinnati, Ohio, U.S.A., have issued there 1912 catalogue. This contains a large number of illustrations showing the various designs of their window fixtures for assisting in making displays, and uses to which these can be put. A number of testimonials from Canadian and United States dealers are given, stating their reasons for appreciating these window fixtures which, as is pointed out, are made for all classes of retail trade.

A Spring House Cleaning Window Display

Now is the Time to Get Housewives Interested—Spring Cleaning Around the Home Has Begun—Suggestion for a Window Trim that Can be Arranged With Little Trouble.

In The Grocer of March 1 it was urged that all retailers be prepared for the Spring house-cleaning trade by getting in stocks early and advertising them through displays, personal talks, etc.

Herewith is given a window suggestion which can be easily arranged by dealer or clerk. To dress the window as shown here it will be necessary to have a temporary background at least, on which to suspend the brooms and brushes.

Suggestion for a House Cleaning Window Trim Which can be Arranged with little Difficulty.

Fan-Shaped Design.

Brooms and brushes arranged in fan-shaped style will always attract attention. These, it will be noted, are placed at the back of the window. If there is no background a bunch of brooms could be shown at either corner, the whitewash brushes could be tacked on to a temporary easel and two floor brushes crossed on it as well.

A dozen and one different arrangements can be made of cleansers such as sweeping powders, lyes, soap, etc. One is suggested here with the sweeping powders arranged in semi-circular shape from either side of the window, with a pyramid pile of lyes forming the junction in the centre. Piles of soap within the curves of the semi-circles not only relieve the bareness, but add an attractiveness the window didn't have before.

Use Show Cards.

With little extra trouble round, square or pyramid piles of other cleansers could be placed in the corners. A show card or two bearing such phrases as "For Cleaning the Home," "Conquerors of the Enemy, Dirt," "Enemies of Dirt," etc., will undoubtedly add to the selling power of such a window.

Dealers should be careful not to mix something else which has no bearing on house-cleaning in this window. The most effective trim is the one containing a certain article or articles associated with one another. Sugar, salt or canned goods should not be included in a house-cleaning display. Concentration is the effect to be produced and no person can concentrate on a trim showing several articles not associated with each other. The selling qualities of the display is impaired, if not lost altogether, and the time spent on it is, therefore, partially or totally wasted.

Present, Time to Act.

Now, while house-cleaning is in every housewife's mind, is the time to make a display. Spring is here in real earnest, and someone is going to get the business. Try a display like the above and see if results accrue. If they do, follow it up with a different display showing other goods. Soon it will be too late to attract new customers. Get them now while the fever is red hot. Delay only means so much less business.

CATALOGUES AND BOOKLETS.

John Hillock & Co., Toronto, have issued an attractive new catalogue on their various refrigerators. It contains 48 pages of informative and descriptive matter, the majority of which are illustrated by half-tone cuts of their different makes. The booklet has a green cover, and is different in construction from the ordinary, being one of those that opens out and folds up.

Canadian Grocery News Done In Brief

Packing Firm Buys Land in Winnipeg—Cairns Store in Saskatoon Sold—Jam Factory for Vernon, B.C.—Hampton, N.B., Merchants Attract Buyers—Fire in Rowat Store at London—Business Changes.

Western Canada.

Elizabeth McConnell, Pilot Mound, Man., grocer, has sold to Sellwood & Cleghorn.

Wm. Bush, grocer, Plum Coulee, Man., is succeeded by A. Bush.

H. J. Smith, Regina, Sask., grocer, has sold to Peacock Merton.

James Lambro, a grocer of Grand Forks, N. D., was arrested in Winnipeg on a charge of grand larceny amounting to over $50,000, laid by Nash Bros. Corporation, of Grand Forks, N. D.

Matthews, Lang & Co., Hull, Montreal, Toronto and Peterborough, have purchased a site on the corner of James and Louise Streets, Winnipeg, on which will likely be erected an eight-storey building. The amount involved in the purchase is around $50,000.

A jam and bottling factory and a fruit cannery is to be established in Vernon, B. C., by British capitalists. One or two canneries are in operation further down the Okanagan Valley, and a jam factory is established at Nelson, in the Kootenay Valley.

A $17,000 addition is to be made to the biscuit and confectionery plant in Vancouver, B. C., owned by Ramsay Bros.

J. F. Cairns' department store in Saskatoon, Sask., has been sold to an English syndicate for $236,000. The whole of the Cairns property, situated at the corner of Second Avenue and Twenty-first Street, except the fixtures of the store, was included in the sale, and operations have already commenced upon the building of a new establishment at the corner of Second Avenue and Twenty-third Street. The permit for this structure, valued at $180,000, was taken out last year. The English firm have not yet announced for what purpose their newly-acquired property will be used.

F. J. Rolston, president of the South Vancouver Retail Merchants' Association, and a grocer, is the leader in the action against the B. C. Telephone Company. A new exchange was established in South Vancouver, and now merchants in one part have to pay five cents to be able to telephone to others in another part. What is termed the discrimination is against a limited number. To give their protests effect, the merchants have united and sent in due notice to the company to have their telephones taken out. The company, however, has not as yet moved the instruments. As long as they are in, the patron pays rental.

Quebec and Maritime Provinces.

O. E. A. Beaudoin, grocer, Montreal, has sold to Alphonse Denault.

G. W. Rheault, Montreal, has purchased the grocery of Alfred Corbeil.

The enterprize of the Hampton, N. B., business firms and citizens was exemplified last week by the holding of winter sports in that town, which attracted large crowds. Horse racing, hockey and curling were the chief events, prizes being awarded to winners of the first. Patronage was drawn from a radius of 20 miles of the surrounding country, and business firms report a marked impetus to business for the afternoon, and are well satisfied. The Grocer congratulates this hustling New Brunswick town on its aggressiveness, and would say that some of our oldest subscriptions to The Grocer are from this little business centre.

Ontario.

A dissolution of partnership in firm of McIntosh & Cameron, Goderich, Ont., took place last week. Each partner will continue business separately. Mr. McIntosh will open in the centre store of the Murray block, next to the Bank of Hamilton, and Mr. Cameron will retain the present store in the Allin block.

The grocery business of MacCharles Bros., Goderich, Ont., has been sold to W. J. Spindler, who takes possession in the near future.

Chute & Smith, St. Thomas, Ont., have sold to J. N. Charlton.

Pearce & Marrette, Marmora, Ont., have dissolved partnership, F. W. Marrette & Co., continuing.

E. A. Layman, of Hamilton, has sold his grocery to F. L. Benson.

A. Finlayson has purchased the general store of Truesdale & Bond, Port Dover, Ont.

The South London branch store of T. A. Rowat & Co., London, Ont., was damaged by fire last Thursday night. The stock is nearly all destroyed by water. The family living over the store managed to escape in their night clothes. This firm will, however, be able to take care of customers at their other store.

RESULTS FROM U. S. FOOD AND DRUGS ACT.

(Continued from page 35).

proven." This was really a defeat for Dr. Wiley, and their success encouraged other assaults by powerful interests. For five years there have been unceasing attacks on Dr. Wiley, who has defended himself gallantly, but one man cannot hold out forever against a multitude, and Dr. Wiley has this week resigned his position and retired into private life. He says he will be of more use to the cause of "pure food" as a private citizen, so it is evident he means to keep up the fight. It can be truly said of him that the people love him for the enemies he has made.

Legislation must always be judged by its moral effect, rather than the actual working of the letter of the law. From this point of view the Food and Drug Act is undoubtedly a success. They say a spectator always sees most of the game. This is especially true of radical legislation. A foreigner observes the general effect in raising the business standards of a country, while the petty difficulties and squabbles are hidden from his view.

Five years ago the United States had a bad reputation for adulterated foods and drugs, but to-day, its name for honesty is second to none. Sharp practices, misbranding, dishonest trade customs have largely disappeared. A Canadian buyer in the United States market knows he will get exactly what he pays for. There has been a great moral awakening in the trade generally. In most cases manufacturers have shown themselves anxious not only to keep the letter of the law, but to go a long way towards keeping the spirit of it. The manufacturer has often been accused of spending a great deal of his energy and brains in trying to evade good laws and endeavoring to deceive the public.

This may have been true once, but is undoubtedly false to-day. Conditions have changed. The big successful firms believe in a "square deal," and others have had to follow their example. The food business, which used to be one of secrets and dark mystery, is now one of almost brutal frankness. Formerly it was almost impossible to get inside a food factory; everything was guarded with the utmost care, but now the public are welcomed. The change of attitude is really marvellous and has come in five years. Dr. Wiley has resigned, but his work is permanent; the United States people will never go back to the old conditions. The work must go on, despite differences of opinion over details which are insignificant when shown against the background of the whole movement.

In the next paper we will show what Canada has done.

Rangoon Rice Reduced 20c Per Cwt

In Keeping With Lower Prices Quoted for March 15 Delivery—Sugar Unchanged But Raws Easier—Starch Is Advanced—Chicory Firmer—Shelled Walnuts Lower in Toronto—Corn Syrup Higher in Winnipeg—Beans Firm in New Brunswick.

QUEBEC MARKETS.

POINTERS—

Rice.—Down 20 cents.

Starch.—¼ cent advance.

Walnuts.—Advanced.

Montreal, March 21.—Trade for the week has been brisk and satisfactory from every point of view. Dealers are now busy preparatory to their spring shipments and claim the season is starting with much more vigor than this time last year. The mild weather has made it possible for shipping to run freely and dealers do not hesitate to take advantage of this opportunity to hasten their delivery.

Rice, as the trade has been acquainted through these columns would be the case, has declined 20 cents per cwt. This is on Montreal milled Rangoon and is result of arrival of new crop on market.

Another change of week is ¼ cent advance in starches, both laundry and culinary. Approach of spring with brisker demand is probably at least partly accountable for the rise.

SUGAR.—Sugar for the week is without feature, prices remaining firm with demand of a limited order. No tendencies towards easing off in price are yet in sight and it may be some time before the market offers any activity.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, 5-lb. cartons	5 85
Granulated, Imperial	5 40
Granulated, Beaver	5 40
Paris lump, boxes, 100 lbs.	6 30
Paris lump, boxes, 50 lbs.	6 40
Paris lump, boxes, 25 lbs.	6 60
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Powdered, 25-lb. boxes	6 15
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP and MOLASSES. — No new developments have affected the molasses market, fancy molasses meeting with an active demand, while choice is inclined towards easiness.

Syrup for the week is unmoved.

Fancy Barbados molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua		0 30
Portio Rico		0 40
Corn syrups, bbls.		0 03¾
Corn syrups, half-barrels		0 03¾
Corn syrups, quarter barrels		0 03¾
Corn syrups, 38¼-lb. pails		1 75
Corn syrups, 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 75
Cases, 5-lb. tins, 1 doz. per case		3 10
Cases, 10-lb. tins, ½ doz. per case		3 00
Cases, 20-lb. tins, ¼ doz. per case		2 95

DRIED FRUITS. — There is nothing new to relate in dried fruits, prices remaining firm with a favorable demand for the spring season.

Evaporated apricots	$0 22	$0 24
Evaporated apples		0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages		0 06½
Dates, Hallowee, loose		0 05½
Fards		0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
30-40	0 16	0 18
30-40		0 15
40-50		0 14
50-60		0 12½
60-70		0 12
70-80		0 11½
80-90		0 11
90-100		0 11
100-120		0 06
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins		0 09
Choice fancy seeded, 1-lb. pkgs.		0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.		0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box		0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Tea market remains quiet, but steady, with trade looking for improvements. Local demand is fairly well maintained, but there is no snap to buying. Yamashino tea is now added to the Japan list, and is quoted at 75 to $1.00.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee crop is short and as a result prices in general have been well maintained. The consumptive demand is much curtailed owing to high prices quoted.

Mocha	0 25	0 28
Rio	0 21½	0 23¼
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 23¼

SPICES.—With business still brisk for the season, spices offer no change. The spring demand will liven the situation and already orders are beginning to appear.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace		0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—General nut market is still firm, but demand is still of a hand-to-mouth order, with nothing particularly exciting to liven the situation. Marbot walnuts advanced this week offering only feature of market.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mavette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		0 08½
Japanese roasted	0 08½	0 09
Coon, roasted	0 09	0 10
Diamond G, roasted	0 11	0 12
Bon Ton, roasted	0 10	0 11
Sun, roasted		0 12
Spanish, No. 1	0 13	0 15
Virginia, No. 1	0 18	0 19
Pecans, jumbo		0 75
Pistachios, per lb.		
Walnuts—	0 28	0 30
Bordeaux halves, bright	0 28	0 30
Brokens		

RICE and TAPIOCA.— For some time back we have kept the trade posted that Rangoon rice for March 15 delivery was quoted at 20 cents lower. This week prices have been reduced by that amount. This decrease will entail enlarged demand, making the market interesting for some time.

Tapioca holds at previous quotations.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

CANNED GOODS.

TORONTO.—Tardy movement of canned goods is still reported. Here and there bright spots appear. Opening of navigation about a month hence will probably bring a brisker demand as some dealers are undoubtedly holding off for cheaper freight rates.

Canned milk manufacturers are still behind with orders. One firm has noti-

fied their Toronto agent to discontinue pushing sale of their line until they get caught up. Factories report a marked scarcity of milk. High price of butter and cheese is without doubt inducing farmers to send their milk to butter and cheese factories. Consumption of canned milk is also steadily increasing.

Blueberries is one line of fruit which is quite scarce. It will be remembered that canners of blueberries in Eastern provinces delivered only 25 to 40 per cent. of orders. From $6 to $6.50 is now being asked for gallon blueberries.

Gallon apples which have been moving out rather freely are firmer, one firm quoting as high as $3.20.

Canned lobsters continue firm under small supplies.

FRUITS.	Group B.
3's—Apples, preserved	1 80
3's—Apples, standard	1 67½
Gal.—Apples, standard	3 20
2's—Blueberries, (huckleberries) standard	1 47½
Gal. —Blueberries (huckleberries) standard	5 97½
2's—Gooseberries, preserved	2 00
Gal.—Gooseberries, solid pack	8 80
2's—Grapes, white, Niagara, preserved	1 55
Gal.—Grapes, white, Niagara, standard	5 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 65
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow, flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal.—Peaches, pie, not peeled	4 40
Gal.—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears, heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal.—Pears, pie, peeled	4 55
Gal.—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums, heavy syrup	1 45
3's—Plums, heavy syrup	1 45
Gal.—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, Green Gage, light syrup	1 00
2's—Plums, Green Gage, heavy syrup	1 30
3's—Plums, Green Gage, standard	1 90
Gal—Plums, Green Gage, standard	4 05
Group A is 2½c higher than above.	
	Group—B / A
2's—Cherries, black, pitted, heavy syrup	1 95 / 1 97½
2's—Cherries, black, not pitted, hy. sy	1 65 / 1 67½
2's—Cherries, red, pitted, hy. sy.	1 95 / 1 97½
2's—Cherries, red, not pitted, hy. syrup	1 55 / 1 57½
Gal.—Cherries, red, pitted	8 55 / 8 57½
2's—Cherries, white, pitted, heavy syrup	2 65 / 2 67½
2's—Cherries, white, not pitted, hy, syrup.	1 65 / 1 67½
2's—Currants, black, heavy syrup	2 00 / 2 02½
2's—Currants, black, preserved	2 30 / 2 32½
Gal.—Currants, black, standard	5 30 / 5 32½
Gal.—Currants, black, solid pack	8 30 / 8 32½
2's—Currants, red, heavy syrup	2 00 / 2 02½
2's—Currants, red, preserved	2 30 / 2 32½
Gal.—Currants, red, standard	5 30 / 5 32½
Gal.—Currants, red, solid pack	8 30 / 8 32½
2's—Gooseberries, heavy syrup	2 27½ / 2 30
Gal.—Gooseberries, standard	7 02½ / 7 05
2's—Lawtonberries (blackberries) hy. sy.	1 80 / 1 82½
2's—Lawtonberries, preserved	2 00 / 2 02½
Gal.—Lawtonberries, standard	7 05 / 7 07½
2's—Pineapple, sliced, heavy syrup	.... / 2 27½
2's—Pineapple, grated, heavy syrup	.... / 2 27½
2's—Pineapple, whole, heavy syrup	.... / 2 27½
3's—Pineapple, whole, heavy syrup	2 35 / 2 37½
2's—Raspberries, black, heavy syrup	.... / 2 40
2's—Raspberries, black, preserved	.... / 2 40
Gal.—Raspberries, black, standard	7 27½ / 7 30
Gal.—Raspberries, black, solid pack	9 52½ / 9 55
2's—Raspberries, red, heavy syrup	.... / 2 40
2's—Raspberries, red, preserved	.... / 2 40
Gal.—Raspberries, red, standard	7 27½ / 7 30
Gal.—Raspberries, red, solid pack	9 52½ / 9 55
2's—Rhubarb, preserved	1 55 / 1 57½
3's—Rhubarb, preserved	2 30 / 2 32½
Gal.—Rhubarb, standard	3 55 / 3 57½
2's—Strawberries, heavy syrup	.... / 2 40
2's—Strawberries, preserved	.... / 2 40
Gal.—Strawberries, standard	7 27½ / 7 30
Gal.—Strawberries, solid pack	9 52½ / 9 55

VEGETABLES.	Group B.
2's—Beans, red kidney	1 15
2's—Beets, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's—Beets, whole, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	1 10 / 1 15
Gal.—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal.—Pumpkins	3 13⅓
3's—Squash	1 15
Gal.—Squash	3 35
2's—Succotash	1 15
3's—Tomatoes	1 65 / 1 80
Gal.—Tomatoes	4 80
3's—Turnips	1 15
Group A is 2½c higher than Group B	
2's—Asparagus Tips	2 55 / 2 57½
3's—Beans, golden wax	1 40 / 1 42½
2's—Beans, golden wax, midget, Auto brand	.... / 1 20
2's—Beans, golden wax	1 10 / 1 25
3's—Beans, golden wax	1 40 / 1 42½
Gal.—Beans, golden wax	4 25 / 4 27½
2's—Beans, refugee or valentine (green)	1 10 / 1 15
3's—Beans, refugee (green)	1 40 / 1 42½
2's—Beans, refugee midget, Auto brand	1 30 / 1 32½
2's—Peas, extra fine sifted size 1	1 77½ / 1 80
2's—Peas, sweet wrinkle, size 2	.... / 1 40
2's—Peas, early June, size 3	.... / 1 35
2's—Peas, standard, size 4	.... / 1 30
2's—Spinach, table	1 60 / 1 62½
3's—Spinach, table	2 25 / 2 27½
Gal.—Spinach, table	6 00 / 6 02½
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, dozen	.... / 2 50
½-lb. flats, dozen	.... / 1 60
1-lb. flats, dozen	.... / 2 55
Other salmon prices are—	
Humpbacks, dozen	.... / 1 35
Pinks	.... / 1 35
Cohoes, per dozen	1 90 / 2 00
Red Spring, per dozen	2 10 / 2 25
Northern River Sockeye	.... / 2 45
Lobsters, halves, per dozen	.... / 3 00
Lobsters, quarters, per dozen	.... / 1 75

CANNED POULTRY AND SOUP.	
Chicken	.... / 4 50
Turkey	.... / 4 50
Ducks	.... / 4 50
Soup, 2's	.... / 2 00
Soup, 1's	.... / 1 90

ONTARIO MARKETS.

POINTERS—

Rangoon Rice—20c cwt. lower.

Shelled Walnuts—Lower.

Gallon Apples—Firmer.

Starch—Advanced.

Chicory—Firmer.

Gallon Blueberries—Quoted $6 to $6.50.

Toronto, March 21.—Although marked with quiet periods at times, a fairly good routine trade is reported by most wholesale grocers. The future is looked forward to with confidence, and trade is shortly expected to show greater activity.

In the first place, opening of spring generally instils more life into trade, although it is argued that bad roads may prove somewhat of an interference to business in the country for a time. Easter, with greater opportunities for the grocer, is near at hand and retail dealers are now planning for more trade when the ban has been lifted from public appetites. Spring house-cleaning will bring a bigger demand for soaps, lyes, cleansers, brooms, brushes and kindred lines, while seeds will also shortly begin to move. Retailers are already commencing to show these lines.

Shipping of perishable goods, such as pickles, catsups, relishes and vinegar, has not become safe as yet as temperature frequently takes downward dips. There was some shipments of these goods sent out during warmer days at first of week, but at buyer's risk and mostly for short distances.

Opening of navigation which generally does not take place until well on in April will give added impetus to trade. Retailers in certain districts are holding off in their purchases so as to get benefit of lower freight rates.

Refined sugar is unchanged, although raws are easier. Cuba has been sending forth more favorable reports of late. Refined sugar is quoted at $5.65 in bags on Toronto basis as compared with $4.60 one year ago.

Starch prices have been advanced during week by reason of higher raw material and anticipated brisker demand with opening of spring. All lines are quoted ¼ cent per pound higher with exception of lower grade culinary which is ½ cent higher.

If English coal strike continues it is feared that shipment of goods manufactured in England as well as those shipped through England will be somewhat interfered with.

SUGAR—There has been no change in Canadian refined, although raws during week developed an easier tone, and New York refined declined in price. There has been more sugar arriving in New York than refiners could reasonably care for at moment, and thus the easier feeling. The English coal strike has also had some effect in depressing market.

The future of sugar is uncertain. During past week Cuba has been showing up more favorably, but there is still danger of adverse turn in situation, so that no definite opinion of future can be formed at moment.

Extra granulated, bags	5 65
Extra granulated, 20-lb. bags	5 75
Extra granulated, 5-lb. cartons	5 95
Imperial granulated	5 50
Beaver granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 06
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 45
Powdered, bbls.	5 85
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	6 05
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 40
Paris lumps, in 50-lb. boxes	6 50
Paris lumps, in 25-lb. boxes	6 70

SYRUP AND MOLASSES — Corn syrups still continue to move freely, and although manufacturers are catching up somewhat with orders, they are still behind.

No new maple syrup has arrived, but meanwhile this being syrup season, dealers would do well to give these lines prominence.

Molasses is unchanged.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 60

Molasses, per gallon—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	....	0 45
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS—Briskness has not yet developed in dried fruits, and many wholesalers report that most lines are still moving tardily.

For some reason dried fruits have not moved out this season with the briskness of other years. Wholesalers are still carrying fair stocks in most lines. One broker says that while he generally has two or three assorted cars sold by this time in the new year, this year he has sold none, as wholesalers' stocks are still complete enough.

While so far trade has been somewhat disappointing, wholesale dealers are by no means despairing. There are still several months to go before arrival of new fruit, while it is felt that the season of brisk demand is just now opening.

Meanwhile steadiness prevails in prices. Evaps are unchanged, but there are few left throughout the country, suggesting continued steadiness.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 14½
50 to 60, in 25-lb. boxes	0 13	0 14
60 to 70, in 25-lb. boxes	....	0 12
70 to 80, in 25-lb. boxes	0 10½	0 11
80 to 90, in 25-lb. boxes	0 10½	0 10½
90 to 100, in 25-lb. boxes	0 09½	0 10
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08½
New Dates—		
Hallowees—		
Full boxes	....	0 06
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA—No more than a routine trade can be reported in tea. Values locally hold steady, while the same is true on primary markets. Slight easiness has ruled at English auctions by reason of depression on account of labor troubles in that country.

COFFEE—Strong position which coffee has held is maintained. Market is decidedly firm, and continues to strengthen steadily. Business is routine, but quite up to previous years for this time of year.

Chicory is firmer in price, being quoted from 12 to 14 cents locally. High prices for coffee naturally brings a larger demand for chicory and under limited supplies, market is firm.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES — General quotations on spices show no change. Pepper and cloves continue to hold a steady position while cassia, especially China, shows firmness on primary markets. Normal demand is reported in moderate lots, and another month is expected to bring forth more activity in general lines.

	Tins.	¼-lb. pkgs.	½-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

NUTS—Shelled walnuts are quoted at a lower price. General figure rules around 30 cents per pound. One wholesaler quotes 27 cents in case lots, and 28 to 30 in small lots. Shelled almonds are, if anything, a little firmer and rule at 35 to 38 cents.

Easter being a kind of festive season, many retailers take advantage of it to push sale of nuts. Spring generally brings a better demand for peanuts. Trade at present continues mostly for small lots.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds shelled	0 35	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 06½
Peanuts, green, jumbo	....	0 10

RICE AND TAPIOCA.—The announcement was made in these columns some time ago that Rangoon rice for March 12 delivery was quoted at 20c per cwt. below prices ruling then. This went into effect this week, when prices were markd down 20c, making standard B, $3.55 pr cwt. here. The lower prices are made possible by coming forward of new crop.

A month ago Rangoon for May 1 delivery was quoted at 30c below price ruling then. Considerable booking was done at this figure, but primary market having firmed somewhat, it is understood that this offer has been withdrawn.

Other varieties of rice, however, remain steady and firm.

Rice with the lower prices and opening of spring should move more briskly.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	....	3 45
Rice, standard B., f.o.b. Toronto	....	3 55
		Per lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 06
Medium pearl	0 06½	0 07
Flake	....	0 06
Seed	0 06½	0 07

BEANS — Beans continue to hold strong position pointed out before. It looks like continued steadiness for good quality which are in good demand. Supplies are now pretty well out of farmers' hands.

Prime beans, per bushel	2 80
Hand picked beans, per bushel	2 90
California Lima beans, lb.	0 06

OLIVE OIL—A dispatch from France on olive oil says:

"The crop of olives of this year is necessarily fairly good in the different producing countries, that will allow of prices becoming normal to some extent, and the consumption of olive oil in the world will certainly increase.

"So far only current and average qualities have been made—the unfavorable weather having kept back the gathering of the olives—and the extra qualities will not be made until after March. Prices are fairly steady on account of the large requirements which exist everywhere, both in the shipping and consuming districts.

"It will hardly be before next month when supplies will have been got and when olive oil is more plentiful, that we shall see quotations well established. Broadly speaking, we shall have very good olive oils this year."

MANITOBA MARKETS.

Syrup—Advanced.

Beans—Going up; scarce.

Winnipeg, March 21.—There are several changes in prices this week. The spring rush seems to be under fair way. Firms report business exceptionally good, and the different construction camps opening up now will make things move quite briskly.

The market is full of strength, and some lines show quite an advance. Syrup had another advance of 10c, and is firm, while corn starch is up a ½c lb. and laundry starch ¼c lb. Beans also are up 5c per bushel.

SUGAR—Sugar remains practically the same. The market is still firm, and indications point to higher prices.

Montreal and B. C. granulated, in bbls	6 15
Montreal and B. C., in sacks	6 10
Montreal, yellow, in bbls.	5 50
Montreal, yellow, in sacks	5 70
Icing sugar, in bbls.	6 35
Icing sugar, in boxes, (25 lbs.)	6 50
Powdered sugar, in bbls.	6 30
Powdered sugar, in boxes	6 30
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 00
Lump, hard, in half-bbls.	7 10
Lump, hard, in 100-lb. cases	7 00

SYRUP—An all round advance of 10c in syrups was made again Friday, but was not surprising. It is still unsettled.

Syrups—		
24 2-lb. tins, per case	....	2 33
12 5-lb. tins, per case	....	2 73
6 10-lb. tins, per case	....	2 61
3 20-lb. tins, per case	....	2 62
Half barrels, per cwt.	....	3 95
Barbadoes molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

EVAPORATED APPLES—No change as yet. General opinion is that on account of so many green apples holding on, the movement in this line is held back.

DRIED FRUIT — There are no changes in prices, and a steady demand prevails.

		Per lb.
New Prunes—		
90-100s, 25s, s.p.	....	0 10¼
90-100s, 10s, s.p.	....	0 10¼
80-90s, 25s, s.p.	....	0 10⅞
80-90s, 10s, s.p.	....	0 11⅛
70-80s, 25s, s.p.	....	0 11
70-80s, 10s, s.p.	....	0 11⅛
60-70s, 25s, s.p.	....	0 11⅝
50-60s, 25s, s.p.	....	0 11⅞
40-50s, 25s, s.p.	....	0 13
Cooking Figs—		
Choice boxes	....	0 05½
Half boxes	....	0 05½
Half bags	....	0 04¾
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box	....	2 30
Fine selected, 28s, s.p., per box	....	2 35
4-crown layers, 28s, s.p., per box	....	2 45
4-crown layers, 14s., s.p., per box	....	1 30
4-crown layers, 7s., s.p., per box	....	0 70
Ne plus ultra, 28s., s.p., per box	....	2 40
Currants—		
Dry, clean, per lb.	....	0 07½
Washes, per lb.	....	0 08
1-lb. package	....	0 08¾
2-lb. package	....	0 17¾

COFFEE—Situation in coffee remains the same and the demand in all varieties is exceptionally good.

Roasted Rio, per lb.	....	0 22
Green Rio, 5's, lb.	....	0 17
Green Rio, 7's, per lb.	....	0 16¾

BEANS AND PEAS — Supply of beans seems small. An advance of 5c is recorded, and still higher prices are looked for. Peas remain the same, with demand good.

Beans, 3-lb. picker, per bushel	....	2 70
Hand picked, per bushel	....	2 80
Peas, split, 100 lbs.	....	4 00

RICE AND TAPIOCA—Firm prices remain and good demand prevails. New supplies arrive soon.

NEW BRUNSWICK MARKETS.

St. John, March 21.—The chief item of interest in local grocery circles during past week, aside from general briskness in business was a drop of ten cents in price of sugar and general nervous condition reported concerning market. Paris lumps remain unchanged, however, and are high in price, being from $6.75 to $7. Another rise in beans is looked for, and they are quoted as being firm and scarce, both h.p. and y.e. stocks being none too plentiful.

Country market has been liberally supplied with eggs last few days and indications are that they will be cheaper even than they now are in price. From 22 to 26 cents was asked for eggs this week but it was thought that if they continued to be brought to market in such plentiful supply as was the case during past week, it would not be many days before a further drop was noted. Butter also is a little easier and is becoming more plentiful with approach of milder weather. It is still quite high.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 55	2 60
Beans, yellow eye, bus.	2 65	2 70
Butter, dairy, per lb.	0 25	0 28
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17½
Currants, 1's, lb.	0 08	0 08¾
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 75
Cornmeal, bbls.	....	3 65
Eggs, hennery	....	0 30
Eggs, case	0 22	0 26
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 55	6 60
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¼	0 10½
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 25	2 75
Raisine, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 70	5 80
Austrian granulated	5 60	5 70
Bright yellow	5 50	5 60
No. 1 yellow	5 20	5 30
Paris lumps	6 75	7 00

NOVA SCOTIA MARKETS.

Halifax, March 21.—An advance in price of butter and drop in price of eggs are principal features in the local market. Early last week eggs were scarce, but towards the latter part they came in good supply. They are selling at wholesale to-day at 28 cents. Eggs are higher here to-day than they are in Montreal, which is not usually the case. All the stock offering is good and fresh.

Butter is on scarce side and it has taken a decided jump. All dealers report a general scarcity of first-class stock. One week ago several lots of fresh dairy butter came on market, and it was thought receipts would continue right along. There was a marked change during past week, however, All the good stock offering was bought up, creamery advancing to 32 and 33 cents, and dairy (choice) stock to 28 and 29 cents.

HOW ABOUT $2,000 TO START A BUSINESS?

(Continued from page 37).

plenty of solid stuff in the way of reasoning to show why you cannot do this thing. Believe me, there is nothing so good, so convincing, so effective, as facts plainly and simply set forth. If you will send me that information I shall work this up for you; but meantime, here is a suggestion:

Service and Cost of Living.

Everybody is agitated about the "cost of living." Consumers are about ripe for the information that the real trouble is the cost of service. Thirty years ago a man could make a net margin out of a total average of, say, 15 per cent. Ten years ago he would have nothing left unless he got an average of 20 per cent. To-day it requires a good manager to get by on less than 25 per cent. This is because:

Clerks cost more, and we need more clerks.
Horses cost more, and we need more horses.
Deliveries cost more, and we make more deliveries.

All of which is the result of the demand for more service.

To-day practically nobody carries home any goods; everybody has a telephone; orders mostly come by phone.

To-day the variety carried is twice as great as a few years ago. Perishable goods abound everywhere, where formerly most groceries could be sold next week as well as to-day.

But there is one rule that has not changed. That is, two plus two continue to make four. Hence, if we are to give away 2½ per cent., we must first charge an extra 2½ per cent. There is no way to get around that fact.

The Bonus Must be Dropped.

We may "jolly" about this as we like. The facts still stare us in the face. They will not be side-stepped. So there is just one way to handle it. Drop the 2½ per cent. bonus. Do that definitely, but quietly. Then tell inquirers plainly, seriously, but without any attempt to dodge the issue, that you cannot do it any longer and do justice to your customers.

If it cost you 16 per cent. to do business, you are probably getting a net margin of 4 per cent. on sales for yourself. Put that up to inquiring customers, in plain English, as reason enough for cutting out the bonus.

Then stick to it. You will temporarily drop a few customers; but then you must simply redouble your efforts to do better in other ways. Being diligent in the essentials of rendering good service and selling satisfactory goods. Customers of real value will return and plenty of desirable ones will come to you to take the place of those who stay away, because not really desirable.

Stick to it. Do not let the "overpersuader" get you a second time.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—I have a Japanese quotation of so many yens per picul. Will you kindly tell me through your letter box what a picul is?

IMPORTER.

Toronto, Ont.

Editorial Note.—A picul is 133 1-3 lbs. It is divided into 100 catties, or 1,600 taels.

Coal Strike Affecting Export Flour Trade

Ocean Space at Premium - Dealers Should Not Relinquish Efforts on Flour and Cereals With Advent of Spring — Temperature of Next Few Months Should be Excellent for Consumption—Rolled Oats Hold Steady Position — Flour Inclined to Quietness at Some Centres.

Spring is in the air, and warmer weather is gradually embracing the Dominion. Somehow some dealers regard the advent of spring season as a token to relinquish the pushing of flour and cereals. Such should not be the case.

The statement that cereals do not sell as well during warm weather may be true, but the temperature of spring months is ideal for large consumption of cereals by consuming public. The dealer should, therefore, not neglect to give prominence to cereal stocks. It is a suicidal policy to suggest to customers that the use of an article is out of line by failing to give it prominence deserved. Flour should also meet with a steady demand during spring months.

As regards the market, rolled oats hold steady position outlined last week, with raw material not only holding up strong, but also tardy in arriving at mills. Millers report that as yet warmer weather has had little or no effect on retail demand for cereals. Export values on oatmeal have been advanced 6d, showing tendency of market.

Flour trade, while it might be better, is conceded as fair. The heavy buying previous to late advance no doubt is responsible for present quietness reported by some mills. Instances are not lacking of mills being handicapped by want of wheat on account of freight congestion. Little relief in freight problem can hardly be looked for until opening of navigation. Millers say navigation generally opens up around April 20.

Effects of English coal strike are being felt by exporters of flour and cereals. Ocean space has already been at a premium for a time, and probability of some sailings being cancelled makes matters worse. If this continues it also looks like higher ocean freight rates.

MONTREAL.

FLOUR—Flour is rather inactive at present. Normal demand is met without trouble. Prices remain unchanged, with no tendencies in either direction.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags..	....	5 70
Manitoba straight patents, in bags	....	5 20
Manitoba strong bakers, in bags	....	5 00
Manitoba second, in bags	....	4 60

CEREALS—Cereals have been lively during week. The shortage in supplies and difficulty in shipments caused by the snowstorms last week resulted in temporary advanced prices. Raw material is scarce, and may cause trouble later on.

Fine oatmeal, single bag lots	....	2 75
Standard oatmeal, single bag lots	....	2 75
Granulated oatmeal, single bag lots	....	2 75
Rolled cornmeal, 100 bags	....	2 00
Rolled oats, jute bags, 90-lb., single bag lots	....	2 50
do cotton bags, 90-lb., single bag lots	....	2 55
Rolled oats, barrels	....	5 25
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR—No new features have developed in flour during week In car lots, first patents are quoted at $5.60 per barrel. Domestic demand is fair, but considerable business was booked previous to advance, detracting somewhat from present trade.

Winter wheat flour shows quite marked steadiness. Offerings are not large, while millers realizing that country roads may shortly interfere with delivery of raw material are somewhat firmer in their ideas.

Manitoba Wheat.		
1st patent, in car lots	....	5 60
2nd patents, in car lots	....	5 20
Strong bakers, in car lots	....	5 00
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00
Blended	4 80	5 00

CEREALS—Trade in cereals continues on good scale. Millers say there has been no slackening as yet in demand by reason of arrival of milder weather.

Rolled oats hold the steady position noted last week. Indeed, raw material is again slightly firmer this week. There is still difficulty experienced in getting oats to mills on account of freight congestion. The tendency in this line is shown by advance of 6d in export price of oatmeal, even in face of slack export enquiry.

Cornmeal holds a steady position.

Rolled oats, small lots, 90-lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	2 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

FEED—Under scarcity of supplies, values on bran and shorts, and, indeed, all feeds have been well maintained at higher levels reached two weeks ago.

NORTHWEST WHEAT CROP.

The surprising manner in which the receipts of wheat keep pouring into Winnipeg and Fort William is proof that the crop was much larger than the most sanguine experts dared to predict. One large exporter states that judging from unprecedentedly heavy receipts, that if the wheat crop of the Canadian West had been properly matured and harvested in an average good condition, it would have reached 250,000,000 bushels.

TRADE WITH WEST INDIES.

Montreal, Que., March 21—(Special)—A conference will take place in Ottawa about the end of the month between 18 delegates from the British West Indian League and the Canadian Government regarding trade between the two countries.

Sir Thomas Shaughnessy is president of the Canadian West Indian League and the delegates from the B. W. I. are to be his guests. He has placed a special car at their service while in Canada. Delegates will be given a banquet by the Board of Trade and C. W. I. League, and also a luncheon by the C. W. I. League and the Mount Royal Club.

Head of the Lakes View of Grain Blockade

Western Farmer and Elevator Man Disagree—Former Wants Cars Distributed as Ordered, Latter to Suit Conditions—Political Parties' Delay in Deciding Terminal Elevator Question, Partly Cause of Lack of Storage.

Port Arthur, Ont., March 21.—(Special.)—Everywhere through the West the question of grain congestion is the leading topic of interest among all classes. Here at the head of the Great Lakes it is no less so than elsewhere, the only difference being that it is discussed from another standpoint. On the prairies the grain growers' side of the subject is the one of absorbing interest. Here it is the elevator people's views that are the most in evidence —both looking at the question from the standpoint of their own interest.

Among the farmers, the recent action of Parliament in changing the law regulating the distribution of cars is almost universally condemned, while here it is strongly upheld. The men of the plains are most emphatic in their condemnation of the proposal to allow the mixing of wheat in the elevators, but in the Twin Cities this action is considered quite justifiable, and is argued to be in the best interests of the farmers.

Want Cars in the Order Ordered.

In regard to the first of these changes, it is proposed to do away with the rule compelling the transportation companies to distribute cars to farmers and elevators in strict rotation as their names appear on the car order books, which names the railway agent is compelled to keep in the order the applications are made.

This law the farmers claim has worked out very well, but the elevator owners think otherwise, and the new act proposes to allow the grain commissioners the power to distribute cars out of the regular order to parties who can show that they have grain that is in bad condition and requires immediate shipment. The proposal upon the face of it, the grain growers say, looks quite innocent, but it is the practical working out of it they fear. It is claimed by the promoters of the change that it is in the best interests of the grain growers, whose real benefit they have at heart, but the latter do not so regard it. They have had experience with the elevator men's philanthropic proposals before.

For them the voice is the voice of Jacob, but the hands are the hands of Esau; and however plausable the reasons given, it is in their estimation bound to work to their disadvantage and in the interests of the elevator operators.

In reference to the proposal to allow the mixing of grain in the elevators, it is claimed by those operating them here that it is in the interests of all concerned, that it will facilitate the handling of grain by the railways and elevators and will not adversely affect the price of wheat, nor work any injury to the farmer, nor prejudice the reputation of Western wheat in the opinion of the foreign buyer.

All those contentions are combated by the farmers of the plains. It is claimed by them that any tampering with the grades of wheat in the elevators must injure its reputation in the eyes of the British or Eastern Canadian buyer, and it is further claimed that the allowing of mixing in the elevators after the grain has passed out of the hands of the farmer cannot be of any benefit to him.

The grain blockade is another phase of the subject that is as keenly discussed here as on the prairie. On all sides one hears the railways condemned for their alleged inability to transport the products of the Western farmers. It is charged that the latter have not kept pace with the development of the country, but that they have been inclined to rest upon their oars, and to use the expression of an Eastern journal, 'take profits,'

Should Not Bear All Blame.

In view of all the facts, however, the allegations, although so freely made and so widely believed, are scarcely justifiable. The railways may not have done all that they might have done, but it is scarcely fair to lay the whole blame upon their shoulders. The statement made by Mr. Bury, of the C.P.R., recently, that his company had appropriated more money annually for extensions than could be used, is questioned in many quarters.

A usually well-informed contributor to Farmer's Magazine in a recent article, makes a jest of the assertion. Those who have traveled extensively through the West are aware of the fact that all three of the great transcontinental lines have been pushing building as fast as they could get men and material to do it with, and in many parts of the West there are miles of grading done for which there is no steel available to lay the tracks, the rail mills of Canada being utterly unable to turn out sufficient material to meet the demand.

Storage Capacity Inadequate.

As we tried to point out in a recent article in The Grocer, the trouble is not so much in transportation facilities as storage capacity. There are at present hundreds of freight cars and many locomotives that might be employed in transportating grain if there were any place to store it. Here, at the head of the lakes, all the elevators and store houses are full to their utmost capacity. The immense seven million bushel elevator of the C.N.R., the largest in the world, can hold no more. The same is true of the G.T.P.R., with a capacity of three and a half million, while all the C.P.R. elevators are in the same condition.

It may be said, and is said in view of the great development: Why did not the railway companies build more storage? This is a reasonable question but the responsibility for the failure to provide necessary accommodation for the rapidly increasing products of the West can scarcely be all laid at the door of the transportation companies. There are others. The statesmen at Ottawa, engaged as they have been in the all-absorbing game of party politics, are largely responsible for the trouble. For some time past there has been a strong agitation in favor of the taking over of the terminal elevators by the Government, and instead of settling the question definitely one way or another, a year ago, as they should have done, both political parties juggled with it, hoping to gain party advantage, while in the end nothing was done.

In view of this unsettled condition of affairs it was scarcely to be expected that the railway companies, or any one else, would invest large sums of money in the building of store houses with the prospect of their being taken out of their hands before they were finished. It is sincerely hoped, now that the matter is apparently settled, that the building of increased elevator and storage capacity will be vigorously prosecuted, not only here at the head of the lakes, but at points westward, as suggested in The Grocer recently. The neglect to do this has involved the loss of probably millions of dollars worth of grain and caused much bad feeling that might have been avoided.—David Williams.

The Canadian Credit Men's Association, Ontario division, heard an address on Thursday evening, March 21, at Toronto, given by Alfred H. Burt, president of the National Candy Co., Buffalo, N. Y.

Milder Weather Improving Fruit Trade

Vegetable Trade Also Picking up—People Frequenting Streets More—Florida Tomatoes and Celery Coming Along in Larger Quantities—Potato Situation Varies at Different Centres.

The milder weather prevailing in many sections of Dominion has brightened trade in fruits and vegetables materially. As spring advances and milder temperature and brighter days become more regular and unbroken by dips back into winter conditions, trade in these lines can be expected to take on greater activity. It is pointed out by wholesale dealers that not only does the warmer weather bring forth a larger number of prospective purchasers, but it makes the display of these lines an easier problem.

Florida tomatoes have been coming along to Canadian market in larger quantities and being of good quality have met with ready sales. Florida has also been sending forth larger supplies of celery, and this line has also been taken up well by the trade. Western Canada is taking California stock, but the eastern provinces are buying a comparatively small amount of this.

Canadian onions are well to an end. Any that are still to be had are held at fancy prices. Spanish have been in good demand, but they, too, are high and nearing the end of their season. Egyptian onions will, however, shortly be added to Canadian list and will be badly needed.

Potato situation varies somewhat in different sections of country. Approach of spring and opening of pits will increase supplies in some districts. Dealers express fear that on account of extremely cold weather many potatoes may have been frosted during winter and will come out of pits in poor condition. There has been quite a quantity of English and Irish potatoes imported and this has slightly eased situation at some centres.

Oranges, lemons and grapefruit are all moving fairly well. Pineapples will shortly be given more attention under larger shipments and better prices. Strawberry prices also point downward.

MONTREAL.

GREEN FRUITS—Green fruits continue in good request with no important changes for the week. Snow storms last week caused a delay in shipments. Supplies in most lines are up to the mark and may show a decline in price with the spring imports. Florida oranges and pineapples show a decrease as a result of increased supplies. New strawberries are coming in freely and are meeting with a favorable demand. They are now quoted at 50c to 65c.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	....	3 50
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas	....	3 50
Strawberries, per quart	0 50	0 65
Tangerines, per strap	6 00	6 50

VEGETABLES—While demand for vegetables is not what might be called active, yet there is sufficient inquiry and sales to keep the market in good tone and with shipments moving freely the market has been subject to a few varied prices. Florida celery advanced this week, owing to scarcity. As predicted in the last issue, cauliflower advanced again and may go higher as a result of small stocks. New cabbages have arrived on the market and are selling from $7.50 to $8.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery	6 00	6 50
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	....	0 50
Sweet potatoes, per basket	....	3 00
Montreal potatoes, new, bag	....	2 00
New potatoes, $9 bbl.; 6c lb.		
Spinage, per bbl.	5 00	6 00
Turnips, per bag	....	1 00
Parsnips	1 50	2 00
Tressez	....	0 30

TORONTO.

GREEN FRUITS—Arrival of milder weather and brighter days is proving material help to fruit trade. Dealers are hoping for a continuance of it. Pineapples are shortly expected to come in for more attention. Lemons, oranges and grapefruit show a fairly steady demand.

Almeria grapes are getting into small compass. Some firms are well cleaned up on them. Prices vary considerably according to condition of stock.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Marmalade	....	2 75
Florida	....	3 00
California navels	3 00	3 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	6 00	6 50
Jamaica, case	3 50	4 50
Cuban, case	....	5 50
Grapes, Almeria, per keg	4 00	6 00
English hot house grapes, lb.	0 75	0 95
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	5 00
Florida strawberries, box	0 65	0 70

VEGETABLES—Trade in vegetables has also been brightened by milder weather. Florida tomatoes are coming along more freely at steady prices. Quality is good and they are selling well.

Onions hold to the high price. Egyptians are expected along shortly and will afford some relief to the market. Potatoes show no material change. Market is fairly steady with good demand.

Celery receipts are larger, mostly Florida stock coming to this market. Florida is quoted at $5.50 per case of 5 to 8 dozen, and California at $8 to $9 per case.

Asparagus, large	....	0 90
Asparagus, small, doz.	....	2 40
Cabbage, barrel	3 00	3 50
Canadian beet, per bag	....	1 50
Carrots, bag	....	1 75
Cauliflower, Cal., case	....	3 50
Celery, per dozen, washed	....	1 85
Celery, Cal., per case, 6½ to 10 doz.	....	8 00
Celery, Fla., per case, 5 to 8 doz.	....	5 50
Turnips, bag	0 50	0 60
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	....	1 50
New radish, per dozen	0 40	0 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 75
Onions—		
Green onions, dozen	....	0 25
Spanish, case	4 00	4 50
Spanish, half cases	....	2 25
Canadian, 75-lb. bags	3 00	3 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	....	1 85
Potatoes, Ontario, bag	....	1 75
Potatoes, Irish	....	1 70
Tomatoes, Florida, crate	....	5 00
Sweet potatoes, hamper	2 00	2 25

"See here, I wrote and asked you when you were going to pay that old account, and enclosed stamp, but you never answered."

"My dear sir, wouldn't it have been a mean trick to use your own stamp to disappoint you?"

Good Time to Sell Fruits and Vegetables

New and Appetizing Goods Coming on Market of Splendid Quality—With Warmer Weather Window Displays Will be Given More Attention—A Window Trim Suggestion.

This is a time of year when it will well pay the grocer to give special attention to his fruit and vegetable department. With the arrival of warmer weather, a good many more people frequent the streets, as well as visit the stores. The past couple of months have been rather cold, and people have found it more to their liking to keep within their homes. The higher temperature and brighter days will once more, however, induce them to come forth, and displays of fruits and fresh vegetables at this time will bring more business than for some time in the past.

Easter Helps Fruit Trade.

There is also another reason why retail dealers should bolster up fruit and vegetable departments now. Easter, a festive season somewhat akin to Christmas, is close at hand, and there should accordingly be a special demand for these lines.

New Vegetables on Market.

It is true that dry root vegetables are scarce, but let the grocer not despair. There are many lines of fresh vegetables to be had which will delight both the eye and the appetite. Florida tomatoes of excellent quality are now on the market. It is needless to say they are appetizing. There is also new celery, and although the price is high, the quality is good. Then there are new cucumbers, head lettuce, radish and green onions. New cabbage is also arriving, while California is sending along cauliflower.

Imported Fruits of Good Quality.

There are also plenty of fruits to induce business. Good quality oranges are now coming from Florida and California. Florida, Cuban and Jamaica grapefruit is to be had. Keg grapes are still available, while to the large purse dealers may offer English hot house grapes. Add to this list delicious Florida strawberries and pineapples and you surely have an array of fruit that should bring business.

What Good Display Is.

All merchants agree that display is a most important factor in selling fruits and vegetables. Tossing the goods in stock on counter or into window is display in a certain fashion, but not in the best fashion. Care must be taken. Cleanliness should prevail. The display should be symmetrical whenever possible. Put the goods before your customers in the most attractive form. It will assist materially in selling them.

Window display, especially at the present time, will create business. With warmer weather people are more likely to stop to look at a window display—that is if it has sufficient merit to induce them to do so.

The window shown here may be of some assistance to the trimmer in arranging a display. The window proper had sufficient merit to arrest the attention of many a passer-by. Two rows of apples were followed by a wide layer of Malaga grapes. Pineapples and dates combined with box confectionery form the centrepiece. The window is evenly balanced by a symmetrical pyramid of oranges on both sides. It will be noticed that a window shelf hung by wires from the ceiling holds some other lines.

Neatly arranged fruit display which sold some goods.

MAPLE SUGAR QUESTION AGAIN.

St. John Dealers Interested—Adulterated Article Claimed is Being Sold.

St. John, N.B., March 21.—(Special).—Keen interest is being evinced by local grocers in a matter which concerns the trade in general, but particularly those who make a specialty of catering to the wants of their customers from the confectionery department, the placing on the market of an article which is displayed as "pure maple sugar," but which, it is claimed, has no just cause for bearing this description. A protest has been made to the Inland Revenue Department of the Customs and the matter is to be taken up vigorously, so that the outcome is being awaited with interest by local dealers and the public as well.

H. S. Godard, of Elgin, Albert County, was in St. John this week and brought a large stock of maple candy, sugar and honey or syrup, and he complained most bitterly that it had been allowed some others to place on the market an article which they told the unsuspecting purchaser, was "pure maple sugar." He said that about this time of year, just when people were beginning to think that it was time for the first arrivals of maple stock, there was placed on the market a bogus article, composed largely of molasses, sugar, and "left-overs" in maple goods for flavoring. These ingredients were molded into lengths and sold as the genuine maple sugar, and this made it hard when the real sap stock was brought to the city, for the first-comers to get the prices they deserved through being the early arrivals with the goods.

He was strongly in favor of having the law compel a dealer when placing maple sugar on the market to label his goods with a guarantee that they were absolutely pure and thus both the grocers, confectioners and general public would be protected, for unless the sugar maker were not afraid of an analysis of his stock he would not take the risk of a fine of $200 and falsely label his wares.

Fish Trade Hampered by Milder Weather

In Many Sections—Makes Handling of Fish More Difficult—Next Two Weeks Expected to be Busy Ones—Dealers Put Forth Extra Efforts for End of Rush Season—Good Friday Always Stellar Fish Day.

There is no material change in fish situation this week to refer to. The milder weather in many sections has had an adverse effect on fish trade, making the handling of this line more difficult, but under the conditions and for season retail demand is considered good.

Wholesalers and retailers alike are making preparations for the last round of the Lenten season. Past years have proven that the last two weeks are busy ones, dealers putting forth every effort for a bright finish for the season.

Good Friday is especially a stellar day in fish business, the result of a natural demand combined with selling efforts of dealers. With the kind assistance of the weather man it is expected to be fully up to standard this year.

Certain lines are getting into smaller compass at different centres while others are completely done. These lines vary at different centres but are mostly in prepared, smoked and pickled varieties. Prices continue to hold steady position.

Oyster trade is at a lower ebb at most centres, showing revival each time the temperature lowers. There is, however, a considerable trade yet to be transacted for stocks are arriving on Canadian markets in good condition. The season's trade in oysters has been good.

QUEBEC.

MONTREAL.—The mild weather has affected the fish market, it is no longer displaying the rush and excitement of two weeks ago. Demand is once more of a hand-to-mouth order with prices for the week unchanged.

FRESH AND FROZEN.		
Market cod, cases, 250 lbs., per lb.	....	0 06
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 08½	0 09
Herring, frozen, per 100 fish	1 00	1 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 05	0 06½
Pike, dressed and headless, lb.	....	0 06½
Steak cod	0 05	0 05½
Mackerel	....	0 15
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.	
Boneless cod, in blocks or packages, lb., 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	3 00
New Labrador herring, per half bbl.	3 10
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	3 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½

SMOKED.	
Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 08
Fillets, fancy, 15-lb. boxes, per lb.	0 12
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal, $1.75; selects, gal.,	$2.00.
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Fish sales are moving along at a good clip under fairly favorable conditions. Mild weather has no doubt had some adverse effects on trade, making handling of fish more difficult. Next two weeks are expected to bring forth a good volume of business. Last two weeks of Lenten season are generally set upon by dealers to boom wind-up of Lenten trade.

Prices continue steady. Many lines are getting to end of their tether and being marked off list. Labrador herrings in halves came to an end some time ago. Now full barrels are done. Lake herrings are also cleaned up while skinless cod, Imperial cod and Quail-on-toast are an unknown quantity with several firms. In fact, stocks on the whole are in rather small compass even for time of year.

FROZEN FISH.		
Gold eyes	0 05	0 06
Pike	0 05	0 06
New pink sea salmon	0 09	0 10
Whitefish	0 09	0 11
Halibut	0 10	0 11
Smelts, extra, per lb.	....	0 15
Smelts, No. 1, per lb.	....	0 10
Red salmon, headless and dressed	0 11	0 12
Mullets	....	0 04
Bluefish	0 11	0 12
Steak, cod, per lb.	....	0 06½
Flounders, per lb.	....	0 05
Tullibees, per lb.	....	0 05

FRESH CAUGHT FISH.		
Steak cod	....	0 09
Haddock	0 07	0 09

SMOKED.		
Kippers, per box	....	1 15
Bloaters, per box	....	1 15
Finnan Haddie, per lb.	0 05	0 06
Digby herring, per bundle	....	0 25
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65

PICKLED.		
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans	....	1 25

PREPARED.		
Shredded cod, 2 doz pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 50
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NOVA SCOTIA.

HALIFAX.—Fresh fish, particularly cod and haddock, is now in good supply, and some large catches have been landed at Nova Scotia ports during past week. Captains of incoming vessels report fish plentiful on inshore banks, one vessel with four men, catching 60,000 pounds of fish in one day. As a result of heavy arrivals everything in the fish line is booming at Digby.

There is also an abundant supply of fresh fish on local market. Lobsters, however, are scarce, and outlook is not favorable for any improvement. Unusual scarcity of fresh lobsters has increased demand for canned stock, and dealers report sales much heavier this Lenten season than last.

Canned clams are also selling freely, as well as salmon, but demand for latter is not up to expectations. It is thought that increased price for some of the best brands has caused falling off in sales.

According to advices received here, European markets for dried fish are weak.

Dr. Harvey W. Wiley, chief of the Bureau of Chemistry of the Department of Agriculture of the United States has resigned. He will devote the remainder of his life in urging the formation of a National Department of Health.

Two Weeks More for Fish before Easter

Some Suggestions on Getting Best Results During Waning Days of Lent—Lines That Should be Fairly Well Cleaned up Before Easter—A Window Display.

Dealers are now about to enter upon the last round of the rush season for fish, and should, therefore, reap the full remaining benefits of the trade to be had in this line while the big Lenten demand still remains.

The last two weeks of Lent should be marked with good business in the fish department, especially to those merchants who give to this department the attention it deserves. It is even suggested that more than usual attention be given to the grand finale of the Lenten season, thus putting a bright finishing touch on a record series of sales.

Talk Food Value of Fish.

People can be induced to buy fish, not alone because the season calls for some restriction from meats, but also because fish is a good food as well as being comparatively cheap. These are all points which should be given emphasis to in all selling endeavors.

Conditions should warrant a little advertising for the fish department during the next two weeks. The local paper may be used to good advantage in this particular. Get a good, strong headline for the ad. Talk to customers just as if they were standing before the counter. Point out that fish is an excellent food. Mention that it is cheap compared with many other lines of food. Give special attention to a number of lines carried in stock. Such efforts should result in a good volume of business.

Show Customers Your Stock.

The value of display on counter and in the window as a means of interesting customers in fish has been pointed out before. The statement that goods must be shown to be sold is more true of fish than of many other lines carried by the grocer. Rigid cleanliness must be observed if customers are to be induced to buy.

A Display Suggested.

Some good window displays that will catch the eye of the passer-by may be arranged with fish. A suggestion that might be well used is to have a picture of a fishing scene for a background. If nothing but a medium sized picture is available, it should be raised above the window floor. Add a couple of fishing poles in criss-cross manner above the picture. Let the fishing lines hang down, and, if desired, put some species of the finny tribe on the hook. To complete such a window, it is only necessary to arrange the different varieties of fish in systematic manner, preferably on white porcelain platters. Price and show cards should not be neglected in such a display. A big show card might point out the food value and cheapness of fish.

The After Easter Trade.

It is now time also that the dealer should commence to get his stocks in shape for the more steady and even demand which will come with the passing of Lent. After Easter there will still be appreciable sales, especially for those dealers who still give proper attention to this line, but it will not be marked with the same activity as has been present during past weeks.

Frozen and fresh fish present little difficulty, as they are purchased on a hand-to-mouth basis, so that a dealer has his stock well in hand at all times. Smoked, prepared and pickled lines must be given more attention, however, so that the dealer will not find himself at the end of the rush season with a quantity of slow-selling lines on hand.

Therefore, during the next two weeks, the dealer would do well to devote attention to getting these lines cleared up to the safety mark. Any lines which are sticking should be moved. Put them in a prominent place and use your salesmanship in clearing them out.

Clean Out the Kegs.

If you have a small quantity of some pickled line in the bottom of a keg, do not allow them to lie there covered with brine and unseen. Get them out where customers may see them. Replace them in the brine each night, if necessary, to maintain the quality.

See that all lines of pickled fish are kept well covered with brine. In making brine for fish, it should be remembered that it is not wise to throw some salt in the keg followed by some water. Mix the brine to the proper thickness in a separate receptacle and then pour it over the fish.

London Grocers Decide on Summer Half Holiday

Annual Meeting Held—New Officers Elected With John Diprose as President—Delegates to Toronto Grocers' Banquet Report—Will Picnic in Detroit This Year.

London, Ont., March 21.—(Special).—The annual meeting of the Retail Grocers' Association was held in their hall on Tuesday evening, March 12th. The following officers were elected for the ensuing year: President, Jno. Diprose; First Vice-President, J. A. McFarlane; Second Vice-President, H. Fountaine; Treasurer, Thos. Shaw, re-elected; Secretary, James McKenzie, re-elected; Executive, Messrs. Ryan, Ranahan, Mullins, Fedy, Drake and Young.

Thos. Shaw and E. J. Ryan, the delegates to the Toronto Retail Grocers' Association Banquet, reported the work they had done in connection with Toronto and Brantford associations regarding the formation of a Provincial Association. The members were pleased with the progress made in so short a time.

Presentations Made.

The retiring President, Norman McLeod, was presented with a handsome oak rocker with leather seat. E. J. Ryan made the presentation. He told of the good work the President had done during the past year and hoped Mr. McLeod would enjoy many happy evenings seated in the arm chair, and that his thoughts might revert back sometimes to the pleasant year he spent as President of the London Association.

Thos. Shaw, treasurer, was the recipient of a handsome club bag from the members. Harry Ranahan made the presentation. He praised the treasurer for the hard work he had done for the past two years. Everybody voted Messrs. McLeod and Shaw jolly good fellows. Mr. McLeod and Mr. Shaw replied thanking the members.

Decide on Summer Closing.

It was decided to close all grocery stores every Wednesday afternoon during the months of June, July and August regardless of public holidays. Last year the stores did not close when there was a public holiday in the week.

There was a great deal of discussion on the above subject, some of the members wanted to close the last Wednesday in May till the first Wednesday in September. The motion to do so was defeated by the casting vote of the President.

It was decided to hold the annual excursion to Detroit on Wednesday, June 19. The Detroit and Cleveland base ball clubs play there on the 19th and 20th—so that is the reason why.

Produce & Provisions

Big Increase in Consumption of Eggs

Steadied Market Last Week—Production on Good Scale, But Bad Roads Hold up Receipts—Butter Unchanged, But Slightly Easier Tinge—Canadian Make Increasing—More New Zealand Stock Coming from England—Interest in Hams and Bacon for Easter.

After their spectacular toboggan slide, egg prices came to a sudden halt last week and have since remained steady. This is in keeping with probable action of market as has been outlined in these columns. Production a few weeks ago began to show an increase of considerable proportions which brought about a gradual easing in market. Then supplies which had been held up for a time by bad roads showed a marked increase and prices shot downward. It was pointed out that lower prices would bring a larger demand and that this call for the new laid would probably steady market. This reasoning has proved correct.

Without question the Canadian hen is steadily increasing her production. This would mean lower prices if production were accurately reflected in receipts. This is not the case as the bad roads in the country are holding up receipts at many centres. However, notwithstanding the temporary hold up of receipts values should, if there is no change in conditions, gradually seek lower level.

What can be said of butter? Prices have not shown any change, but here and there a tinge of easiness is noticeable. Stocks on hand at all centres are light but new milk goods are coming along. However, there may still be a pinch at certain centres before prices turn downward. When easing sets in, it can be expected to be gradual. The market in England has been depressed by the coal strike owing to falling off in consumption and some more New Zealand stock is coming along from there. Demand for butter is mostly in small lots.

With Easter only two weeks away, hams, bacon and other pork products are attracting more interest. The general market is steady. Lard is still moving out freely and is holding slightly steadier tone.

Live hogs have continued to develop a stronger tone and it seems that season of small supplies which many dealers expected some time ago may have now set in. There is also a keener demand as trade in pork products will be good from now on.

MONTREAL.

PROVISIONS. — Provisions continue quiet, prices remaining as quoted last week with no tendencies in either direction. Demand is limited in all lines. Live hogs are firmer.

Long clear bacon, heavy, lb.		0 10½
Long clear bacon, light, lb.		0 11½
Hams—		
Extra large sizes, 25 lbs. upwards, lb.		0 11
Large sizes, 18 to 25 lbs., per lb.		0 13
Medium sizes, 13 to 18 lbs., per lb.		0 14½
Extra small sizes, 10 to 13 lbs., per lb.		0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.		0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.		0 15½
Breakfast bacon, English, boneless, per lb.		0 14½
Windsor bacon, skinned, backs, per lb.		0 16
Spiced roll bacon, boneless, short, per lb.		0 11½
Boiled ham, small skinned boneless		0 24
Hogs, live, per cwt.	7 50	7 65
Hogs, dressed, per cwt.	10 25	10 50
Pure Lard—		
Boxes, 50 lbs., per lb.		0 12¾
Cases, tins, each 10 lbs., per lb.		0 12¾
Cases, tins, each 5 lbs., per lb.		0 12⅞
Cases, tins, each 3 lbs., per lb.		0 13
Pails, wood, 20 lbs. net, per lb.		0 12¾
Pails, tin, 20 lbs. gross, per lb.		0 13¼
Tubs, 50 lbs. net, per lb.		0 12½
Tierces, 375 lbs., per lb.		0 12¼
One pound bricks		0 13¼
Compound Lard—		
Boxes, 50 lbs. net, per lb.		0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.		0 09¼
Cases, 5-lb. tins, 60 lbs. to case, per lb.		0 09⅝
Cases, 3-lb. tins, 60 lbs. to case, per lb.		0 09½
Pails, wood, 20 lbs. net, per lb.		0 09¼
Pails, tin, 20 lbs. gross, per lb.		0 08⅝
Tubs, 50 lbs. net, per lb.		0 09
Tierces, 375 lbs., per lb.		0 08¾
One pound bricks		0 10
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		22 50
Bean Pork		16 50
Canada short cut back pork, bbl. 45-55 pieces		22 00
Heavy short cut clear pork, bbl.		22 00
Clear fat backs		23 00
Heavy flank pork, bbl.		22 00
Plate beef, 100 lb. bbls.		8 00
Plate beef, 200 lb. bbls.		15 50
Plate beef, 300 lb. bbls.		22 50
Dry Salt Meats—		
Green bacon, flanks, lb.		0 11

BUTTER.—The butter market is again unchanged, high prices still prevail with a steady supply from Canadian producers and New Zealand imports. The coal strike in England has caused the consumptive demand for butter to decrease, and as result Canadian imports of New Zealand creamery is running more freely. This may cause a decline in price before long.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 28	0 30
Fresh, dairy rolls		0 32

EGGS.—The rapid decline of egg market was broken last week as a result of blocked country roads and difficult shipments resulting from heavy snow storms. Prices advanced a little owing to temporary shortage, but fell again towards the end of the week.

New laids	0 28	0 30

CHEESE.—The market in all lines is strong as a result of short supplies and a steady consuming demand. There has been no quotable advance during the week.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—The same slow market for poultry is maintained.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 16	0 20

HONEY.—Honey still continues firm. Demand is steady and prices as previously quoted.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 09½

TORONTO.

PROVISIONS.—Firmer feeling noted last week in hams has developed into a half cent advance. This is due to greater interest in this line in anticipation of Easter demand. Wholesalers are now meeting with greater success in sale of pork products for Easter trade.

Lard is also firmer and higher by, ¼ cent under the active movement which has been referred to before.

Live hogs are stronger again under stinted receipts and rather keen demand. They have advanced 30 to 40 cents during week and are still steady.

Smoked Meats—		
Light hams, per lb.	0 15	0 15½
Medium hams, per lb.	0 14½	0 15
Large hams, per lb.	0 14	0 14½
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10¾	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11¾	0 12
Lard, tubs, per lb.	0 12	0 12¼
Lard, pails, per lb.	0 12¼	0 12½
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points		7 10

Live hogs, local		7 40
Dressed hogs		9 50

BUTTER. — Butter quotations are much the same as a week ago but there is a slight tinge of easiness by reason of increasing make of new butter. The easiness as yet is not marked and its effect on quotations can be expected to be gradual. There are still some stocks of United States and New Zealand on market which with increasing production in this country will gradually cause market to shape in direction outlined.

	Per lb.	
Fresh creamery print	0 35	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—Eggs have followed direction we outlined as probable. After their marked downward dash, prices during last week came to sudden halt. This is explainable by the fact that lower prices have induced a much larger demand and steadier market.

The hen continues industrious, and yield is increasing. Conditions of country roads will play an important factor in market. It is probable that receipts will be held up somewhat in many sections by bad roads. Dealers believe that increasing yield even with larger demand would work for slightly easier prices if supplies came along regularly.

New laid eggs	0 24	0 25

CHEESE.—Nothing new in situation. Market holds steadiness outlined before.

Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½

HONEY.—Comb honey is by no means plentiful. Prices on all lines are steady. A fair demand is in evidence for season.

Honey—strained—		
White clover, 60-lb. tins, per lb.		0 12
White clover, 10-lb. tins, per lb.		0 12½
White clover, 5-lb. pails, per lb.		0 13
Dark clover, 5-lb. pails, per lb.		0 12
Amber honey, 60-lb. tins, per lb.		0 08
Buckwheat, 60-lb. tins, per lb.		0 07
Comb white clover, per doz.	2 25	3 00

POULTRY. — Moderate receipts and unchanged prices sum up this week's situation in poultry.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese		0 13
Turkeys	0 17	0 19

Dressed, 2 cents per lb. more.

Getting Provisions Ready for Easter

Appetites That Have Been Restricted During Lent Will Appreciate Ham and Bacon Again—Suggestions for Selling Them —A Provision Window Display—Attention Should be Given Early to Stocks.

Easter is fast approaching and the ban which has been on at least a portion of the public's appetite for the past few weeks so far as pork products are concerned, will before long be lifted. For some time now healthy ham and bacon appetites have been restricted, and the appeasing of them when the fast period has passed is going to mean a larger and more varied demand for foods. The grocer and general merchant is the man who is going to profit and just about in proportion to the amount of effort which he puts forward to take advantage of the pent up appetites of customers.

Provisions and pork products have especially been in the background for the past few weeks and this is one of the lines which is going to show a marked improvement in sales with the passing of the Lenten season. Dealers should now begin to plan in order to have their provision department in first-class shape for the Easter trade.

Selling Hams and Bacon.

Hams and bacon will find a good sale and should be brought into prominence during the last week of Lent. Tasty displays in the window and on the counter will serve to arrest the attention of the passing "fastee" and turn his interest into sales.

Dealers should not leave the placing of their orders for Easter meats until too late a period. They are needed early so as to move the palates of customers beforehand.

Remember Easter Egg Display.

Eggs always find a good sale at Easter time. Dealers should make arrangements to have a sufficient supply to fully care for customers' wants. Not to have eggs at Easter time is as bad as a Christmas without candies, nuts and oranges.

Display forms a very important part in selling provisions, such as hams, bacon and eggs. A ham, no matter how appetizing it may be, is not likely to make a customer's mouth water while it hangs in the refrigerator or the warehouse. Nor yet are eggs likely to be suggested to customers when they remain under the counter in the packing case. These goods have to be shown to be sold—at least, in order to make the volume of sales as large as possible.

Arrange Special Provision Counter.

Have the provision counter in first-class shape, clean, tempting and appetizing. If a dealer does not regularly devote a counter to these lines, he would do well to do so around Easter. The volume of sales, if the counter is used to the best advantage, should warrant the use of a counter for the purpose.

The value of the window in this connection should not be forgotten. Here you are able to appeal not only to the appetites of regular customers, but also to the passing prospect. Hams, bacon, eggs, as well as lard and butter, may be shown in the one display.

Window Display Suggested.

Here is a window display suggested by one grocer who makes provisions an important department. The background is made of breakfast bacon hung down from a rod at back of window. Down either side a wall is built of butter and lard in prints. In centre of window a tub of lard is turned on its side, the open mouth facing the front. On both sides a ham or two is placed. Along the front and next the glass, a layer of fine sawdust is spread and displays of eggs made on this. He suggested that the word "Easter" might be spelled out on the layer of sawdust with eggs.

Shows Ham Partly Sliced.

"If I were making the display, I would not simply place the whole ham in the window. I never do. Ham does not look appetizing until it is cut, and for that reason when I place one in the window I cut it in two first, so that the tempting face of the ham will be presented to customers."

The advertisement can also be turned to good advantage in promoting sales of these lines at Easter. Do not simply enumerate the lines carried in your ad., but describe their goodness in such a manner as to create a desire in the reader for them.

SEEDS IN POUND BAGS.

James Carter & Co., Raynes Park, London, Eng., who through Patterson, Wylde & Co., Toronto, are introducing their farm seeds in this country, have something different from the ordinary pasteboard package and bulk method of selling them. Farm seeds are placed in the retail store in small cotton bags each weighing a pound and sealed. Attached to each bag is a card showing a reproduction of the vegetable grown from the seed. The lettering on the bag is in green ink and a narrow green ribbon keeps the display card in place. The method is new in Canada.

The Charles B. Knox Co., Johnstown, N.Y., have completed the erection of their new building there. In dimensions it is 127½ by 60 feet and stands near the site of the old building.

BONELESS COD ON THE MOVE

Yes, orders are reaching us daily from grocers in the most remote part of the country for Canada Brand Pure Boneless Codfish. They realize that there is a good steady profit in fish trade and they're not mistaken.

THAT FISH DEPARTMENT

of yours should be put in proper shape. Let us suggest a few leaders. A post card will bring prices.

Ocean Brand
Haddies Kippers Bloaters
Boutilier's Fillets
Mariner Brand Skinless Fish

Don't hesitate. Never venture, never win.

The Halifax Cold Storage Co.
MONTREAL

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case $6.00
1-dozen	12-oz.	
1-dozen	16-oz.	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.	Doz.
6-oz, tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each 0 04
100 books and over...each 0 03½
500 books to 1,000 books.. 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb pkgs, White Moss	0 26

LARD LOGIC

—Gunns Quality holds trade and brings new business—

PON-HONOR GUNNS FOOD PRODUCTS

Standards of Excellence

Maple Leaf Brand Pure Lard

Our Quality Brand Kettle Rendered Pure Leaf

Easifirst Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers **WEST TORONTO**

HAMS

are already advancing in price and will undoubtedly be higher before Easter. We expect a keen demand for them at that time. Place your orders early.

We have cheaper cuts of Sugar-cured Smoked Meats, such as Shoulders and Rolls, both very acceptable and attractive in the present high run of prices.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

½-lb pkgs, White Moss .. 0 27
¼-lb pkgs, White Moss ... 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs, asstd... 0 27½
½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded..	0 18	....	0 17
Special shred...	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16
White Moss in 5 and 10-lb. sq. tins			21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto — Per Case

Eagle Brand, each 4 doz...	$6 00
Gold Seal Brand, each 4 dz.	5 25
Challenge Brand, each 4 dz.	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co., Per case.

Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 65
Canada First Medium (20 oz.) Evaporated Milk ...	4 40
Canada First Hotel Evaporated Milk	3 90
Canada First Condensed Milk (sweetened)	5 05
Rose Bud Condensed Milk (sweetened)	4 90
Beaver Condensed Milk, (sweetened)	4 15

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	$3 65
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case..	6 20

ST. CHARLES CONDENSING CO.
Prices—

St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.	
Presentation (with tumblers) $3 per doz.	

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEKEEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size..... $1.45 per doz., net
Large size..... $2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.

Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz. ..	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3. flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case ...	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	20 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs, 11-lb bars, lb..	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts....	5 00
Sparkling Cider, 24 pts. ...	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23 $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45

	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz...	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	0 09⅛
20-lb. pails	0 09⅝
20-lb tins	0 09⅛
60-lb. tubs	0 09⅜
3's, 20 to case	0 10⅛
5's, 12 to case	0 10
10's, 6 to case	0 09⅞

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL
Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box .	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30

Dealers in Ontario are requested to advise us promptly of any difficulty or delay in filling their orders for goods manufactured by this Company. All such cases will be investigated, and if conditions warrant it, goods will be supplied direct from our factory.

Magic Baking Powder — Gillett's Cream Tartar
Magic Baking Soda — Royal Yeast Cakes
Gillett's Perfumed Lye — Imperial Baking Powder

E. W. Gillett Company Limited
TORONTO, ONT.
Winnipeg — **Montreal**

KNOX GELATINE

Is a Lively and Profitable Seller

Lively---because extensive advertising makes it well known and its quality and purity make it well liked; profitable---because there's a profit for you in every sale at 15 cents per package. "Make KNOX your *gelatine leader!*"

CHAS. B. KNOX CO.
JOHNSTOWN, N.Y.
Branch Factory: MONTREAL, CANADA

10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 00

Liquid Bluing, 90c per doz. Liquid Ammonia, 90c per doz. Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,

Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss, 1-lb packages	.06
48, No. 1 white or blue, 4-lb. cart's.	.06¾
48, No. 1 white or blue, 3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¼
200 lbs. bbls., No. 1 white	.06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	$0 07¼
48 lbs. silver gloss, in 6-lb canisters	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes	0 07¾
100 lbs. kegs, silver gloss, large crystals	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs. Canada pure corn starch	0 05
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH WORKS.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes about 40 lb.	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0 06
Finest Quality White Laundry-	
3-lb. canisters, cases of 48 lbs.	0 06¾
Barrels, 200 lbs.	0 06¼
Kegs, 100 lbs.	0 06¼
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07¼
6-lb. toy trunks 8 in case	0 08¼
6-lb. toy drums, with drumsticks, 8 in case	0 07¾
Kegs, extra large crystals, 100 lbs.	0 06¾
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07¼
Canadian Electric Starch—	
Boxes of 40 fancy pkgs, per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 05
Brantford Prepared Corn, 1-lb. packets, boxes of 40 lbs.	0 07¼
Crystal Maize Corn Starch, 1-lb. packets, boxes of 40 lbs.	0 07¼
(20-lb. boxes ¼c higher.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.

No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	$2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz, in case, per case	2 60
Barrels, 700 lbs.	$0 03⅜
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs. .	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz. in case..	$2 75
5-lb. tins, 1 doz. in case..	3 10
10-lb. ins, ½ doz. in case.	3 00
20-lb. tins, ¼ doz. in case	2 95

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

OXO.

Enamelled tins of	CUBES. Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Bottles	Oxo (Liquid) prices.	Minimum reselling prices.
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz. ...	3 50	0 35
1 doz. 4-oz. ...	6 50	0 65
1 doz. 8-oz. ...	11 25	1 10
1 doz. 16-oz. ...	18 50	1 75

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ...	$1 35
3's. 2 doz. case, per doz. ..	1 95
5's. 1 doz. case, per doz....	3 75
10's, ½ doz. case, per case..	3 40
20's. ¼ doz. case, per case..	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz...	1 60
3's, 2 doz. case, per doz. ..	2 35
5's, 1 doz. case, per doz. ..	4 00
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90
H. P. Pickles—
Cases of 2 doz. pints ... $3 35
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan...	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50

SEEDED RAISINS

We have been doing a record business in Seeded Raisins for this time of the year, but we want to continue it a while longer, and for that reason we are again placing before you our offerings of this fruit. You had better secure your Spring requirements now when the prices are so moderate.

Monarch Brand, Fancy, 16 oz., 7¾
Griffin Brand, " 16 " 8
Extra Quality, Choice, 16 " 7½

JAPAN TEAS

We offer something very good in fannings and siftings, which draw equally as good as the large leaf teas, and would make an excellent substitute for the low-priced Japans which are now practically off the market. Prices range from nine to twelve cents. Samples on application.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	24	30
Orange Label, 1's	23	30
Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

FANCY FLORIDA TOMATOES, CELERY and CABBAGE

You will find these good, prices are right.

Have fresh cars Navels arriving daily, such Brands as

VOLUNTEER (Sunkist), ROSE and CLOVER.

Full stock of Lemons, Grape Fruit, Valencia Onions, Irish Potatoes, Strawberries, Head and Leaf Lettuce, Cucumbers, etc.

McWILLIAM
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EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

TANGLEFOOT

THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.
30 William Street, Montreal

"ST. NICHOLAS"

are always

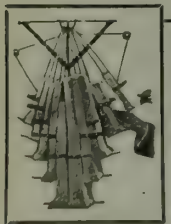
VERY FINE

It will pay you to insist on this Brand.

J. J. McCABE

AGENT

TORONTO, : : ONT.



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CRESTON - IOWA, U.S.A.

The Cocoa of HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

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CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

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New Cabbage

Celery (California and Florida)

Pineapples and **Bananas**

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best early goods from
the South.

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TORONTO and HAMILTON

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TOMATOES AND CELERY

Fancy Ripe Tomatoes Crisp, well-bleached Celery

Strawberries **Pineapples**

Full Line of fresh Greens arriving every day, both Southern and Hot-house.

WE HAVE A NICE LOT OF DOMESTIC ONIONS (RED GLOBES)

Put up in 100 lb. sacks. They are dry and well cured. Try some.

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HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN

LEMONS

ALWAYS PACKED UP
TO A STANDARD
NEVER
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THIS BRAND OF

FOLLINA'S FANCY LEMONS

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Gen. Can. Agent Toronto

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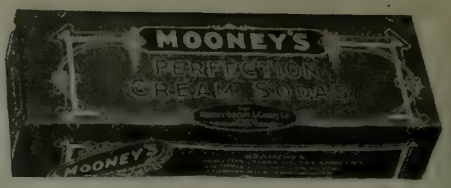

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MOONEY'S PERFECTION CREAM SODAS

Every modern dealer wants something different, exclusive to what is usually offered—this is the line you want if you have not already been passing it out.

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BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

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BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

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To Meet The Demand
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MAPLEINE

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For Cakes, Cake Fillings, Candies, Ice Cream, Etc., and for a Table Syrup better than Maple.

Order from your jobber, or
Frederick E. Robson Co.,
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The Crescent Mfg. Co.
SEATTLE, - WN.

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go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

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For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

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a Drug Store and the Druggist recommended a certain patent medicine you would give it a trial, ten to one. We feel that you should give our goods a fair run on our recommendation, and we are sure, if you do, that you and your customers will both be pleased.

4

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EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.

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STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

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PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MecLean Publishing Co., 143 University Ave., Toronto.

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ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

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MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

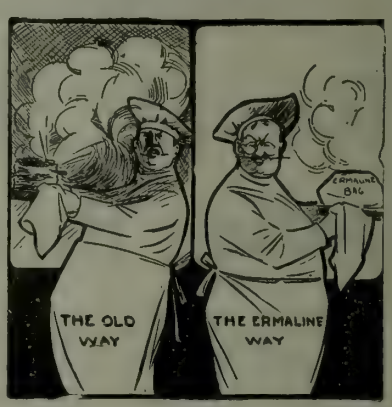
YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

Be Ready For Every Demand

It's a mighty bad thing, Mr. Grocer, to have a customer ask two or three times for an article and not be able to get it. Your failure to supply the goods proves conclusively that your sign board which says "Everything for the Household in Stock" is a little bit off!

THE

Ermaline Cooking Bags



are as valuable in the household as any other kitchen utensil, in fact many housewives have found them indispensable.

Do You Want a Set Free?

All you have to do is, send us a card. We'll do the rest.

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skilful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal; P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.
Wholesale Potato Exporters

48 MAY STREET
BELFAST, - IRELAND.

Cables—"Paradox" Belfast.

NATION'S CUSTARD

POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd. Edmonton, Alta.
Ayre & Sons, Ltd., St. John's Newfoundland
J. M. Crosswell & Co. Kingston, Jamaica

Samples free by post.

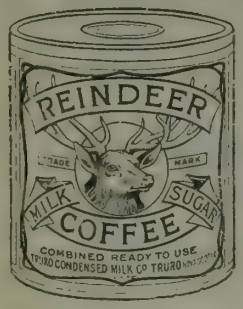
HOUSEWIVES' FAVORITE

WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

Condensed Coffee



Reindeer Brand

is the extract of best grade Coffee condensed together with Granulated Sugar and REINDEER Brand Milk.

For a cup of rich Coffee simply put one spoonful in a cup and add boiling water. (Will keep in same can after opening.

Are you getting your share of this increasing demand? If not, try showing a full line of goods bearing the Reindeer Head and stock up.

REINDEER LIMITED

TRURO, N.S. and HUNTINGDON, P.Q.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

Steady Sales Depend on Quality

and especially is this so of canned goods. You can lose reputation and custom quicker by selling inferior canned goods than in any other way. Make sure of steady sales and satisfied custom by selling

THE OLD MILL TOMATOES AND FRUITS

Purity marks the process of manufacture, and natural surrounding conditions have blessed us to an even greater extent. The celebrated Spring of pure water supplies the Old Mill Factory and the unequalled quality of Tomatoes and Fruits grown in the Niagara Peninsula district are added, giving "Old Mill" Tomatoes and Fruits that fresh flavor of quality goodness that speaks volumes of advertising for your store. We are now backing orders for fall delivery.

PUT IN A STOCK NOW, THE PROFIT IS WORTH IT, TOO.

The W. H. Merriman Co., St. Catharines, Ont.

FACTORY AT ST. DAVID'S

JAM QUALITY

Have you ever noticed that while your customers always order the same brand of tea, flour, coffee, etc., they always look for

Something New in Jams?

Are you always able to satisfy their curiosity? If not, make no mistake, but get in a small trial supply of

KING BRAND JAMS

and let your customers be the judge and jury. They will undoubtedly bring in a verdict of "QUALITY."

Write for Prices

Labrecque & Pellerin

MONTREAL, QUE.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Don't Cry Over Lost Soap Profit

There never was a condition of soap markets or any other markets that obliterated the profit from one thing but what it profited another. So here's your alternative, Mr. Grocer, for lost soap profits.

THE GIANT
5-CENT PACKAGE

LAWRASON'S SNOWFLAKE AMMONIA

In many ways it replaces soap in the household. At this season of the year it has decidedly more sales than any other cleaning or washing device.

Lawrason's is pure ammonia powder, and the largest 5c. package on the market. Line up now. This is the time to make up profit lost on soap sales.

S. F. LAWRASON & CO., LONDON, ONT.

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is the BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

Through a little effort at advertising and a big effort at producing the best article that skilled mechanics and A-1 materials could produce, our

Klondike and Jubileé Brooms

have become known as the most reliable in the market. Just now we are devoting special attention to **perfecting the handles** of these lines by a new system of polishing—making them **"smooth as glass."** Try a sample lot, you'll be delighted.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

THE BEST SELLING BRAND

of canned fruits and vegetables on the market is undoubtedly the

E.D.S. BRAND

There are the soundest reasons for it. They stand the Government Test, the materials used are positively the highest grade luscious, ripe, fresh fruits grown on our own fruit farms in the fruit garden district of Canada. The factory is a marvel of scientific sanitation and up-to-the-minute mechanical perfection.

Is there any wonder why E.D.S. is the best.

Made only by

E. D. SMITH,

WINONA, ONT.

AGENTS:
NEWTON A. HILL, Toronto;
W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg;
R. B. COLWELL, Halifax, N.S.;
J. GIBBS, Hamilton.

Quaker Soap

PURE SOAP

Neither Prize

Nor Premium

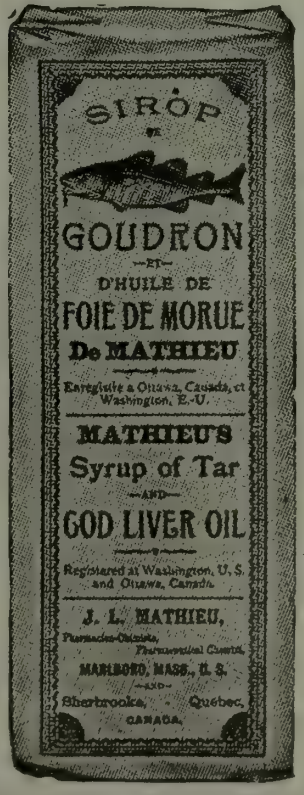
Just Soap

Mathewson's Sons

Wholesale Grocers

MONTREAL

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 26 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Our Triumph

Perfection is not attained in a day. It takes years of experiment, expense and experience to obtain biscuit perfection.

Try our exquisitely crisp and tasty

St. Lawrence Cream Sodas

Our triumph in the art of baking—where lies the real secret of biscuit successes.

A TRIAL ORDER WILL SURPASS YOUR EXPECTATIONS.

ABBOTT, GRANT & CO.
Limited
BROCKVILLE ∴ ONTARIO

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd., Victoria Street, Winnipeg.
For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Ltd., Toronto.
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.

SERVICE

THAT'S what you want, Mr. Canner. Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any size or description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

WRITE

AMERICAN CAN COMPANY
MONTREAL, QUE. - HAMILTON, ONT.

SUCCESSFUL

merchants always make sure of stocking trustworthy goods and you should certainly consider the

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

and provides a most refreshing smoke at a reasonable figure, both you and the consumer getting money back all the time.

We Don't Want

to overstock you but we do want you to give our goods a fair trial. We know that you'll be a good customer in the end.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with the Canadian Navy, remember, but is the popular

CHEWING TOBACCO

packed by the firm which guarantees prompt delivery and quality all the time.

THAT FIRM IS

The Rock City Tobacco Co.

Quebec Winnipeg

WRITE ABOUT

Maple Sugar - - Chewing Tobacco
Master Mason - - Smoking Tobacco
Rose Quesnel Smoking Tobacco

Tuckett's Orinoco Tobacco

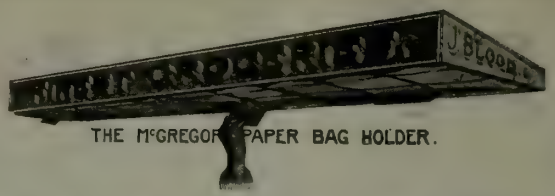
NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.



THE McGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Sell the Best Cocoanut

The Name is

McLEAN

It will please your patrons and give you a good profit. What more is there?

THE CANADIAN COCOANUT CO. Montreal, Que.

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

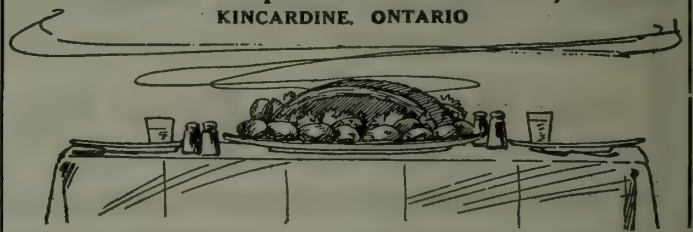
Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Hold Your Trade by Selling Good Salt

The grocer who values his trade will make sure of his sal t Nothing can take the place of good salt. It is the grocer's staple ONTARIO PEOPLE'S SALT is absolutely pure and fills the popular demand for a GOOD salt.

SEND FOR PRICES.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

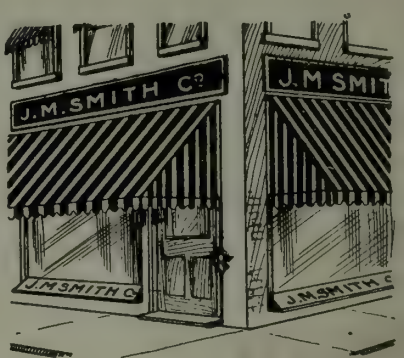
Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.



YOUR AWNING REQUIREMENTS

for the ensuing spring and summer season is a question that it will pay you to settle NOW. Don't let the strong rays of the sun get at your stock and so depreciate it in value that you must sell it at a loss.

We are at your service. Ask us to quote on your requirements.

Raymond Bros., - London, Ont.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

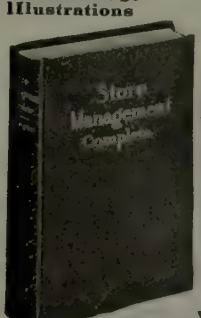
Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

THE "ARCTIC" FOR THE BUTCHER

This is one of our new lines and it is just what the up-to-date Butcher wants. It is handsome in appearance, with oak or ash case, with open panels. It is also the coldest and driest refrigerator on the market.

For the Grocer we have a great variety of equally up-to-date refrigerators.

Western Representatives, DONNELLY, WATSON & BROWN, Calgary, Alta.

WRITE AT ONCE FOR CATALOG.

JOHN HILLOCK & CO., Limited

154 GEORGE STREET, TORONTO

NOW!

when the canned fruit supply is low in most households, is the time to make big sales of Jams.

Sterling BRAND

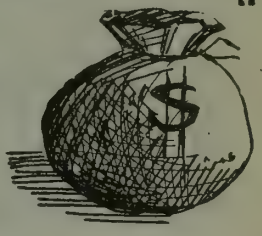
Strawberry
Raspberry
Red Currant
Black Current
Plum
Peach, etc.

JAMS

including both the PURE and compound fresh fruit products, have enormous sales. The Grocer who is selling these is coining money.

Pure Jam is packed in 16 oz. jars.
Compound Jam is packed in 12 oz. jars, appropriate for all requirements and tastes.

Send for our Prices



The T. A. Lytle Co.
LIMITED
Sterling Road, TORONTO, Ont.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

Accounting Worries are Over

Retail bookkeeping is probably the greatest thief of time the grocer has to contend with; and unless you have the only modern device of retail bookkeeping you can expect it to ever worry you.

The "BARR" ACCOUNT REGISTER

is the system for you. With one writing you have every customer's account balanced, entirely eliminating any chance of error or misunderstanding between you and your account customer.

It is such system that inspires the confidence of all who trade with you, a fact insuring your success.

We would gladly demonstrate the Barr system to you. May we? Drop us a card.

Barr Registers, Limited,

TRENTON, ONTARIO

5 Cases at $4.15
with half Case free.

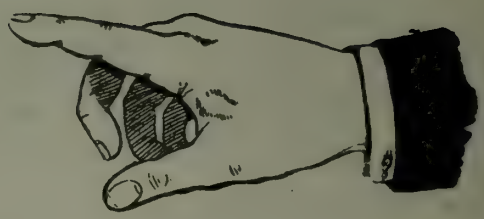
10 Cases at..... $4.05
with 1 Case free.

25 Cases at..... $4.05
with 3 Cases Free

FREIGHT PREPAID
Net 30 days.
Assorted or otherwise.

Read all about the new prices

We intend to protect every customer who already has an order booked for future delivery.



and remember quality counts.

Apply to

FACTORY:
Woodstock, Ont.

MONTREAL OFFICE:
514 Coristine Bldg.

TORONTO OFFICE:
76 Colborne St.

or any wholesaler.

Butter, Eggs
AND
Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD
Georgian Bay District
WINTER APPLES

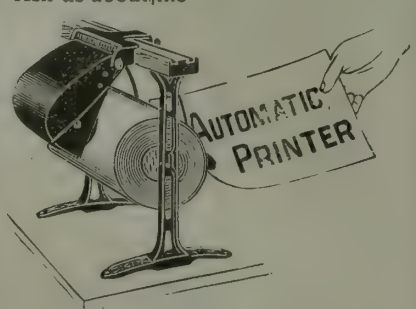
WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

IF

You want to advertise your store
You want to advertise your service
You want to stamp your name on paper
You want to stamp your name on bags
You want to save 90% on your advertising bill

Ask us about the



It's a wonder, and does everything we claim for it.

PAYMENT LIGHT.
SATISFACTION HEAVY.

Send your name into every home every day.

UTILITIES LIMITED
MONTREAL

Listen !

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

SPANISH PEPPERS,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
HARICOT VERT,

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

It's delicious.

H. E. VIPOND & CO.
MONTREAL

FISH! = FISH!

Two Weeks Left in Lent

GOOD FRIDAY, the Best Fish Day of the Year

Lay in a Good Supply. Be Prepared.

Present conditions indicate that fresh caught lake fish will be late this Spring. We can, however, offer you several varieties of sea fish.

FRESH CAUGHT HALIBUT
FRESH CAUGHT HADDOCK
FRESH CAUGHT STEAK COD

Frozen Lake Trout is off the market, but we can recommend **Red Sea Salmon** in its place. We have both "Round" and "Headless and Dressed" at low prices.

WHITE FISH! Single frozen, caught through the ice this winter, are equal to a fresh caught fish. We have still a few of these excellent fish left.

Beacon Brand HADDIES CISCOES None Better

SPECIAL
A few Kegs No. 1 Extra Fancy
PICKLED LAKE TROUT
$6.00 Keg

The F. T. JAMES CO., Limited
Church & Colborne Streets
Toronto

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You **must** realize what effect this policy will have in the long run. **We** are interested, among other things, in supplying you with the finest line of extracts.

More Than Ninety Flavors

More Than Ninety Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell yon she is "so glad you have them," or she will make their acquaintance and thank you you afterwards.

Like to test that statement? We'll send you a sample of our

Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so-called "vanillas" offered you to-day. To most people it is a **new experience**—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

Waters from the Vichy Basin

Spring is practically at hand and with its approach come thoughts of the hot, sweltering summer days when the demand for cooling and refreshing water such as above, is unlimited.

Equal, if not Superior

to any other brands selling at a higher price. That's what we have to say about the following lines, and you can rely on this guarantee as it is the reliable word of a reliable house.

SPRING	LA CAPITALE	50 qts.	$5.00
"	NEPTUNE	" "	6.00
"	ST. NICHOLAS	" "	7.00
"	SANITAS (Spklg)	" "	8.00
"	"	100 pts.	9.00

LEMONADES
LA SAVOUREUSE

$5.00	case	of 50 pts.	Claret	Bottles
7.50	"	" " qts.	"	"
5.50	"	" " pts.	Champagne	"
8.00	"	" " qts.	"	"
9.50	"	" 120 splits.	"	"

ST. NICOLAS

$5.50	case	of 50 pts.	Champagne	Bottles
7.50	"	" " qts.	"	"
7.50	"	"100 splits	"	"
10.00	"	"100 pts.	"	"

We are now taking orders for delivery on arrival of first steamers. On all orders received for five cases, assorted or not, we will pay freight and give reduction of .25 per case.

Thes prices and conditions are subject to change without notice.

Take Advantage of This Liberal Offer

Laporte, Martin et Cie.

LIMITÉE

568 St. Paul St. MONTREAL

Telephone Main 3766

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 72
Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Can Co. 72
Aylmer Condensed Milk Co. 18

B

Balfour-Smye & Co. 16
Banner Mfg. Co. 17
Barr Register Co. 75
Benedict, F. L. 21
Bickle, J. W., & Greening. 12
Borden Condensed Milk Co. 3
Bovril, Ltd. 65
Bradstreets. 21
Brand & Co. 15
Brown Mfg. Co. 62
Bull Dog Ammonia Co. 29

C

Campbell Bros. & Wilson. 65
Canada Sugar Refining Co. 2
Canadian Cocoanut Co. 74
Carr & Co. 9
Catelli, C. H. 24
Chaput Fils & Co. 23
Chivers & Sons. 80
Church & Dwight. 70
Clark, W. 7
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 12
Common Sense Mfg. Co. 21
Connors Bros. 67
Continental Bag & Paper Co. 65
Crescent Mfg. Co. 64

D

Dalley, F. F. Co. 18
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 24
Dominion Molasses Co. 15
Dominion Register Co. 27
Dominion Salt Co. 8
Downey, W. P. 67

E

Eby-Blain, Limited. 33
Eckardt, H. P. 34
Edwardsburg Starch. 61
Epps, James & Co. 62
Essex, W. H. Co., The. 20
Eureka Refrigerator Co. 69
Ewing & Sons, S. H. 27

F

Farrow & Co., Jos. 16
Fearman, F. W., Co. 57
Fels & Co. 64
Furuya & Nishimura. 18
Fussell & Co. 72

G

Giffin-Hobbs Co. 17
Gillard, W. H., & Co. 68
Gillett, E. W., Co., Ltd. 59
Golden Ray Co. 8
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Granger Freres. 30
Gray, John. 12
Gunns, Ltd. 57

H

Halifax Cold Storage Co. 55
Hamilton Cotton Co. 74
Heinz, H. J., Co. 9
Henderson, Thos. 67
Hillock, J. 75
Hodson Sumner. 26
Hudon-Hebert Co. 25

I

Imperial Extract Co. 78
Irish Grocer. 21
Island Lead Mills Co. 74

J

James, F. T. 77

K

Kessel Co., F. 21
Kilgour Bros. 74
Knox Co., Chas. B. 59

L

Labrecque & Pellerin. 69
Lambe, W. G. A. 20
Laporte, Martin & Cie. 78
Laurentia Milk. 79
Law, Young & Co. 17
Lawrason, S. F. & Co. 70
Lemon Bros. 76
Lind Brokerage Co. 20
Lister Co. 29
Lindner & Benner. 33
Lloyd, Ltd., Edward. 66
Lovells Bag and Packet Machinery Co. 13
Lytle Co., T. A. 75

M

MacLaren Imperial Cheese Co. 20
MacLure & Langley. 20
MacNab, T. A., & Co. 50
McCabe, J. J. 62
McDougall, D., & Co. 21
McLaren, W. D. 9
McLeod & Clarkson. 21
McLoughlin Bros. 67
McWilliam & Everist. 62

M

Magor, Son & Co. 34
Major, L. H., & J. Soubliere. 21
Malcolm, Jno, & Son. 75
Maple Tree Producers. 24
Marshall Brokerage. 20
Mathewson's Sons. 71
Mathieu, J. L., Co. 71
Meadow-sweet Cheese Co. 8
Menard Motor Car Co. 22
Merriman, W. H. 69
Midland Vinegar Co. 22
Millman, W. H., & Son. 20
Mooney Biscuit and Candy Co. 64
Morton & Sons, David. 22
Mott, John P. & Co. 68

N

National Cash Register Co. outside front cover
Nation, E. J. 67
Nelson, Dale & Co. 9
Nicholson & Bain. 55

O

Ontario Peoples Salt & Soda Co. 74
Oshawa Canning Co. 6

P

Patterson Wylde & Co. 27
Patrick, W. G. & Co. 20
Peek, Freen Co. 19
Perrin, D. S. 14
Pickford & Black. 21
Pugsley-Dingman. outside back cover

Q

Quaker Oats Co. 11
Queen City Oil Co. 21

R

Ramsays'. inside back cover
Raymond Bros. 74
Reindeer, Ltd. 68
Richards Pure Soap Co. 76
Robinson & Co., C. E. 21
Rock City Tobacco Co. 73
Rowat & Co. 21

S

St. Charles Condensing Co. 17
St. Croix Soap Mfg. Co. inside front cover
St. Lawrence Flour Mills Co. 65
St. Lawrence Sugar Refining Co. 17
St. Thomas Packing Co. 8
St. Vincent Arrowroot Growers and Exporters' Association. 10
Sanitary Can Co. 6
Sapho Mfg. Co. 31
Smith, E. D. 71
Smith & Schipper. 21
Sherbrooke Cigar Co. 73
Silver, H. R. 20
So-clean Mfg. Co. 3
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 10
Stevens & Allen. 21
Stevens-Hepner Co. 70
Stewart, I. C. 21
Stringer, W. B. 63
Stuart, Foster Co. 33
Stuhr, C. F. 64
Symington Co., T. 22

T

Taylor & Pringle. 29
Thum Co., O. & W. 62
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works. 21
Tuckett, Geo. E., & Son Co. 73

U

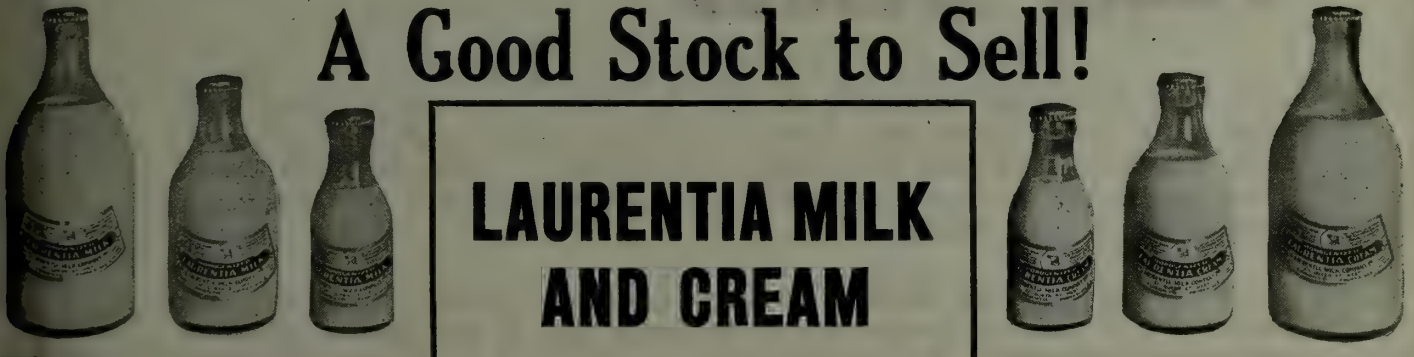
Utilities Limited. 76

V

Vipond, H. P. 76

W

Waite & Fuller. 8
Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son. 63
Warren, G. C. 20
Watson & Truesdale. 20
Wellington Mills. 21
West India Fruit Co. 62
Western Distributors, Ltd. 20
Western Salt Co. 18
Wethey, J. H. 57
White & Co. 63
White Swan Spice & Cereals, Ltd. 8
Wiley, F. H. 20
Willis Mfg. Co. 74
Wilson, Archdale. 32
Wilson, Jos. B. 4
Woods & Co., Walter. 68
Woodruff & Edwards. 12
Wondershine Ltd. 13



A Good Stock to Sell!

LAURENTIA MILK AND CREAM

After many years of search in trying to find the solution of procuring pure, wholesome milk and cream for children, as well as for the use of aged people and convalescents, the practical solvency of the solution belongs to the producers of Laurentia Milk and Cream. Through a mechanical process called Homogenization, absolute purification of milk and cream results. In the case of Laurentia Milk, by which the cream is mixed with the rest of the milk in such a manner that it can never separate nor be separated again. Hence the excellent quality, and with it a guarantee of purity that makes sales.

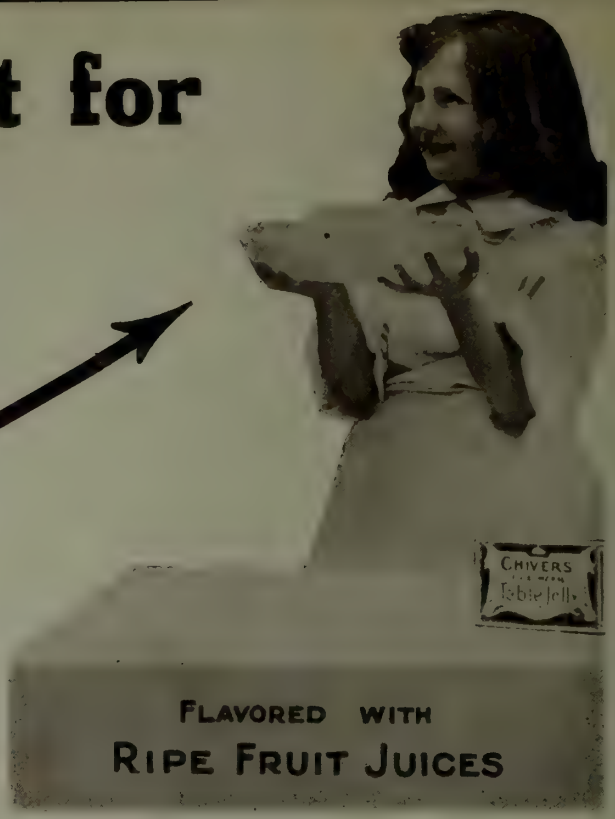
TRY A STOCK—SEND FOR IT NOW.

LAURENTIA MILK AND CREAM CO., LIMITED

371 Queen Street West, Toronto

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'



Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

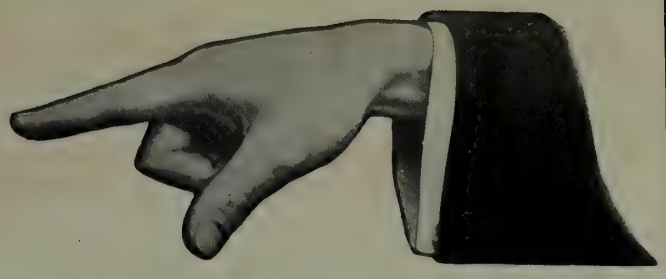
HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

False Statements



were made about our **Cabinet Brand Maple Compound Syrup** by a concern in Toronto. We found it necessary to take action and they apologized for slanders and withdrew them in their entirety, as appears by their letter of which the following is a copy.

Toronto,
Feb. 21, 1912

Ramsays Limited,
Montreal, Que.

Dear Sirs,

Referring to our recent letter to the members of the Ontario Wholesale Grocers' Guild, in which we stated that "Ramsays Cabinet Brand" Maple Syrup was composed of glucose, brown sugar and artificial flavoring, we beg to state that we were mistaken in the analysis thereof and such statement is incorrect, and we beg therefore to withdraw the letter in its entirety, and to express our regret that this occurred.

Yours truly,
(Signed) Maples Limited
Jas. C. Gardiner.

Every knock is a boost. Mr. Grocer, think it over, syrup season is now on. Feature the syrup that is proved to be the best by our opposition. Made from pure Maple and the best of granulated sugar. We do not have to slander anyone to get your business because you know we are a reliable firm and will give you a square deal.

RAMSAYS LIMITED

MONTREAL, QUE.

"MAKES DIRT RUN"

When Spring Cleaning is at hand, COMFORT LYE is in demand.

How is your stock of

Comfort Lye

PUGSLEY, DINGMAN & CO., Limited

TORONTO

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MARCH 29, 1912 No. 13

TRADE WINNERS

Diamond Brand Goods are Leaders
Diamond Brand Goods are Imitated
Do Not Accept Substitutes .·. .·.
Our Trade Mark is Your Protection

Confectionery Specialties

Maple Cream Hearts
Maple Buttons
Maple Smacks
Maple Cream Blocks
Crystallized Maple Gems
Mint Buttons
Nutty Creams
Fruity Creams
Butter Beans
Assorted Cream Caramels
Minto Creams
No. 1 A.B. Gum Drops
Victoria Chocolate Drops
Dominion Mix
Walnutive

A Few of Our Gross Goods

Maple Walnut Fudge
Maple Ice Cream Drop
Maple Squares
Old-fashioned Chocolates
Cocoa Moss. M. M.
Busters, M. M. Sticks
Peppermint Rock
Swiss Caramels
Barber's Pole
Jumbo Sticks, M. M.
Tricolor M. M. Sticks
Chocolate M. M. Bar
Chocolate M. M. Pigs
Frappe Cream
Aniseed Balls (4 for 1c.)
Cocoa Balls in 3 colors

Mikado Mixed Candy

32 lb. pails 8½c. per lb.

Sugars & Canners, Ltd.

MONTREAL

Season 1912

Upton's Pure Orange Marmalade

NOW READY

UPTON'S Jams and Orange Marmalade

FINEST QUALITY --- REASONABLE PRICE

Made from Fresh Fruits, in a clean up-to-date Preserving Factory.

Put up in Wood Pails and Gold Lined Tin Pails and Glass Jars by

The T. Upton Company Ltd.

Hamilton - Ontario

Thistle Brand Finnan Haddies

Haddies caught, cleaned, cured and packed at the water's edge, under the "Thistle" trade mark, are as true, staunch and loyal to the highest standard of quality as the old Scotch Thistle itself.

Their cleanliness is always proverbial—their flavor is fine—*they are genuine haddies always.*

Codou's Macaroni

Other brands of Macaroni can be substituted for Codou's, but when you do it you are not "fair to yourself"—you cheat yourself out of a woman's confidence.

There *is* no Macaroni quite as good as Codou's—quite as white, tender and delicate. Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, always represent the top-notch of quality.

Cox's Gelatine

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth. It never disappoints—folks get what they expect and want when they buy the peer of all—Cox's.

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that dollars and cents and brains and sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality goods!

"Le Calice" Castile Soap

is as pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with "Le Calice" Soap. Antiseptic, sanitary, clean. Not a "tallow soap"—no corrupt animal fat in it.

SRS. D. LECA & CO., Sole Manufacturers, Marseilles.

Arthur P. Tippet & Co.

MONTREAL *Agents* *TORONTO*

Weston's Fancy Biscuits

To have the Weston Fancy Biscuits stand pre-eminent as the very choicest quality of biscuits that are marketed, has become a hobby with us, amounting almost to a fad.

To achieve this distinction we exercise the greatest care, employ the best skilled labor and use only pure and highest quality ingredients.

Weston's Cocoanut Macaroons

Fancy Macaroons, King's Mixed and Lady Fingers—these four varieties put up in small glass front tins, as shown in the illustration; also in plain tins and bulk. These are regular trade winners and are unsurpassable in flavor and excellence.

George Weston Ltd. Toronto

Clean-Sweep Your Locality!

We do not mean you to engage in the laborious work of broom sweeping your locality. We would rather it be divided among the housewives of your trade, and if **SOCLEAN** is used the **clean** part of it is assured. Spring time as a general rule is the sweeping season. To do it well

SOCLEAN

The Dustless Sweeping Compound

must be used. It gets all the dirt and lessens the labor over one-half. Put in a stock now and you will make a clean sweep of it all. It is an ideal stock just now—and when once used, steady sales result.

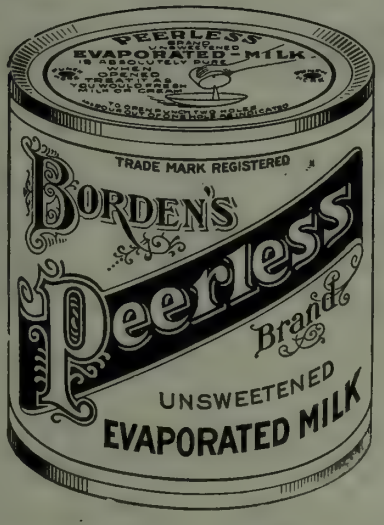
It sells at 25c, 50c, $1.00, put up in handy-sized pails.

ORDER FROM YOUR JOBBER—OR DIRECT FROM US

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

BORDEN'S EVAPORATED MILK PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver

I MAKE THE DEMAND

and retail grocers have only to display

WILSON'S
FLY PADS

to sell them largely during
the summer and fall months.

RETAILERS' PROFIT

66⅔ to 80%

All Wholesale Grocers Sell

WILSON'S FLY PADS

ORDER NOW

ARCHDALE WILSON, Hamilton, Ont.

Growing Boys and Girls Need Nutritious Foods

Your and your customers' children need vigor-producing, wholesome, health-giving foods—the kind that make rich, red blood. One 10c. tin of

"SIMCOE" BAKED BEANS

will give sufficient nutriment for an entire family for one meal. "SIMCOE" Baked Beans are the antidote for the high cost of living—delicious and appetizing, contain as much value in food properties as a pound of beefsteak.

Feature the 3's Family, size "the tin with more beans at a lower price."

ASK YOUR WHOLESALER FOR PRICES.

DOMINION CANNERS, Limited

HAMILTON, CANADA

RAPID SALES

Since the first introduction of Kitchener Brand products sales have been rapid and continuous—due to the excellent quality, moderate price, and the support of live, persistent advertising.

KITCHENER BRAND

goods are prepared and packed in a modern plant of which cleanliness is the feature. The Jams, Pork and Beans and other fruit and vegetable products bearing this brand are creating interest which should be taken advantage of by the aggressive dealer.

OSHAWA CANNING CO., Limited

OSHAWA - - - ONTARIO

SANITARY CANS

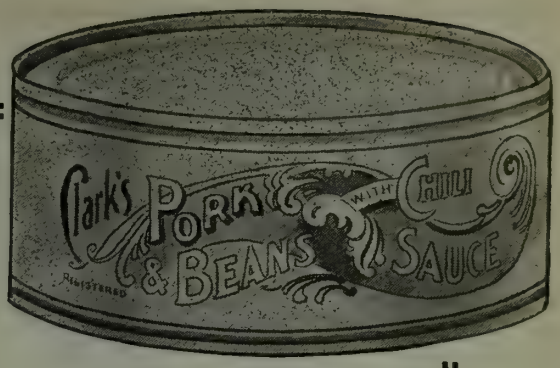
FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Pork and Beans sell when they're

CLARK'S

¶ Your customers know when they buy Clark's Pork and Beans that they are getting a delightfully nourishing food, properly cooked and easy to digest.

¶ The Sauces, either Tomato, Chili or Plain, are inimitable natural flavors, only obtained through years of experience.

DON'T LET YOUR STOCK OF CLARK'S PORK AND BEANS RUN LOW. IT WON'T BENEFIT YOU, BESIDES YOU CAN ALWAYS GET WHAT YOU WANT IF YOU ASK FOR IT.

W. CLARK, Montreal

Manufacturer of High-Grade Food Delicacies

THERE is no better Magnet to draw and hold the best trade in your neighborhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL

If You Have Any Doubt

About any class of goods, the best way of satisfying yourself as to whether they are worth stocking or not, is to get a sample free and give it a trial. If it pleases you it will please your customers.

"GOLDEN RAY"
CLEANER

is a line which every housewife in Canada will want sooner or later, and you may as well satisfy yourself on its merits as not.

An Effective Hand Cleaner

as well as a sure remover of stains from any fabric. Cleans canvas shoes, etc., with wonderful results.

WRITE FOR SAMPLE

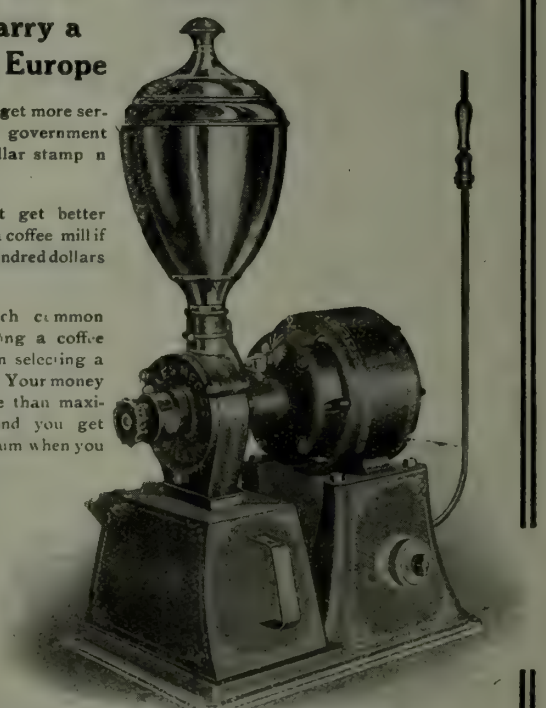
WAITE & FULLER, 4 Union Ave., Montreal

A TWO-CENT STAMP
Will Carry a Letter to Europe

You couldn't get more service from the government if you put a dollar stamp n he corner.

You couldn't get better service out of a coffee mill if you paid five hundred dollars for it.

Use as much common sense in selecting a coffee mill as you do in selecting a postage stamp. Your money can't buy more than maximum service and you get it at the minimum when you buy a **COLES**.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

JERSE
McCORMICK'S
JERSEY CREAM
SODAS
The Purity of
LENTEN DAYS
is fairly matched by the Purity
and Quality of Jersey Cream Soda Biscuits—*the perfect Lenten Diet.* Jersey Cream Sodas are equal—if not superior—to bread in nutriment as they contain no moisture and are made from the best ingredients. You buy the purest and the best Lenten Food when you buy
40
McCORMICK'S
JERSEY CREAM
SODA
BISCUITS
TRADE MARK

This is Only ONE Of The MANY Attractive Ads.

which are reaching consumers all over the country—telling them about **McCORMICK'S JERSEY CREAM SODA BISCUITS.**

You owe it to yourself and to your trade to provide for meeting the BIG demand this advertising has and is creating.

Stock McCormick's Jersey Cream Soda Biscuits.

Order from nearest shipping point, and get your order in **EARLY.**

McCORMICKS

FACTORY AT LONDON

Warehouses at:
Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, and St. John, N.B.

COWAN'S CAKE ICING

Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO. Limited,

TORONTO, - - - - ONTARIO

I CAN MAKE YOUR SHOW WINDOWS

PAY YOUR RENT-BILL

Just Read What Mr. Setron of Parkersburg, W.Va., Says About

ONKEN INTERCHANGEABLE WOOD WINDOW FIXTURE YOUNITS TRADE MARK

Here's The Letter:

A. H. SETRON
N. W. CORNER MARKET ST. AND COURT SQUARE

Parkersburg, W.Va., Dec. 26, 1911.
The Oscar Onken Co.,
Cincinnati, Ohio.

Gentlemen:—

I take great pleasure in sending you herewith my check to cover invoice for set of ONKEN Wood Window YOUNITS shipped Nov. 27 last.

I feel that every dollar I am sending you has made me $10.00 profit during my Christmas trade.

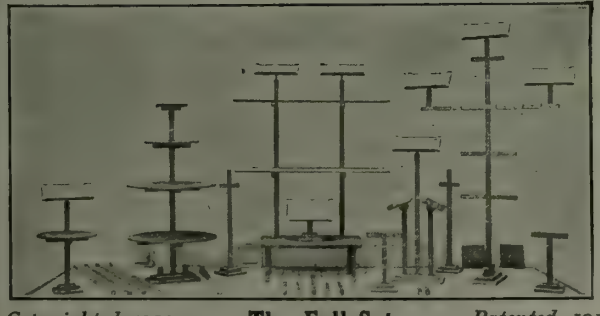
Our Christmas trade this year was beyond my expectations and I contribute a great deal of it to the fine window displays made with your Fixtures.

Wishing you a Prosperous New Year,
I remain, Yours respectfully,
A. H. SETRON.

- - - - Now I positively can do the same thing for you with either my $21.00 or $36.00 set of Grocery Store Window Fixtures.

- - - - The price and investment should not be considered when results of this kind knock at your door.

Besides my Grocery sets, I make another set for the General store dealers. With this set you can make any kind of window-trims such as Groceries, hardware, furnishings, haberdashery, wearing apparel, shoes, drugs and any other kind of merchandise handled by the general store. This set, No. 4, price $28.00.



Copyrighted 1911 **The Full Set** *Patented 1911*

(Patented 1911 in United States and Foreign Countries.)

The above illustration shows entire set of **No. 14 Grocery Younits**, comprising 125 YOUNITS to the set. There are 17 display slabs made of well-seasoned oak lumber. 10 of the slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining 108 YOUNITS consist of BASE BLOCKS, CROSS ARMS and EXTENSION YOUNITS, in assorted lengths and sizes, which will enable you you to make **Hundreds** and **Hundreds** of Window Trims and as many odd and standard fixtures.

YOU NEVER NEED A TOOL.

FINISH—Made of select oak in one stock finish— weathered oak— all in a soft mellow waxed finish.

STORAGE CHEST— Each set is put up in a HARDWOOD HINGED-LID, STORAGE CHEST (oiled finish). A place to keep the unused YOUNITS.

BOOK OF DESIGNS—A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Every Set Guaranteed to Give Satisfaction. Shipments made at once.

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the southern Canadian Border.

THE OSCAR ONKEN CO.

Established 32 Years

No. 788 Fourth Ave.,
Cincinnati,
Ohio,
U.S.A.

Order through your JOBBER or DIRECT.

The Oscar Onken Co., 788 Fourth Avenue, Cincinnati, Ohio
Send Me Your Window Fixture Booklet
FIRM ..... CITY ..... BUSINESS .....

22

Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—THE VERY BEST.

Samples and prices from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

John Gray & Co., Ltd.

Glasgow

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND

BIG SALES ⟷ **BIG PROFIT**

For Every Grocer Who is Handling

BJELLAND'S Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON

Canadian Agents

THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

No. 75.—100 Lbs. Capacity

STIMPSON COMPUTING AUTOMATIC SCALES

Are an absolute check against giving overweight.

A nice thing about a **STIMPSON** Automatic Scale is that it is not necessary to take anything out of the package you are putting up because when you are pouring merchandise into the package, the weight pointer moves along automatically, showing exactly how much you have put in, and you simply stop when it reaches the correct weight.

Stimpson Computing Scale Co.

DETROIT, MICH.

OFFICES: In leading cities throughout Canada.

THE NAME "FAIRBANK" MEANS SOAP SURETY

"Have You a Little Fairy in Your Home?"

has made the BEST toilet soap EASIEST to sell.

The big, white, sweet cake of FAIRY SOAP that stays white and sweet to the last thin wafer, stands for your opportunity to have big toilet soap trade. It has more real washing power, more real soap virtue, than any other soap for five cents, and every customer you start buying it will be a pleased customer and keep on buying it always.

Made by

THE N. K. FAIRBANK COMPANY, MONTREAL

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Carr & Co.'s Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

ADAM & CO.'S
Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents;

ALEX, TYTLER..... Temple Building, London, Ont.
J. A. CROOKS..... ....Bedford, Halifax, N S
KIRKLAND & ROSE..... ..312 Water Street, Vancouver, B.C.
G C. WARREN..... ..... Regina, Sask.

PROPRIETORS:

Kit Coffee Company
Govan, Glasgow, Scotland

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S

PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309-311 King Street West, Toronto.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers
LONDON, ENGLAND

Tartan BRAND
THE SIGN OF PURITY

FISH FOR LENT

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS
ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St Nicholas Street
Vancouver, B C: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Lest We Forget—Again

THAT WEALTH OF FLAVOR

which is so conspicuous in "RIDEAU HALL" C ffee can only be obtained by the most careful selections and expert **blending and roasting** of the **Highest Grades of Coffee.**

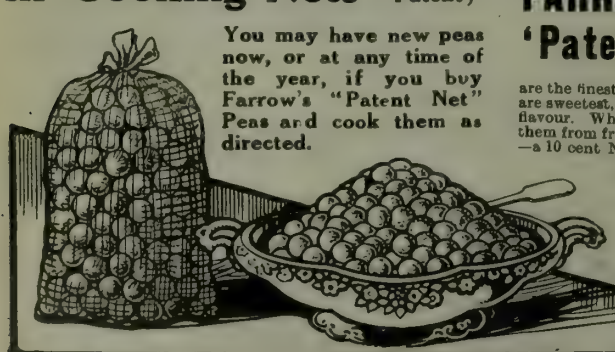
The true value of a coffee is in the cup.
We buy that way and sell that way.

Hence Our Success.

Gorman, Eckert & Co.
LIMITED
LONDON, ONT. WINNIPEG, MAN.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free fr m all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

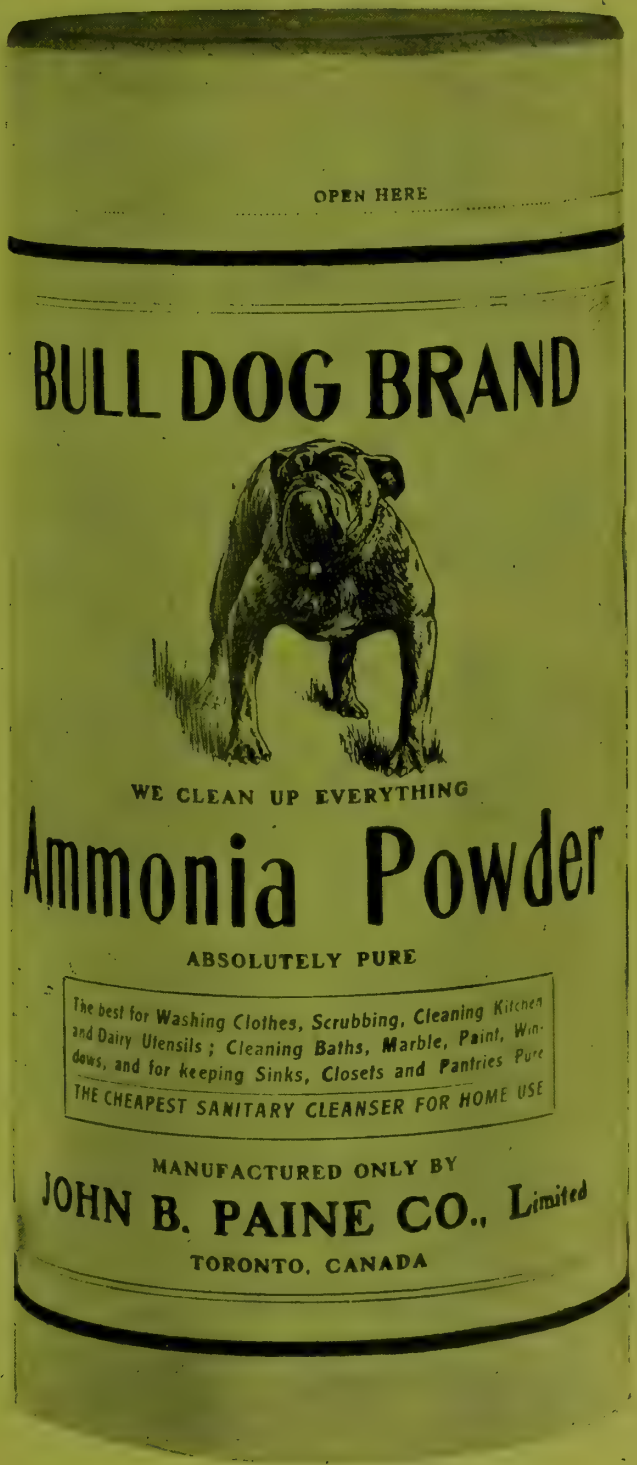
Mr. Grocer, Do You Handle

BULL DOG AMMONIA POWDER?

If not, get in touch with your grocery traveller.

Exceptional Price
Large Profits to You
Positive Satisfaction to Your Customer

You will increase your sales by handling this well-known line.


OPEN HERE
BULL DOG BRAND
WE CLEAN UP EVERYTHING
Ammonia Powder
ABSOLUTELY PURE
The best for Washing Clothes, Scrubbing, Cleaning Kitchen and Dairy Utensils; Cleaning Baths, Marble, Paint, Windows, and for keeping Sinks, Closets and Pantries Pure
THE CHEAPEST SANITARY CLEANSER FOR HOME USE
MANUFACTURED ONLY BY
JOHN B. PAINE CO., Limited
TORONTO, CANADA

WE CLEAN UP EVERYTHING

Our Specialties Sold from Coast to Coast

The JOHN B. PAINE CO., Limited

TORONTO, ONT.

If you could talk to the clerks

and proprietors in the grocery stores of Canada and tell each one of them just why your goods are the best in the market at the price, fill them with a little of your confidence and enthusiasm, suggest better methods of display and advise a few new methods for inducing a customer to try your lines—if you could, don't you think your sales would show a decided improvement the next month—without a doubt, yes.

Well You Can. You can do it through an advt. in the big spring number of the Grocer. It is devoted from cover to cover to selling interest, and the grocers and clerks appreciate, read and act upon the good information they find therein.

Tell them the why and how of your selling points.

They want to know.

If you are not accustomed to writing advts., consult our advt. writing department.

One full page - -	**$35.00**
One half page - -	**20.00**
One quarter page -	**12.00**

The Canadian Grocer

143 University Ave. - - - TORONTO

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence **Granulated**

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY

PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS.** Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.

COVER ON CAN TO RETAIN MOISTURE
TIGER
THE GREAT HAND CLEANER
A WONDERFUL DISCOVERY
HARMLESS & ANTISEPTIC
PRICE 10 CENTS
MADE & SOLD BY THE TIGER MANUFACTURING CO WALKERVILLE CANADA

WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.

Canada First

Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, ONT.

HOLBROOK'S SAUCE Window Trim

FREE

THIS window trim is lithographed in seven colors and makes a very unique and handsome display. The entire trim is in seven pieces and can be fixed to a window in two minutes and taken down in a few seconds. Everything is ready, no pasting is required, no preparation of any kind The objectionable features of other window displays have been entirely eliminated by the use of patent adhesive fasteners. A tiny adhesive fastener is placed at the corner of each sheet, merely remove the cotton protector and press it to the window and it is on, and it will remain on. When finished with, simply tear down, and not a single mark or sticky impression will be found on the window.

We are running an extensive advertising campaign in the leading newspapers throughout the Dominion. These window displays will draw the benefit of our publicity into your store.

We mail you the complete outfit free of all charges, distance doesn't matter. Yours for the asking. Send us a post card to-day.

Holbrook's Limited, Toronto, Canada

Canadian and U.S.A. Manager, H. Gilbert Nobbs.

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

The W. H. Escott Co.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta

Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

TORONTO

STEPHENS' PEELS FOR QUALITY

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND MANUFACTURERS' REPRESENTATIVES

Toronto, Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

When Wanting

Canned Vegetables or Fruit

Wire or Write

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B

Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.

Codes: A,B,C, 5th edition, and private.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

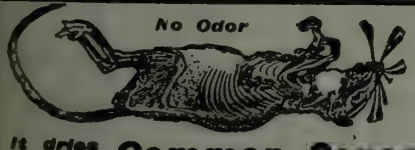
McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO ONT. GEO. J. CLIFF, Manager

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co., Ltd., GLASGOW, SCOTLAND



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

DO YOU KNOW ALL OF YOUR "CREDIT CUSTOMERS" PERSONALLY? IF NOT, YOU NEED

Allison Coupon Books

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either, for they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

FOR SALE

A Well-established Grocery Business in the thriving city of Kamloops, B.C. Sales for 1911 over $100,000.00. Best location in the city. This will stand investigating. Reason for selling on account of owner's health. Store can be enlarged for general business and will give lease on building. Write owner, P.O. Box 203, Kamloops, B.C.

FOR—
"Green Mountains,"
"Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along--

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

H.P. SAUCE

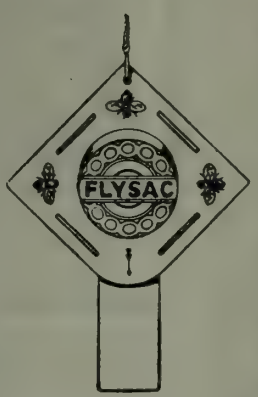
W. G. Patrick & Co., Toronto, Montreal, Winnipeg, Man., and Vancouver, B.C.
R. B. Seeton & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng

BLACK JACK

The Best Family Polish Made TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.



FLYSAC Flycatcher

GET IT NOW. It is the lowest priced catcher on the market, yet it is the best NO EQUAL.

WRITE

Hodgson, Sumner Co., Limited

MONTREAL

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

EAT———

Purple and Gold Brand

RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

ITS POLISH LASTS

That is a distinctive feature that gives VENAUTO Metal Polish the call over similar lines.

It is economical in use and will do its work quickest and last longest.

VENAUTO Metal Polish is put up in small tins, half pints, pints, etc., in cream form.

Stock Now—and get the business

BANNER MFG. CO., Box 35, Station C, Montreal

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.
PICTON, ONT.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. Canada Life Building, Montreal.

Estab. **VEROX FLUID BEEF.** 1865

ALL BEEF & ALL BRITISH.

IN TABLET FORM

Made from Prime Ox Beef and Fresh Vegetables. One Tablet is sufficient to make a large cupful of nourishing, stimulating soup.

"Verox" Tablets should have a prominent place in your store, for they are a profitable and "satisfaction giving" line.

Write for sample and prices

Wholesale Agents Wanted for Toronto, Montreal, Winnipeg

Tooth's Extract of Meat Co.

12 Duke Street, LONDON, S.E., England

Buy a better Laundry Blue.

Playing a great part at the tail end of the wash, every Blue has to satisfy the searching eye of the critical woman, which means every woman. If it does not satisfy—if in purity, strength, and colour it fails under the microscope of experience—somebody at the counter is going to face a "breeze." "OCEAN" Blue signifies not strength alone, or brilliant colour only, or purity, but all three—as much of them as can be packed into the best 5 cent packets sold. And they never vary, or somebody would have said so.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.

Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO.

Brilliant Fly Catcher

—Is the most reliable glued catcher on the market.

—Is warranted to retain its stickfast quality.

—Will unroll, as a ribbon, a FULL YARD.

—Means no drip, no dirt.

$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE

390 St. Paul Street, MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG

THE FARMER BUYS

Carter's Root Seeds

FROM YOU

as readily as he does his Tea—in sealed one-pound bags. Good business is to be done at a fair margin, and there is no expense to you. The name of Carter is a hall-mark in itself, and the sterling excellence of the goods ensures the satisfaction of your customer; furthermore, you sell at a low price.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

The Leading and Most Scientific Seed Producers in the British Empire.

Isn't it worth sending for details of the proposition?

Address the sole distributors for Canada:

PATTERSON, WYLDE & CO.

P.O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.

MATCH SUCCESS

goes with the match that has always the same uniform perfection. The brand bearing the label DOMINION Silent Match is a safe and certain asset for a grocer's stock-in-trade—always noiseless and sure.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.

THE DEMAND FOR

Elgin Brand

SMOKED MEATS

is increasing all the time, which proves that the public are exacting in their taste and know choice meats.

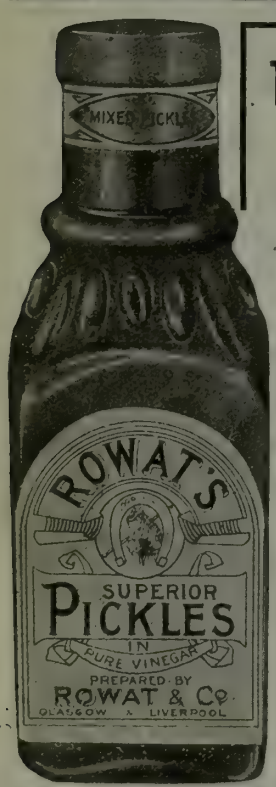
LARD

Our Elgin Brand Lard is as pure as lard can be made, and our other grades are Pure Lard, Lard and Beef Shortening and Baker's Friend. We also make a specialty of Yellow Rose Cooking Oil.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Pork, Pork Products and Beef, Butter, Eggs and Cheese
ST. THOMAS, ONT.
Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books



Time and Time Again

It has been proven that Rowat's Pickles will produce a decidedly friendly business connection between the dealer and his customer.

ROWAT'S PICKLES

—AND—

PATERSON'S SAUCE

are the kind that have the high quality and exquisite flavor that gets the family trade.

Rowat & Co.

GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Government Analyses Prove its Superiority.

Every Test Proved ABSOLUTELY PURE Maple Syrup

Order "Pride of Canada" New Maple Syrup At Once

You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

Maple Tree Producers' Assoc. LIMITED

Montreal

Look Out For Yourself

and see that you are receiving all the advantages there are in putting in a stock that will show you profit as well as give your customers the satisfaction that brings them back.

N.P. BAR SOAP is the only soap that can be bought by you to show you a decent margin of profit. It is honest in manufacture—that means weight, and the quality is up to our standard—"The Best."

Write for prices now.

David Morton & Sons, Limited

Victor Soap Works HAMILTON, ONT.

Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptive to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning $10.00, $12.00 and $15.00 per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to

The MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE : : : : TORONTO, ONT.

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

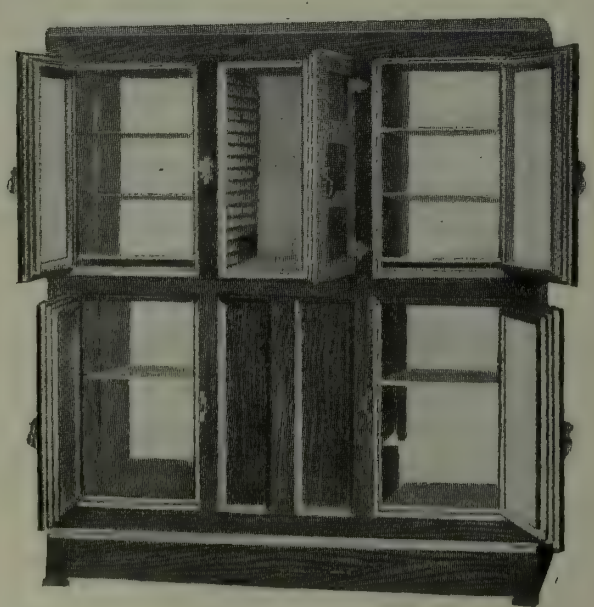
NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright will leave England for Canada by the "Empress of Ireland," sailing from Liverpool April 5th, 1912.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

The Dry, Clean, Hygienic Refrigerator

We are not conducting a crusade against zinc-lined refrigerators, but we will say that you are not observing the highest health standard by using a zinc-lined refrigerator. It's reasonable—the metal corrodes, and the oxide therefrom is a poison to milk and food.



THE NORTH STAR REFRIGERATOR

is lined with odorless wood or enamel. There's a difference. It is of superior construction and unequalled for economy of the ice.
The North star is a scientific refrigerator with dry air circulation. The interior of the ice box is so dry that a match can be lighted inside the door any time when the refrigerator is filled with ice. Every refrigerator is guaranteed.

SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON
OTTAWA, ONTARIO

NEEDED EVERYWHERE

Nutritious foods for the invalid, the convalescent and the robust are wanted in all walks of life—extra nourishment is needed every now and again to keep astride of the strenuous battles of modern life. This need has been supplied for many years by the Brand & Co. Beef Products.

ESSENCE OF BEEF

consisting solely of the juice of the finest meat, without the addition of water or any other substance, is a rare delicacy for everybody.

BEEF BOUILLON

made expressly for invalids, is used in many hospitals and homes where it is fulfilling its noble mission of strength restoring.

The grocer will find profit and satisfaction in selling his customers these high-grade products.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

EWING'S PURE SPICES

This trade mark is your safeguard. No matter where you see it you can always rely upon its significance—Absolute Purity. To be sure of what you are selling and recommending to your customers always carry these goods under the above brand.

Cream Tartar	Baking Powder
Black Pepper	White Pepper
Allspice	Gingers
Cloves	Nutmegs

Ask us about

Club Jelly Powder

the dependable kind

S. H. EWING & SONS

MONTREAL TORONTO

WANTED

Immediately Immediately

Manufacturer's Agent

whose salesmen call in small towns and country centres surrounded by agricultural districts.

Fast Selling Line

Three Diplomas Long Profit

ADDRESS:

AMERICAN PURE FOOD CO.

69 St. Timothee St., - - MONTREAL

Mr. Retailer, This Is For You

MOLASSES

DA COSTA'S BRANDS of "EXTRA FANCY" and "CHOICE BARBADOS" MOLASSES are the standards of quality. When placing orders with your wholesaler, stipulate for and INSIST upon getting :

Da Costa's "Extra Fancy"

and

Da Costa's "Choice Barbados"

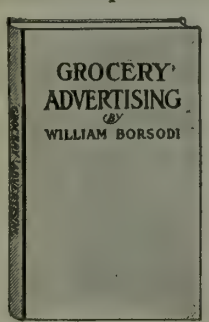
By selling only the BEST, your sales will be INCREASED, your CUSTOMERS SATISFIED and YOU will earn the REPUTATION of selling only HIGH CLASS goods. Don't accept anything said to be "just as good"—get the BEST.

Stocked by all reliable wholesale Grocers and Jobbers.

DA COSTA & CO. - - BARBADOS

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
43-149 University Ave., TORONTO

The Secret of Making Money

is to sell well-known reliable goods

"MELAGAMA"

TEA AND COFFEE

have become household favorites everywhere. Merit is the keynote of their success. You are always sure of a pleased customer when you sell "Melagama." Order a case of each to-day. We guarantee the sale. For prices see quotation page in this issue.

BULK TEAS AND COFFEES. Ask for samples and prices. The values we give will surprise and interest you.

MINTO BROS. **Toronto**

Make Every Customer a "Come Back"

Trade Mark of Quality

That's what you want—the steady, satisfied trade.
That's what you get, when you handle our products.

SWEETHEART BRAND BAKING POWDER
OUR SPECIALITY

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed Sales Assured

IXL SPICE & COFFEE MILLS, Limited
LONDON, ONTARIO

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

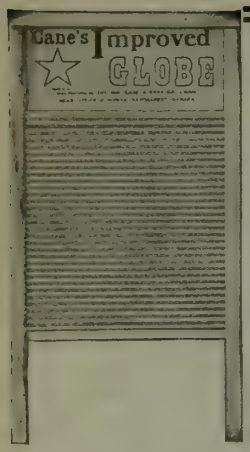
THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

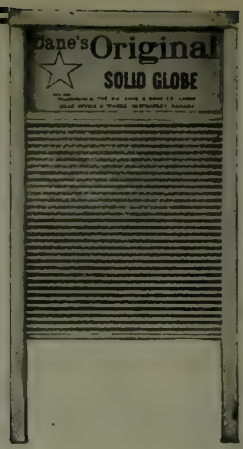
Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE





Cane's Washboards

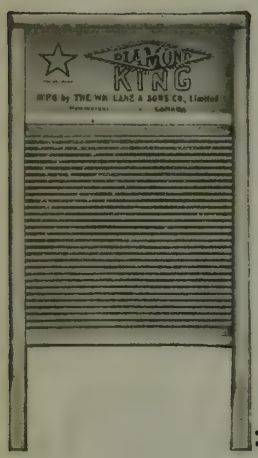
A washboard for every purse and each the best at the price.

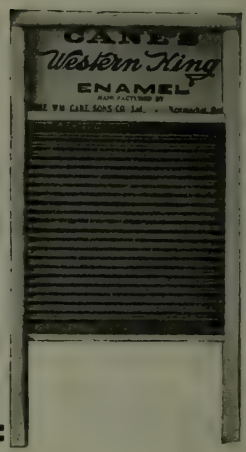
IMPROVED GLOBE—Thin back solid zinc washing plate.
DIAMOND KING—Glass washing plate.
ORIGINAL GLOBE—Heavy back zinc washing plate.
WESTERN KING—Enamel washing plate.

Have you seen our new Boards—**BEAVER**, Brass, and **NEPTUNE**, Wavey Zinc?

Write for Catalog and full particulars on CANE'S WASHDAY WOODENWARE.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.





Small's Standard Maple Leaf Brand, prices delivered east of Soo, are:—

	To case	Mixture	Pure
Quart bottles....	12	$2.40	$3 40
Pint tins ..... Wine	24	2 6)	3.9)
Quarter gallon.. "	24	4 70	7 20
Half gal on... . "	12	4.70	6 95
1 gallon .... "	6	4 6)	6 55
2—2½ gallon.....Imp.	2	4.10	6.45

"HABITANT" Brand

Pure Maple and Cane Syrup, 20c per case less than SMALL'S Standard Mixture. The above name and Brands have been coupled with Maple Syrup for past 70 years in Canada. Marks, registered in 1891, doing business at same point and under same firm's name from the first. If we do anything wrong you or Food Inspector can find us. (Your firm's name has been recommended to us by Lord Strathcona, H. P. Okies & Co., Ltd., Glasgow, Scot.). Syrup accounts have STEADILY grown with all that have stayed with SMALL'S Maple Leaf Brand, has larger sales than hundreds of other Brands combined, cost little if any more than imitations. At all Jobbers.

To save correspondence to frequent queries: Why can I not pack quarts PURE at $6.00 per case, as is done by a concern in Toronto? Take the advantage of the medium in behalf of the CANADA MAPLE EXCHANGE, LIMITED, to explain. Raw Maple Sugar is worth .09c, and for past seven years has averaged 8⅞c at point of production, forty pounds is required to make a case of Syrup.

40 lbs. Maple Sugar at 8⅞c	$3.55
24 quart tins at $30 M.	.72
24 labels at $2 M.	.07
1 case, nails, etc.	.22
Fuel, labor (low estimate)	.09
Jobber's commission, 15 per cent.	90
Freight, average estimate	.38
Selling expenses, 3 per cent. ...	.18
	$6.11

I cannot pack Maple Syrup Quarts at $6.00, neither Standard Mixture at $4.50, without loss, but could that MARKET PURE, at a profit by dodging Food Inspector, i.e., by launching new brands under a new Company every year or so. Now, can only repeat, dealers can scarcely mistake by giving wide berth to Mushroom Brands and such glowing attractions, for certain, as law of gravitation, such brands must soon be no more, or quality changed, either result in unsatisfaction or disturbed trade.

MR. SMALL speaks, and along with a few other things, states that he cannot put up a case of Standard Maple Syrup Quarts at $6.00.

Up to date of this going to press, March 27th, there has been no new Syrup made in Quebec.

CANADIAN MAPLE EXCHANGE LIMITED - MONTREAL

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

PRUNES

The merchant who sells two pounds of good fat prunes for 25 cents, supplies value not equalled in other such foodstuffs.

The home stock of preserved fruits is just about used up, appetites have been good this winter, and are still good.

Properly cured prunes are readily accepted by rich and poor alike, that they are not only appetising but healthful is now generally recognized.

This assortment consists of "SANTA CLARA" quality, of the true flavor, nothing better to be had, and nicely packed.

30-40 in 25 lb. boxes - -	at 12½ cents
40-50 in 25 lb. boxes - -	at 11½ cents
50-60 in 25 lb. boxes - -	at 11 cents
60-70 in 25 lb. boxes - -	at 9¾ cents
70-80 in 50 lb. boxes - -	at 9½ cents
80-90 in 50 lb. boxes - -	at 8¾ cents
90-100 in 50 lb. boxes - -	at 8½ cents

Prompt shipment will be made to your much appreciated order.

H. W. ZEALAND,

Importer

HAMILTON

Inquiries solicited for

KARO SYRUP, NATIONAL STARCH, RAW SUGAR, Etc., Etc.

Sold by me independently, not restricted by fixed prices of GUILD Control.

Literary Competition

Three Prizes: $20, $15, $5

W. H. Thompson, M.D., D.S., aided by other dietetic experts at Trinity College, Dublin, made a series of elaborate experiments to ascertain the value of "Bovril." The results proved that "Bovril" is a highly nutritious food, that it stimulates the appetite and also gives valuable help to the system in the work of digestion and the absorption of ordinary food. The "British Medical Journal" of September 16, 1911, devoted six pages to a report of the experiments.

The results may, however, be summarized by the following well-known quotation:

"Now, good digestion wait on appetite, and health on both!"

From what source is this taken?

THREE PRIZES as above will be awarded for correct answers.

Replies must be addressed "Competition," Bovril Limited, 27 St. Peter Street, Montreal, and must state:

(1) The name of the author, name of play and number of act and scene.
(2) The full name and address of sender.
(3) The name of this newspaper.

The letters will be opened at 11 a.m. April 12 next, and the prizes will be awarded to the writers of the first three letters opened containing a correct reply.

The names of the successful competitors will be sent to this paper on April 12 and will appear in our first advertisement inserted after receipt.

The competition is open to all, except employes of the Company, the Company's representatives or their assistants.

LAWRASON'S SNOWFLAKE AMMONIA

Replaces soap in many of your customers' instances, and gives you a profit that pays you to handle.

The present day market of soap necessitates the sale of 6 bars for 25c. At that price it becomes another one of those stocks that the grocer must keep for "accommodation." Keep it for that—but push Lawrason's Snowflake Ammonia for profit.

Lawrason's is the largest 5c. package of ammonia on the market. It's easy to sell.

S. F. LAWRASON & CO.

LONDON, ONTARIO

GUARANTEE OF $500

THAT

LAWRASON'S SNOWFLAKE AMMONIA

EQUALS IN POWER ANY SIMILAR POWDER ON THE MARKET SELLING FOR TWICE ITS PRICE

5c PER GIANT PACKAGE 5c

EVERYTHING about a successful grocery store is usually bright, attractive and reliable. The prominent qualities of

Banner Brand Jams and Jellies

will help to bring out these points. It is the best in Jams and Jellies; only pure fruit and highest quality sugar are used in their manufacture. Packed in sizes for all requirements.

ASK FOR PARTICULARS

Lindner & Benner, - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

For Spring Housecleaning

MAKE A LEADER ON

"ANCHOR" brand AMMONIA POWDER

The finest quality that it is possible to produce.

We Have A Complete Line of Brushes, Woodenware, etc. at Attractive Prices.

10c pkgs., cases 3 doz. - $2.25 per case.
5 case lots, prepaid - - 2.00 " "

The "ANCHOR" coupons will make the sale easy.

A Special Line in Bamboo Handle BROOMS

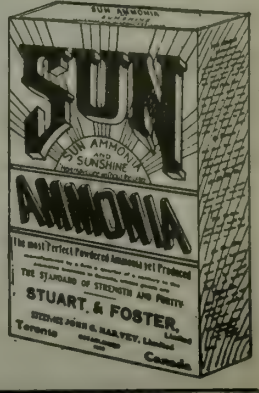
4 strings—exceptionally fine quality—$4.00 doz.

EBY-BLAIN, LIMITED, Wholesale Grocers TORONTO

SUN AMMONIA

(HARVEY'S)

For 25 Years the Standard of Strength and Purity



Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO

There's no disputing the fact that

KEEN'S OXFORD BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S---it's always in demand.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & COMPANY

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

Wherever a Syrup Sweetening is Needed

you can tell your customers to use

CROWN BRAND CORN SYRUP

for it has a pure, rich flavor that blends naturally with spices and flavoring extracts. It has thousands of friends everywhere, and by many is preferred to all other syrups.

THE EDWARDSBURG STARCH CO LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Going Into Business With $2,000

The Plan of Great Importance—Must Have Logical Development Along Preconceived Lines—Make Things Safe—Be Conservative—Work With Might of Brain and of Brawn.

By Henry Johnson, jr.

(Continued from last week.)

The first thing to do is to rent a safety deposit box—small size—cost about $3 per year. Next, set about buying $500 worth of good bonds. These should be in denominations of $100 and should bear interest at 5 per cent. to 6 per cent. If you do not know where or how to get them, I can tell you. Put these bonds and your life insurance policy in the deposit box. Your fire insurance policy will go there, too, as soon as you get it. By the way, note on your calendar the dates when the coupons are to be clipped from the bonds, so that you can clip them and deposit in your bank for collection a few days in advance of due.

Secure Good Location.

You now have $1,500 ready money on deposit. You have the location of your store picked out. I understand it is to cost $30 per month rental. I assume it is a good location. Have it as good as possible, having in mind conservative management. The right location largely takes the place of advertising. I could fill this article with the pros and cons of this one subject; but shall content myself with saying that if you must enter a location less than the best, be strategic enough to go where you can move on to better things without disturbing too greatly the trade you may have built up.

The Problem of Fixtures.

Go slow on fixtures. Be a very snail in this regard. Fine, up-to-date fixtures make an excellent investment for the established business; but they can be bought any time—are the easiest thing in the world to acquire when you actually need them. So go very slow. Remember that the plainest shelving, old counters, etc., with a dollar's worth of paint applied in odd hours will look attractively clean and inviting.

You need a platform floor scale; an even balance counter scale of about 24-pound capacity. You need one counter, preferably with bins in it, and a line of common shelving. The only thing that must be new in this outfit is the counter scale. You could use a showcase, but do not absolutely need it to begin with. You could use a refrigerator, but should get along the first year or so with any sort of "ice box" you can pick up cheaply. Altogether, this outfit should be limited to not more than $100. By having cash to pay for it and putting up the shelves and painting them, etc., yourself in odd hours, you can get the store very neatly fitted up for that sum, I believe. If you cannot, do it anyway. Play that is all you have for that purpose. Then you will make it do.

Get a horse and second-hand wagon for not to exceed another $100. A fine delivery turnout is good advertising, but you must build up your business before you can think of expansion through advertising. Go slow. Be sure. Put a bit of paint on the wagon, if you have time; but keep it clean at all times and, if it goes regularly on time to your customers they will overlook its want of appearance until you get so well started that you can afford one better.

The Initial Stock.

Select your opening stock with great care. If you have a local jobber, by all means buy of him. Give him every chance to treat you right. You know the goods and can trust your own judgment, but put it up to him to help you to success. Get variety in your stock, not quantity: Get what you know will be wanted at the beginning; just as little of any one thing as you can procure. Make the jobber break packages for you; buy only just what you need and must have—not a penny's worth more; $500 should cover this opening purchase, but we shall allow $700. Pay spot cash and get your discounts. Discounts should equal 1 per cent. on this purchase. But remember that discounts do not come off your costs. Put the goods into cost at full invoice prices. Then credit Discount account with what you derive from that source.

You now have invested in stock, fixtures and delivery equipment $900. You have $500 in good bonds in your deposit box. You have $607 in the bank, the $7 being derived from Discount. Do not forget that $7. You will see where it comes in just below. That is the way you stand when ready to open your store.

The Question of Clerks.

I take it that, with your personal acquaintance, you can safely plan to do $1,000 a month from the beginning. Three people can very readily handle that business, and three must be enough to begin with, and it must also do until you do more business. One trouble you may have at the beginning—in fact, are all but sure to have. People rush to a new store. It often happens, therefore, that the new merchant is unable to handle his business smoothly and promptly during the first few days—say the first week or ten days. Much depends, therefore, on having the stock well arranged into departments and carefully marked so as to save time in learning prices and locations. Also, it is well to have an extra wagon where it can be hired for a few days and possibly an extra boy, too. Much depends on your first promptness and accuracy. So provide for these things. Do not incur the expense unless you need it, but try to have it where you can get it, temporarily, if you do need it. Then you may do more than $1,000. Let us assume, however, that you do just $1,000 the first month. Here is about the way it will figure out:

Goods sold		$1,000 00
Purchases for month		800 00
Gross margin		$200 00
Added to Discount account		8 00
		$208 00
Rent	$30 00	
Your wages	40 00	
One boy, or young man	25 00	
One girl	15 00	
Interest on $1,500	7 50	
Light and heat	4 00	
Telephone	2 00	
Barn expense	20 00	
Depreciation	3 00	
Advertising, opening circular	5 00	
Insurance	2 00	
Sundry expenses	8 50	
		$162 00
Net margin		$46 00
Add former Discount		7 00
Total gain		$53 00

Remember Bank Account.

Take $25.00 and put it into a savings bank account. Do that same thing every month. Let it draw interest at 3 per cent., or whatever your bank pays. When you have $100 to $150, use it to buy another $100 bond and proceed as before.

* * * * * * * *

You may do some credit business, or you may not. My advice would be that you handle this question very carefully.

(Continued on page 43)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

The Time to Interest Farmers in Seeds

Extra Attention Will Mean Extra Business At Least Later On —Window Displays Will Create Sales—Farmers Should Be Shown Why They Should Sow Just As Much, Even If Grains Are Dear.

Farm papers are now exhorting farmers to look to their spring supply of seeds. Grocers and general merchants would do well to follow the same advice. Annual sowing is not now far off and it is time the dealer gave some extra attention to interesting the purchasing public in seeds.

It is advisable that the dealer begin his spring seed campaign early. Much is gained by showing these lines even before the snow is off the ground. The prospective buyer knows that some time he must buy and is willing to be interested. It is the dealer's duty to interest him to the extent of selling him his requirements or at least of laying the foundation for future sales.

High Quality Desirable.

Buying is an important part of the seed business. The dealer who wishes to secure a continuance of the trade must handle only quality seeds. Not only does selling of poor seed lose a customer's future seed purchases, but also shatters his confidence in him and his goods.

Window display is one of the good methods a dealer has at hand to arouse interest in seeds. Some attractive and catchy window trims that are bound to bring business may be arranged with seeds. Some dealers have found it a good plan to show in a window display samples of the growing grains or garden vegetables. This is an argument which drives home the proof of germination of the seeds with force and is often more convincing to the prospective purchaser than a great deal of talk.

A certain amount of advertising is also advisable to bring out the best results in selling seeds. Country dealers can use the local paper to good advantage. Quality should be the key note of advertising talks but must necessarily be backed up by quality goods.

Salesmanship Necessary.

There is no use denying the fact that it is going to require real salesmanship to sell seeds this year because they are high in price. However, the dealer has strong arguments on his side. He can demonstrate plainly to the farmer that it is in his own interest to buy and sow just as much seed as usual this year. The following grom a farm journal should be of use to the seed man:—

"Clover seed is too dear to waste this spring. Sow plenty of it on every acre you seed down, thus doing your utmost to economize in the truest sense, by reducing the chances of failure to a minimum. Of course, first-class soil preparation should accompany the reasonably liberal use of seed. Red clover being so extremely dear, it is worth considering the advisability of substituting some alsike, which, containing so many more seeds to the pound, goes further. A little alfalfa seed may also with advantage be scattered over the high ridges before drilling the grain."

Pointers for Dealers.

Personal talks to customers are of great use in promoting sales.

Teach customers the folly of sowing poor seed.

Glass jars may be used for showing bulk garden seeds. A label on the side should announce the name of the seed.

Point out that it is not economy to be skimpy in sowing. The harvest will warrant the expenditure.

It might be well to have a magnifying glass for customers to examine seeds. Your guarantee should, however, be the best proof of their quality.

Facts for advertising may be secured from seed catalogues.

The accompanying window display of seeds was one that attracted attention and sold goods, and the plan of it might be followed by other dealers to good advantage.

Suggestion for a window display which should be tried by every dealer selling farm and garden seeds.

A Provincial Retail Grocers' Association

Reply To Recent Letter of M. Moyer Who Criticised The Agitation To Form Such A Body — Change In Conditions In Grocery Trade—Separate Organization Considered Best To Look After Retail Grocers' Needs.

Editor Canadian Grocer.—In your issue of the 15th inst., M. Moyer, chairman of the Grocers' Section, Retail Merchants' Association, criticizes the agitation to form an Ontario Retail Grocers' Association. He seems to think such an organization is unnecessary." —that there is nothing for it to do.

What does Mr. Moyer know about the conditions of the retail grocery trade? It is many years since he was in it and conditions have changed a lot since then. In those days he was buying tapicoa for 4 1-2c per lb. and retailing it at three pounds for 25c, where to-day it costs 7c and is retailed at three for 25c. Besides, the grocer is paying $20 per ton for hay to feed his horses, paying more rent and higher wages, and still the wholesaler thinks 20 per cent. is enough profit for the retailer when he demands 25 per cent. from the manufacturer where he used to get from 12 1-2 to 15 per cent.

Says Confidence Has Been Lost.

But why should I discuss these matters with Mr. Moyer who is sacrificing so much time in the interests of the retailer without any recompense? However, I just mention this as one case. There are dozens of them. Are the retail grocers of Ontario to be guided by Mr. Moyer? Has he got all the wisdom? Let me tell him what I told him personally, that the large majority of the retail grocers of this province have long ago lost confidence in the Retail Merchants' Association. I could tell them an interesting story about one of the officers and his work in London some years ago, and it is no wonder that the grocers have lost confidence in the Retail Merchants' Association. I will admit we were asleep then, as Mr. Moyer states, we were the "Rip Van Winkles," but we have been awake ever since and we know of everything that Association have done and with the R. M. A. authority to appear bemore. Who gave anyone connected with the R.M.A. authority to appear before the Guild and speak for the retail grocers of this province? Surely not the grocers. Did you ever hear of one of their officers asking the Guild to discontinue selling to consumers? No, because they would tell him to get out, and that would put him in an awkward position. He could not then serve two masters. Such things may "pull the wool" over some grocers' eyes, but they are very few, I am glad to say.

A Distinctive Work To Do.

What has the retail grocer in common with the barber or tailor any more than a Union painter with the Brotherhood of Railway Trainmen? Then why should grocers belong to Retail Merchants' Associations with barbers and tailors for presidents? I am told that a milk dealer is president of one branch.

Mr. Moyer wants to know if the retail grocers of Hamilton, London, Brantford and Guelph are really in earnest to improve the conditions of the retail trade. Does he think we are wasting our time or energy for fun, or that we like to hear ourselves talk? Doesn't it sound reasonable that the man discussing the conditions existing in his own business is the proper person to fight for his rights? He comes face to face with them every day, therefore, he knows the facts, and it ill becomes any one as a looker-on to try to dictate to any body of men who are carrying on successfully an organization for their own benefit.

The No Discount Problem.

Mr. Moyer also says in his letter: "What better can the grocer expect than what we have secured for them from the wholesale men?" Such generosity as the above should not go unrewarded. How unselfish of these men to labor so consistently for a cause that they have no interest in whatsoever! What have they secured that is such a boon? Our wholesale grocers in London have not yet given us notice of anything, excepting that in future we would get no discounts for cash.

As far as being invited to discuss trade matters with the Wholesale Grocers' Guild, the London association have never yet had an official notification to attend such a meeting, and I was told by the President of the Toronto Retail Grocers' Association that they never had such an invitation, although they were within a few minutes' walk of the scene.

In his last sentence Mr. Moyer says: "If the retail grocers of Ontario desire to improve their conditions they must be united and work in harmony." That is just what we are trying to do and we will take good care to look after our side of the case and not leave it to anyone to work into the hands of the enemy.

I had no intention of entering this controversy, otherwise than putting Mr. Moyer in his right place. When a man not connected with the trade tells hundreds of intelligent grocers of this province that they are "Rip Van Winkles" and they do not know how to act or legislate for themselves, then it is time for every independent man to put him right.

The organizing of an Ontario Retail Grocers' Association belongs entirely to the men in the business, and they do not have to ask anyone for a patent.

I remain,

E. J. RYAN
Retail Grocer.

London, March 21, 12.

FOX TERRIER GOT THE HAM.

An Effect of Carelessness in Delivery—The Moral.

Vancouver, B. C., March 28 (special): —"Satisfactory delivery is one of the fundamentals of a merchant's success," remarked a dealer to The Grocer. "Once in a while one runs against something that helps out. I was going home to lunch the other day and my attention was drawn to a sportive fox terrier which had a parcel that it was shaking with great gusto, much as if it had been a rat. As we got nearer I saw a store label on it, and on investigating found that it was some cooked ham, which had evidently been ordered for lunch It must have been left on the door step by some rushed delivery man, and was nosed out by the dog. There is no doubt that store came in for much criticism, and even if the absence of the order could have been explained, the ham was missing and the lunch was delayed.

"I found on inquiry at my own store that sometime when drivers are hurried they leave the goods at the door after rapping to bring the person of the house. It might easily be that no one is in at the time. It is not every time, either, that delicatessen is among the order, but to make absolutely sure I gave instructions to either have the goods left on the kitchen table inside the house or delivered to the housekeeper herself. I don't think I have ever heard of a dog running off with part of an order before, but the fact that I saw it shows what is liable to happen at any time."

POTATOES WERE FROST BITTEN

Potatoes have been arriving rather freely from the Old Country of late, causing slight easiness in the market. A number of cars came along frosted, however, making it difficult for dealers to come out even. This has had a tendency to frighten buyers, and a number of orders which were to come forward have been cancelled. Some dealers fear this may have probable effect of strengthening the situation somewhat in course of few weeks.

THE CANADIAN GROCER

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John Bayne MacLean - - President.

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SOAP BACK TO FORMER PRICES.

Since last week's issue there has been another movement in those laundry soaps which declined a few weeks ago. Prices have risen again to the figures that existed prior to the recent change which included the free case offer.

The present prices of these soaps therefore are generally $4,15 for a single case and less than five; $4.15 for five cases with freight prepared and $4.05 for ten cases and upwards, freight prepaid. This means that again we will have the five-cent straight retail price in vogue, in the soaps in question, if dealers desire to make any profit. It means that the grocer who pays $4.15 per case for his soap and sells, as he ought to, at five cents straight, will make a profit of 17 per cent. on the selling price. If he pays $4.05 by purchasing in the larger quantities his profit will be 19 per cent. on sales.

This readjustment in prices, when one is acquainted with the existing conditions, is natural as prices of raw materials did not warrant the recent reduction. At the prices prevailing since the decline, the margin of the manufacturer was considerably cut into and this was no doubt the chief reason for the adjustment.

This is no doubt the end to soap fluctuations. The new prices can be counted on as permanent for some time to come. If profits are to be secured on these soaps they must be sold at five cents straight.

The chief difficulty in the soap matter has been experienced in the larger cities where the big stores have cut prices for advertising purposes, and thereby prevented the retail grocers from obtaining their proper share of the trade. Throughout Ontario, conditions are different, retailers being generally able to get five cents straight without fear of loss of trade. In fact, few dealers outside of the larger cities had reduced prices to six-for-a-quarter after the decline, the majority of them having soap on hand purchased at the higher prices. Their trade therefore, will scarcely be affected—except those who were fortunate enough in buying soap at the lower price, and these will be able to make an extra good profit on the amount purchased.

DECLINE IN SUGAR.

In our market report in last week's issue it was pointed out that sugar was easier. This feeling worked into a decline of 10 cents per cwt. on Monday in Canadian refined. Refined on Montreal basis is now $5.45 which is almost $1 per cwt. above the price prevailing a year ago.

Several causes are assigned for the change. Raws have been arriving freely at New York and as was stated last week, refined declined there. Cuban raws are fairly active under varying reports. The Old Country strike has also contributed to easier conditions. Besides a decrease in demand, speculators have not been given the financial backing required.

United States refiners are also fearing a coal strike and are calling attention to a particular clause in their contracts about "all contracts and agreements contingent upon strikes, accidents, fire or other delays beyond sellers' control."

Compared to a year ago, the statistical situation is strong, visible supplies of raws now being 2,910,671 tons as against 3,571,502 a year ago.

ESTABLISHING A GROCERY BUSINESS.

The article in this week's issue written by Henry Johnson, Jr., will bear considerable study not only on the part of those thinking of entering the grocery business, but also of many who are now in it.

Mr. Johnson answers a correspondent on how a grocery business ought to be established, the dealer to be having $2,000 to begin with. His advice is the advice of a man who has been through the mill and who has met with more than the ordinary success during his thirty years or so in the retail trade.

Any clerk who is contemplating such a move should certainly study the article. If necessary, cut it from the paper and preserve it for further use. Some, at least, of the pointers will undoubtedly come in useful.

DEFEAT THE PARCELS POST.

"What are the merchants going to do about this Parcel Post legislation?" was a question asked The Grocer during the week.

What ARE they going to do? There is a possibility that this question may be brought up at any time in the House of Commons and if nothing has been done to offset it, the probalities are it will go through.

That Parcels Post is going to benefit the large mail order houses at the expense of the merchants of the country seems to be a fact beyond a doubt. Not only will the country merchants lose but country communities will not prosper to the extent they otherwise would, and some of them are bound to recede in standing, importance, wealth and population.

Parcels Post will drain money from country districts and bring it into the big cities to help enrich a few large mail order houses. This means money that should be spent at home will leave the rural and country town districts where it is most needed.

This is not in the general interests of the country. No wonder the last census shows decrease in the population of many rural districts. They are not being looked after well enough. The big cities are getting wealthy at the expense of the country and it ought to be the aim of our legislators to have the wealth produced by labor spread as much as possible where that labor is expended. As a matter of fact we hear little of Parcels Post from anybody but a few members of Parliament. They deem it a popular move to attract votes, forgetting to reason out the consequences.

It is up to every retail merchant in Canada to oppose, and oppose strongly, this measure. See that the member

for your constituency is acquainted with the reasons why this legislation should be defeated. Write him, or wire him if necessary, and at the same time put it up to the Postmaster-General.

Do it now.

RUST ON CANNED GOODS.

At this season of the year special attention should be given by retailers to canned goods in cellars. Canned goods are liable to rust if they are not properly looked after, and it is, therefore, in every dealer's interests to give them proper attention.

In the spring season cellars are usually damp and foods in cans should be removed and placed where the tins will dry out rapidly. Some cellars, too, are likely to be flooded this year and if all goods are not removed beforehand much loss will result in such cases.

The ideal storage for canned goods is a dry, even temperature, between 40 degs. and 50 degs., F., with a free circulation of air. Cases should be piled clear of the walls, and as much as possible off the floors, to permit of the circulation of air over, through and around them. Cases should also be piled on their sides, so that in the event of a tin bursting the contents will drain off. rather than into and through the cases underneath. Canned goods cases should also be examined at intervals, and where there is apparent trouble inside of the cases, the cause of the trouble should be at once removed.

Tin plate, it should be remembered, is almost universally used. In fact, there is hardly a kitchen utensil that is not made of tin, and every one knows that all tins are susceptible to rust, especially when exposed to damp, and the greatest trouble experienced with canned goods is their tendency to rust.

Rust on the outside of cans does not affect the contents, but if there is any noticeable the cans should be scoured and fresh labels asked for from the manufacturers. Rust in a short time may eat through the tins. Manufacturers generally do not accept responsibility for rusty cans as the tins are free from rust, at least in the great majority of cases, when leaving the factories.

If special attention is given to this matter the dealer may save himself considerable loss.

TAKE ADVANTAGE OF EASTER.

There is only one more week left before Easter. Every dealer should make use of this coming festive season to sell as much Easter goods as possible. It marks the finish of Lent so that next week will be a splendid fish week. As much impetus as possible should therefore be put behind the fish department particularly if there are some stickers left.

Easter novelties will also have a big week. Special attention should be given them now as after the passing of the holiday season there will be little sale for them.

Confectionery is another good line to specialize on. If any has been marked "Easter, 1912," it can be readily seen why this should be gotten rid of.

In the provision line, ham will be a good line to feature. After the usual Lenten restrictions it will be particularly acceptable and will sell well. It is not necessary to make more than a passing reference to eggs. Display them, fresh and clean, and little trouble will be experienced in disposing of quantities.

This Easter season is an important one and every consideration possible should be given to the extra opportunities to make an extra profit.

PLAN TO ESTABLISH TIPLESS HOTELS.

The death blow to the "tipping evil," which the Commercial Travelers' National League of the United States has been directing its energies to abolish, may be struck if the latest plan formulated by that body is carried into effect. At a recent meeting of the officers of the organization, W. E. Adams, of Philadelphia, vice-president, offered a resolution calling for the formation of a stock company which will operate a chain of "tipless" hotels in more than one hundred leading cities of the country.

To accomplish this he suggested that each traveling man invest $10 and all houses employing commercial travelers $100 each, thereby providing a capital stock in excess of $10,000,000, which would be sufficient to operate a number of hotels to which traveling men could resort and escape the "tipping" nuisance.

EDITORIAL NOTES.

A week from to-day is Good Friday. Nuff said.

* * *

The way butter is clinging to the high spots reminds one of the staying powers of the 1912 winter.

* * *

Fish with the phone. It will take but a minute to catch a bunch almost as fresh as if you were at the waters.

* * *

April presents splendid opportunities for increasing sales. But don't 'April-Fool' customers with poor quality goods.

* * *

With the passing of Robert Barron, there is removed from the Canadian grocery trade one of its most prominent figures.

* * *

Seed time is almost here. If retail dealers want to reap a good harvest in seeds they should begin to sell them at once.

* * *

In starting a grocery business on $2,000 at the present time one could not well afford to lay in a very large stock of butter and cheese.

* * *

The interview with J. F. Holloway in this issue on clerks being placed on a profit-sharing basis ought to elicit some remarks from the salesmen behind the counter. Let us hear your views, Mr. Clerk.

* * *

Children have a habit of carrying parcels by the string. The result is they are likely to reach home with the string untied and the parcel half unwrapped. The clerk, in the first place, would do well to tie the string as tightly as possible. In addition to that, he might show the child how to carry the parcel. Both the child and parents will appreciate this.

* * *

A number of manufacturers claim that railways are not handling their goods satisfactorily. One firm states that for two days last week it was not able to get a freight wagon from one of the railways to call for freight which, according to promise, was to have been sent at the time. Other firms complain of delays so that if retailers are not getting goods promptly it may be the fault of the transportation companies.

Our Messages to the Trade

THE GROCER would like to impress upon its readers that our Letter Box is open for their use at all times. Every week we are receiving requests from manufacturers and jobbers of certain goods, and in view of our national connection with the wholesale and manufacturing trades we are in a position to obtain information on almost any question of this character. Every reader of the paper is entitled to ask as many questions as he desires on trade matters, and he may be sure that we will give our best efforts in collecting authoritative information.

* * *

The spirit of co-operation existing between THE GROCER and its readers is exemplified in a recent letter from a South Hill, British Columbia, grocer. In response to our request for photographs of good window displays he has forwarded one with a description which will be of service to other Canadian dealers. "I might say in writing," he says, "that we greatly appreciate your views of interiors of stores published from time to time in THE GROCER, as it gives one the ideas of the best merchants in the trade, and I think if we all try to help our trade paper, the contents would be better and give us more interest in it ourselves."

This grocer has the right idea. We are anxious at all times to hear from retailers and the more information they can give us regarding their methods of operation, of interior and window displays, etc., the more valuable will the paper be to our thousands of readers.

* * *

THE CANADIAN GROCER of April 19th will be our big Annual Spring number. The central feature will be "Creative Salesmanship." A large number of the articles of this number will be devoted to methods of Canadian retail dealers for introducing new goods to their customers, increasing the sales of staple goods and raising the standard of quality of goods sold. The editors have made it a point to get in touch with retailers in all parts of Canada to get from them actual instances, showing how they accomplished one or more of the above mentioned results.

In addition to that, this number will contain views of some of Canada's best stores, showing interior arrangement of goods, arrangement of fixtures and store equipment installed. For our window dressing department we have secured illustrations of some high grade grocery windows, which will be described in detail, and which will be good examples for any retailer to follow.

As well as the above, special attention will be given to articles on retail, advertising, showing good and bad copy, delivery systems, bookkeeping, handling of provision, fish, fruit, cereal and confectionery departments, store architecture, retailers' views on trade questions, etc.

Illustrations will be profusely used, to bring out the strong points of the different articles, and on the whole this spring number will undoubtedly be one of the best we have ever placed in the hands of the Canadian retail grocery trade.

* * *

The editorial and news sections of the big Spring Number by no means monopolizes the interest of this number. Indeed every year the advertising sections are gaining in interest and effectiveness as the advertisement writers are growing to see more clearly the meaning and purpose of trade paper advertising.

The card announcement and dry-as-dust advertiser have been almost completely displayed by the advertiser who has something worth while to tell and who tells it like a man.

The retailer and the clerk want to know.

When the advertiser makes his claims boldly and openly, in the face of his competitors, through the columns of The Grocer, the reader is inclined to be impressed as he is by any example of straight forward and open frankness.

Each advertiser and prospective advertiser has been advised of the keynote of this number "Creative Salesmanship," and will frame his advertisement in view of this.

The reader will find the advertising sections bristling with valuable news and information, as the editorial section will be with seasonable hints and suggestions.

JORDAN MERCHANTS TO ADOPT CASH SYSTEM

Claim That Wholesalers and Manufacturers Cutting Out Discounts and Limiting Terms of Credit are the Reasons — The Circular Sent Out.

Jordan, Ont., March 28.—Six of the retail merchants of this place have decided that after July 1, they shall do business on a strictly cash basis. The following circular announcing their decision and the reasons for it has been sent out to the public:—

"This is to certify that we, the undersigned, have duly considered the action on the part of all the manufacturers and wholesale dealers in limitation of terms and conditions of sales to the retailers, and that we find it necessary to take action to protect ourselves against losses that will accrue therefrom in our various lines of business.

"We have therefore decided that in view of the above we shall deem it necessary to conclude all book accounts within a reasonably short time, and that we have set a date which shall not be later than July 1st, 1912, when we shall expect a favorable adjustment of all accounts, and thereafter all of our business dealings will be conducted on a cash basis.

"All accounts must be settled on a 30-day basis.

"We respectfully invite your attention to this arrangement and ask you to provide accordingly.

"Consult your dealer regarding the cash plan proposed.

"We respectfully submit the above.

"Signed by local dealers as follows:— E. C. Snure, J. C. Fluhrer, Moyer Bros., M. P. Werner, C. H. Bolton, C. B. Reece."

HANGING BANANA BUNCHES.

London, Ont., March 28—(Special). — There are more awkward ways in vogue in regard to hanging up a bunch of bananas, than anything else in the grocery business, with the possible exception of displaying codfish, but Harry Coates, corner of Stanley street and Thorncliffe road, South London, has a first-class plan. On a large pillar in the centre of his store he has placed four curved hooks of the kind hardware dealers sell for extra heavy hanging flower pots. Each hook accommodates a bunch of bananas of any size without interfering with any other goods. The fruit is as conspicuous as it could be anywhere but in the window, and during cold weather is in a better place. One feature is the convenience with which the clerk can get at the bunches. The room take up is of little use for any purpose.

Arthur Thornton, grocer, Victoria, B. C., has sold to Ball & Young.

Profit Sharing Proposition With Clerks

Retailer Believes this is the Only Solution for Getting and Keeping Bright Young Men in Grocery Trade—Profits in the Business do Not Warrant Salary Increases He Claims—An Interesting Question.

Many retail dealers are wondering how far up expenses of operating their businesses are going. Horse feed is high, deliverymen want better wages and good clerks are not attracted because of better wages and better hours obtainable elsewhere.

"What are we going to do in the matter?" asked J. F. Holloway, King Street West, Toronto, when referring to the situation, which he claims is real serious.

"Why," he said, "we cannot expect a clerk to do his best work or take much interest in the business on $11 or $12 a week. Clerks, or many of them, have a house and family to maintain and $12 is not enough for them to live on. How can they think about selling profitable goods or selling goods not actually asked for, if they are thinking of how they will be able to get the next ton of coal or meet the rent bill?

"But we cannot increase their salaries. Our profits are certainly not getting any larger and our operating expenses are advancing and I don't see how we can afford to pay anything more. What are we going to do to get efficient help and to give efficient service to our customers?"

Profit Sharing Plan.

Mr. Holloway has given this matter much consideration and claims that the only solution is to place clerks on a profit-sharing basis.

"If our clerks knew that at the end of the year they would receive a percentage of the net profits, they certainly should be willing to increase their sales, and not only that but would endeavor to sell the most profitable goods.

"A share in the profits would tend to do away with all indolence on the part of clerks. They would be anxious to gain as many new customers as possible and if the proprietor is not around, they would endeavor to show the same interest in increasing sales as if he were on the spot watching their movements.

Percentage on the Net Profits.

"As it is now," declared Mr. Holloway, "we cannot always get clerks who will do their best to increase sales of profitable goods. It would not be wise to allow them a percentage of turnover or increase in the business over the previous year. That would not prove them to be good business men. If sugar sales were doubled that would mean a big increase in turnover but not much profit.

"But if the profit-sharing were based on the net profits, there would be an incentive to sell the most profitable goods. For instance, I purchase three or four brands of a certain article. One costs me 40 cents a pound, another 38 and another 32; they are all standard brands with little if any difference in quality. Now all a dealer should have to do would be to point out these facts and a clerk should know what line to display and push if all sell at 25 cents the half-pound tin.

Mean More to the Dealer.

"It seems to me that if this system were adopted clerks would become much more efficient, our profits at the end of the year would be greater, we could afford to pay our clerks a percentage of the profits and still be in pocket. If a clerk came to me with such a proposition, I certainly would be pleased to go into it with him."

The Grocer would be pleased to hear expressions of opinion from clerks as well as dealers on this question. It seems to be worth consideration.

GOING INTO BUSINESS WITH $2,000.

(Continued from page 37)

You know the town well. Use your knowledge to guide you here. Take on good accounts, very carefully, slowly, handling the question of prompt payment without gloves, though, of course, always diplomatically. Make no bones about the absolute necessity that you get your money every 30 days. Carry nothing like a "balance" on any account. Do your part and make the buyer do hers.

If you have a slight loss occasionally, as you will, take it and close the account. Make the rule for yourself more than for your customer. Note that carefully; the rule is for **yourself** primarily. Never depart from it. In this way you can sleep nights and will gradually get the accounts only of the most substantial, conscientious and reliable people.

* * * * * * * *

Hint on Life Insurance.

Note a few things by way of analysis. Your own pay is 4 per cent. expense. This is too high, but you cannot live on less just now. Later on your business will run to $3,000 monthly. Then $60 per month will only be 2 per cent., which is better. Your total wages expense to begin with is 8 per cent., and that is not bad. You will not be apt to get it any lower at any time, though 7 per cent. would be nearer right. If you have life insurance now, O.K., if not, take out $1,000, simple protection; add to that as you get on, say $1,000 annually until you have $5,000. You do not need endowment insurance as you have shown that you are capable of saving your own money. But always pay your insurance bills out of your own wages. Pay your own wages on account of Expense, same as you pay anybody else. If you can save out of that, add the savings to your bank account.

Depreciation is 10 per cent. on fixtures and 20 per cent. on delivery equipment. It is only $2.50 per month, but I have called it $3 to allow for a little more fixtures as you get them. But always remember that depreciation goes on and must be reckoned with. Add coupon returns to savings account. Always keep up the savings and the bond buying. You can hypothecate the bonds on emergencies, if pressed; and that fact will enable you to borrow if you must, from time to time; though I urge you to grow only as your accumulations will allow you to do. Keep piling up the money. Keep buying bonds. Then use them to buy real esate when a bargain is to be had.

Write Him Again.

Go slowly, cautiously along these lines, with your eye peeled for solid enterprises, but no "flyers," and you will prosper so that in a few years you will be a "substantial citizen" to whom men will look for guidance and advice. You will grow steadily with your town. You will attain that without which life is only a mockery and a failure.

Write me freely at any time. You are the kind I want to know about.

UNITED STATES MAPLE SYRUP.

Anything branded maple sugar or maple sprup is the genuine article if it is sold outside of the State in which it is made, according to statements made recently before the Congressional Committee on Agriculture by Dr. Harvey W. Wiley, until recently chief food expert of the United States Government.

"If an article marked 'maple sugar' or ' maple syrup' has crossed a State line it is certain to be pure," said Dr. Wiley. "We cannot go into the State where it is made and insure its purity, but we can when it is found outside the State of its origin."

The U. S. Government is keeping a close watch on interstate shipments of maple products and making frequent analyses of samples taken by inspectors. As a result of a searching study into the methods of making maple syrup and sugar the experts can now detect any adulteration amounting to 5 per cent.

Canadian Grocery News Done In Brief

Recent Changes in the Trade—Death of London and Toronto Grocers—No More Late Deliveries on Saturday Night in Port Elgin—New Companies in Montreal — Brantford Grocers' Banquet.

Quebec and Maritime.

T. T. Cartwright, representative of the E. W. Gillett Co., Ltd., Toronto, is in Newfoundland on his annual visit.

The Soyer Kookera Bag, Limited, with a capital of $50,000 has been incorporated with head offices in Montreal. Maurice Alexander and Rene Chenevert are among the incorporators.

The Etna Biscuit Co., Limited, has been incorporated with a capital stock of $400,000. The head office is in Montreal and provisional directors are Raphael Dufresne and Alphonse Fournier, Jean-Baptiste Jodoin, Joseph Courtoes and Onesime Champagne.

Ontario.

M. N. Anderson, Ottawa, Ont., has purchased the grocery business of E. O'Malley.

The Brantford Retail Grocers' Association held their annual banquet on Wednesday evening, March 27. A report of this will appear in next week's Grocer.

In London, Ont., some of the retail grocers are winning fame in the roarin' game. Thos. Shaw, Harry Ranahan, Joe. McGuffin and Jack Trebilcock have been in most of the curling tournaments this winter. The last two distinguishing themselves on several occasions by carrying off the prizes. This rink is called the Grocers' Quartette.

Merchants of Port Elgin, Ont., have adopted the plan that there shall be no deliveries of goods made after 8 o'clock on Saturday night.

Robert Barron, founder of the retail grocery firm of R. Barron & Co., Toronto, passed away last Monday at the age of 70. He had been in business in Toronto for 30 years, and was considered one of Canada's most successful retail grocers. His sons who have been with him in the business will continue to carry it on.

Jas. Falkner, one of the most prominent of East London grocers, died last week. Mr. Falkner for many years conducted a business at the corner of Lorne Ave. and Ontario St. He and his son Orlie, were members of the Retail Grocers' Association. President Diprose, on behalf of the association sent a wreath, also a letter of condolence to the family. The mother and son will still carry on the business.

Western Canada.

K. F. Oxley, who has been in the grocery business in Kelowna, B.C., about two years, has moved into new premises in the Crowley-Buckland building.

The estate of Robt. Rutherford, general merchant, Balmoral, Man., has been succeeded by A. T. Searle.

H. Collins & Co., general merchants, Miami, Man., are succeeded by Ronkin, Botting & Garnett.

H. J. Smith, grocer, Regina, Sask., is succeeded by Peacock & Merton.

JOHN DIPROSE

Who at the annual meeting was elected president of the London, Ont., Retail Grocers' Association.

Jacob Janzen, general merchant, Rosthern, Sask., is succeeded by Robert Burns.

T. H. Whale, Winnipegosis, Man., has sold his general store to Whale & Cunliffe.

OUR NEWFOUNDLAND LETTER.

Items of Interest About the Trade in Our Sister Country.

St. John's, N.B., March 25—(Special).—Trade has been exceptionally dull this winter, owing to tie-up of the railroads, leaving us practically without any trade outside the city. Things are beginning to brighten and with the clearing of the railway difficulty, considerable business is looked for. Some places along the line haven't been able to order goods for over a month. The railway and all the branches are expected to be cleared by the first of April, and from then will begin a trade that will continue briskly at least till the middle of June.

Interest has recently been centred in the sealing voyage. Twenty-three steamers have sailed for the frozen pans, and it is believed the voyage will be a good one. A wireless message just received gives promise that the ships are on the track and some definite news is expected in a few days. It is unfortunate that one steamer, the Erna, a new purchase, by one of our mercantile firms, has not yet arrived from the other side. As she takes a crew of 270 men, it means a big loss for both owners and men.

The Lenten season has brightened up the trade in fish, salmon and herring, and most of our grocers display large quantities in their stores. Fresh halibut is scarce this winter, the fishery on the west coast being away below last year. Fish still keeps up in price, and the coming season good prices for our salt fish are looked for.

Below are the general quotations for our produce:—

L. M. and small merchantable, per qtl.	....	6 80
L. M. and small Maderia	....	6 70
L. and small W. India	3 50	4 00
Labrador, per qtl.	....	4 30
Haddock, per qtl.	....	3 50
Herring, per bbl., No. 1 Lar.	....	3 00
Herring, per bbl., No. 1 Med.	....	2 80
Salmon, No. 1 Lar., per tierce	....	18 00
Salmon, No. 1 Sml., per tierce	....	14 00
Lobster, per case, 4 doz.	....	17 50
Cod oil, per tierce	....	115 00

THE PEDDLER QUESTION.

Toronto, March 28.—The Legislative Committee of the Toronto Retail Grocers' Association, at a session on Thursday last, at which Wm. C. Miller was elected chairman, dealt with the peddler question. Following instructions from the association, it was decided to take up the matter of hucksters calling out their wares on the street, with the city council to attempt to have a by-law passed stopping this nuisance.

It was also resolved that a letter be sent to the Medical Health Officer asking him to see that the by-law relating to exposure of goods by hucksters be now put in force, as this is only justice to retail grocers, who are compelled to live up to law.

This committee learned from the city council on Monday that according to the present law, every man on a peddler's wagon, no matter whether he is a helper or not, must possess a license.

The desired amendments to the peddlers' law will be presented to city council in the near future.

The last Canada Gazette announces the incorporation in Canada of four condensed milk companies. They are the Truro Condensed Milk Co., Limited; Reindeer Limited; Borden Milk Company, Limited, and the St. Charles Condensing Co., Limited.

Soap Up Again; Sugar Takes a Slump

Laundry Soap Prices Didn't Last Long—Raw Sugars Weaker — New Maple Syrup on Market—Prunes Show a Weaker Tendency — Breaking of Country Roads Disturbing Trade.

QUEBEC MARKETS.

POINTERS—

Sugar—Down 10c.

Grenoble Walnuts—Decreased 1c.

Prunes—Slightly easier.

Montreal, March 28.—Business for week has been brisk, with dealers preparing for spring trade. Milder weather has permitted shipments to run easy and as a result all lines have reached the average mark.

Sugar dropped 10c, accounted for by heavy exports of raws from Cuba to New York market.

An easier tedency is noted in peas, at least by some firms. Certain houses are quoting prices somewhat more favorable to purchasers.

SUGAR—Sugar is again exciting, and prices this week are quoted 10c lower. Decline is in sympathy with New York market, which declined considerably of late.

Cuban crop still continues uncertain, reports from day to day varying considerable. While a long season may allow original estimates to be reached, there is still the danger that end of season may turn out unfavorably.

Granulated, bags	5 45
Granulated, 20-lb. bags	5 55
Granulated, 5-lb. cartons	5 75
Granulated, Imperial	5 30
Granulated, Beaver	5 30
Paris lump, boxes, 100 lbs.	6 20
Paris lump, boxes, 50 lbs.	6 30
Paris lump, boxes, 25 lbs.	6 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 10
Crystal diamonds, 100-lb. boxes	6 20
Crystal diamonds, 50-lb. boxes	6 30
Crystal diamonds, 25-lb. boxes	6 50
Crystal diamonds, 5-lb. cartons	7 10
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 50-lb. boxes	5 85
Powdered, 25-lb. boxes	6 05
Phoenix	5 45
Bright coffee	5 40
No. 3 yellow	5 30
No. 2 yellow	5 20
No. 1 yellow, bags	5 05

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES—Market for syrup is strong just now. Demand is heavy for consumers' requirements, with prices on last week's level. There is no market activity in molasses, demand being steady.

Fancy Barbados molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03¾
Corn syrups, half-barrels	....	0 03½
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 75
Cases, 5-lb. tins, 1 doz. per case	....	3 10
Cases, 10-lb. tins, ½ doz. per case	....	3 00
Cases, 20-lb. tins, ¼ doz. per case	....	2 95

DRIED FRUITS—Dried fruits are quiet at present. Demand is steady and with exception of prunes prices remain the same. Prune prices have eased off a little and under conditions the demand has increased.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 05¾
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
20-30	0 15	0 17
30-40	0 14	0 15
40-50	0 13	0 14
50-60	0 12	0 12½
60-70	0 11½	0 12
70-80	0 11	0 11½
80-90	0 10½	0 11
90-100	0 10	0 11
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS—There is no change in tea situation reported. Local trade is finding a fair demand for current needs. All higher grades are good demand and still holding high.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE—Coffee market offers a strong tone, and there is a firmer feeling. The consumptive demand, which has been much curtailed owing to high prices, now seems to have broadened out, and business is exceptionally good.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES—Spice market for the week was quiet, with prices steady, buying being for present requirements. No special features will move the market until spring demand arrives. Orders are beginning to come in and dealers expect a lively season.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 40
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE AND TAPIOCA—Rice still holds firm. No further changes in price has been experienced. There is a routine enquiry for tapioca, with prices as quoted last week.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed' lb.	0 07	0 08

NUTS—There is no marked activity in market this week. Demand is still favorable. Brazils offer a considerable decrease, with Grenoble Mayette walnuts down again. They are now quoted at 14c to 15c.

In shell—		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 36	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

CANNED GOODS.

Toronto.—Spring demand for canned goods is taking its time about getting under way. Routine orders for small lots comprise bulk of present business.

Raspberries, strawberries and blueberries appear to be the canned fruits in scantiest supply. Cherries and plums are apparently the more plentiful lines.

Some dealers say that gallon apples have not taken on any marked activity as green apples are still fairly plentiful. There are still quotations on gal-

lon apples at $3.05 and on 3's at $1.07½, although some jobbers are asking above that figure.

Manufacturers are still behind in orders for canned milk, demand for which still continues brisk.

Canned lobsters are in small compass, ¼s being about unobtainable.

FRUITS.	Group A.
3's—Apples, preserved	1 82½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 22½
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	6 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 82½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 57½
2's—Peaches, white, heavy syrup	1 92½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 57½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 52½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 37½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 57½
Gal.—Pears, pie, peeled	4 57½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 47½
3's—Plums, heavy syrup	1 47½
Gal.—Plums, standard	3 57½
2's—Plums, egg, heavy syrup	1 47½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 92½
Gal.—Plums, Green Gage, standard	4 07½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	8 57½
2's—Cherries, white, pitted, heavy syrup	2 67½
2's—Cherries, white, not pitted, heavy syrup	1 67½
2's—Currants, black, heavy syrup	2 02½
2's—Currants, black, preserved	2 32½
Gal.—Currants, black, standard	5 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½
2's—Currants, red, preserved	2 32½
Gal.—Currants, red, standard	5 32½
Gal.—Currants, red, solid pack	8 32½
2's—Gooseberries, heavy syrup	2 30
Gal.—Gooseberries, standard	7 05
2's—Lawtonberries (blackberries), hy. sy.	1 82½
2's—Lawtonberries, preserved	2 02½
Gal.—Lawtonberries, standard	7 07½
2's—Pineapple, sliced, heavy syrup	2 27½
2's—Pineapple, grated, heavy syrup	2 27½
2's—Pineapple, whole, heavy syrup	2 27½
3's—Pineapple, whole, heavy syrup	2 37½
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 30
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 30
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57½
3's—Rhubarb, preserved	2 32½
Gal.—Rhubarb, standard	3 57½
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 30
Gal.—Strawberries, solid pack	9 55

Group B. is 2½c lower than above.

VEGETABLES.	Group A.
2's—Beans, red kidney	1 17½
2's—Beets, blood red, Simcoe	1 02½
2's—Beets, whole, blood red Rosebud	1 32½
3's—Beets, sliced, blood red Simcoe	1 37½
3's—Beets, whole, blood red Simcoe	1 42½
3's—Beets, whole, blood red Rosebud	1 57½
3's—Cabbage	1 02½
2's—Carrots	1 02½
3's—Carrots	1 32½
2's—Cauliflower	1 70
3's—Cauliflower	2 12½
2's—Corn	1 10
Gal.—Corn on cob	4 82½
3's—Corn on cob, golden dwarf	1 82½
2's—Parsnips	1 17½
3's—Parsnips	1 32½
3's—Pumpkins	1 02½
Gal.—Pumpkins	3 15
3's—Squash	1 17½
Gal.—Squash	3 37½
2's—Succotash	1 17½
3's—Tomatoes	1 65
Gal.—Tomatoes	1 80
3's—Turnips	4 82½
2's—Asparagus Tips	1 17½
3's—Beans, golden wax	2 57½
2's—Beans, golden wax, midget, Auto brand	1 42½
2's—Beans, golden wax	1 30
3's—Beans, golden wax	1 25
Gal.—Beans, golden wax	1 42½
2's—Beans, refugee or valentine (green)	4 27½
3's—Beans, refugee (green)	1 15
2's—Beans, refugee, midget, Auto brand	1 42½
2's—Peas, extra fine sifted, size 1	1 32½
2's—Peas, sweet wrinkle, size 2	1 80
2's—Peas, early June, size 3	1 40
2's—Peas, standard, size 4	1 35
2's—Spinach, table	1 30
3's—Spinach, table	1 62½
Gal.—Spinach, table	2 27½
	6 02½

Group B is 2½c lower than above.

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, dozen	2 50
½-lb. flats, dozen	1 60
1-lb. flats, dozen	2 55
Other salmon prices are—	
Humpbacks, dozen	1 35
Pinks	1 35
Cohoes, per dozen	1 90
Red Spring, per dozen	2 10
Northern River Sockeye	2 25
Lobsters, halves, per dozen	2 45
Lobsters, quarters, per dozen	3 00
	1 75

CANNED POULTRY AND SOUP.	
Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

ONTARIO MARKETS.

POINTERS—

Sugar—Down 10c.

Laundry Soaps—Another change.

Maple Syrup—New make on market

Coffee—Firm.

Brazil Nuts—15 to 16c this month.

Toronto, March 28.—Following easier feeling in raws and in United States refined announced last week, Canadian refined declined 10 cents per cwt. this week. This brings refined on Toronto basis to $5.55 as compared with $4.60 one year ago. Reports regarding outturn of Cuban crop continue to vary from day to day. Barbados sugar is about three weeks later than usual in coming forward but is now on the way. With other sugar high, handlers of this line are anticipating a larger demand than usual.

Business is still inclined to quietness. Breaking up of country roads is perhaps partly accountable. "I think you will find this is the explanation of present quietness," said one wholesaler. "Retailers purchased heavily last fall on many lines under advancing tendency. November and December were good months, and even January and February showed marked briskness. The result is that the retailer is now getting the goods out of his own cellar instead of from wholesalers."

Naturally quiet periods can be expected. Opening of spring with accompanying activity as well as approach of Easter should help business.

Another re-adjustment of prices on those laundry soaps which were changed about a month ago has taken place. Prices have been returned to former level. This will make it necessary for the retailer who wishes to make a profit to sell these soaps at five cents straight.

SUGAR.—Refined sugar declined 10c per cwt. this week, bringing local quotations in bags down to $5.55. It will be remembered that in last week's report we noted an easier feeling in raws and a decline in New York refined. The Canadian market followed this trend. Conditions in Europe have depressed market there, while heavier arrivals of Cuban raws in New York than could be reasonably cared for eased market on this side of water. Outlook of market is as yet doubtful. Much depends on Cuba which sends out varying reports from day to day. Business conditions are also a factor, for with sugar considerably above normal, much depends on backing speculators receive.

Extra granulated, bags	5 55
Extra granulated, 20-lb. bags	5 65
Extra granulated, 5-lb. cartons	5 85
Imperial granulated	5 40
Beaver, granulated	5 40
Yellow, bags	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 25-lb. boxes	6 15
Powdered, 50-lb boxes	5 95
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 30
Paris lumps, in 50-lb. boxes	6 40
Paris lumps, in 25-lb. boxes	6 60

SYRUPS AND MOLASSES. — New make maple syrup made its debut on Toronto market this week, the first arrival coming from Eastern Townships, Quebec. Eight-pound tins containing around 2¼ quarts brought $1. The new article has also been offered in limited quantities at several provincial points. As supply increases, prices will accordingly ease. This is syrup time and retailers should give prominence to their stocks.

Corn syrups continue to move quite freely. For same reason as starch advanced last week, corn syrups are regarded as holding a fairly strong position. Manufacturers are making some little headway now in catching up with orders which have been behind for some time.

There are no new features to molasses.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	8 60
½ gallons, 12 to case	7 20
Quarts, 24 in case	7 20
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 53
Muscovado	0 30

DRIED FRUITS.—Dried fruit quotations show no alteration during week. Dealers are still waiting for briskness to develop in dried fruits. "None too frisky," was the way one jobber described the movement. "Quiet," was the terse reply of another.

New York papers this week announced a slight break in coast prices on prunes. Holders there have had slightly bearish ideas for some time now. Local dealers are apparently well supplied with prunes, especially large sizes which looked like a scarcity last fall and which local jobbers bought heavily. It is generally believed that large sizes sell best when prunes are high as customers do not like to pay high prices for

small prunes. It seems otherwise this year, however.

"Unless business begins to improve pretty soon," said one wholesaler, "I expect to see a scramble among dealers to unload as both jobbers and brokers are carrying big stocks." Here's hoping, however, that trade will become more active.

"The future course of the market," says a report from Greece, on currants, "will depend upon demand from abroad and later on in summer months, also on prospects for new crop. An improvement in demand, such as can be reasonably looked for sooner or later, no doubt should lead to a firmer market again." A late cable notes a slightly firmer feeling with strong statistical position. Local stocks are said to be on a fair scale.

Prunes—		
30 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 14½
50 to 60, in 25-lb. boxes	0 13	0 14
60 to 70, in 25-lb. boxes	....	0 12
70 to 80, in 25-lb. boxes	0 10½	0 11
80 to 90, in 25-lb. boxes	0 10¼	0 10½
90 to 100, in 25-lb. boxes	0 09½	0 10
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Fancy, 25-lb. boxes	....	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08½
New Dates—		
Hallowees—		
Full boxes	....	0 06
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—No material change in local situation. London tea market reports that competition for Ceylon growths during last month was fairly good. High grown teas were in request at full rates, particularly in case of invoices where quality showed improvement. For common and medium kinds, bidding was somewhat irregular; these grades were in full supply, hence in sympathy with other growths, prices tended downward. Market for Indian teas during month sagged for all teas without character. There was an over-supply of ordinary unattractive grades, but choice teas were quite scarce and firm prices were realized.

COFFEE.—Tone of coffee market continues strong. Values to local grinders and wholesalers are firmer, naturally reflecting a similar tendency in prices to retailers. Trade is of a routine character.

Chickory maintains a continued steady position.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 33	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Routine trade still continues to be done in spices. Brighter prospects are apparently ahead. About same features as pointed out during past few weeks continue to exist in market conditions. Cream tartar still fluctuates but without altering local situation to any quotable extent.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	22—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA. — Considerable business has been done in rice at lower prices for Rangoon which came into force last week. Advices from dealers would denote a steady position in this commodity at the decline.

Fancy varieties all hold a firm position. This applies to both eastern and United States rices. "This is likely to continue until on in August," said one jobber, "when advent of new Texas may exert some influence."

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	....	3 45
Rice, standard B., f.o.b. Toronto	....	3 55
		Per lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 09	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 06
Seed	0 06½	0 07

NUTS.—There has been only a normal movement for season in face of fact that nuts should be in better demand around Easter holidays. Sale of peanuts should shortly improve.

New Brazil nuts are quoted at 15 to 17 cents. It will be remembered that market was well cleaned up on this line for a time.

"We are quoting Brazils at 15 cents for this month's delivery," said one wholesaler. "May delivery will be worth 12 cents and after that ½ cent higher per month."

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds shelled	0 35	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 06½
Peanuts, green, jumbo	....	0 10

BEANS.—No new developments are at hand in beans but market holds its firm position especially for good quality. Opening up of construction camps will maintain a good demand.

Prime beans, per bushel	$ 1 80
Hand picked beans, per bushel	1 90
California Lima beans, lb.	0 05

NEW BRUNSWICK MARKETS.

St. John, March 28.—There has been no feature of especial interest on local markets during past weeks other than that general steadiness in business is reported from all sections by retailers, and wholesalers claim there is an increased activity in spring buying throughout both city and province.

The market in May wheat according to local dealers is steady, and has no indication of a change in price, but it has been easing off a little of late, so that Ontario millers have not followed the advance made some days ago.

Beans are scarcer and decidedly firm but without change in quotation. New stocks of Fancy Barbados Molasses are selling well, and it is believed that this commodity will not be greatly lowered from its present rating. The quality with local dealers, they say, is exceptionally good. One reason advanced for the belief that there will be practically no change in Barbados stock is that sugar is fairly steady, although a weak foreign market declined the price of refined sugar 10 cents a week ago. In fact dealers are looking for firmer markets due to conditions in growing regions.

In country market eggs have come in in quantities which have surprised many and receipts have greatly broken the high prices prevailing for some time past, with prospects bright for a further decline. Eggs are now selling cheaply and will be quoted lower, very likely, for Easter market. Butter remains steady and there seems little hope that it will be greatly reduced in price if at all for some little time. The supply of roll butter is fair and brings from 27 to 30 cents per pound, while creamery stock is more plentiful.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 55	2 60
Beans, yellow eye, bus.	2 65	2 70
Butter, dairy, per lb.	0 26	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17½
Currants, 1's, lb.	0 05	0 06¾
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 75
Cornmeal, bbls.	....	3 65
Eggs, hennery	....	0 30
Eggs, case	0 21	0 23
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 55	6 60
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¼	0 10¾
Lard, pure, lb.	0 12¾	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 25	2 75

Raisins, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 70	5 80
Austrian granulated	5 60	5 70
Bright yellow	5 50	5 60
No. 1 yellow	5 20	5 30
Paris lumps	6 75	7 00

NOVA SCOTIA MARKETS.

Halifax, Mar. 28.—With improvement in weather conditions during past week, business brightened up to some extent. It will be some weeks yet, however, before outports are all open, and then it is expected that business will boom.

Good butter is remarkably scarce, and prices continue to soar. Choice creamery sold here this week at 34 cents per pound wholesale, and some fair stock was offered at 32 and 33 cents. There was practically no fresh dairy butter offering. Some held-over butter of poor quality was offered at 30 cents. Dealers state that consumers complained strenuously when they were asked 39 to 40 cents by the retailer for choice butter. Eggs are coming on market in good supply, and price is dropping. Fresh laid stock sold this week at 25 cents per dozen.

There is better demand for hams and bacon, and price holds very firm. No important change has been made, but dealers say that there will probably be an advance at an early date. Lard is in good demand and prices firm.

There is a better demand for canned goods and jams in glass; this season than last.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—Will you please let me have some names of potato dealers in Toronto?

O. Moreau.

Montreal, Que., March 22, 1912.

Editorial Note,—Among the Toronto potato dealers are: White & Co., McWilliam & Everist, J. J. Ryan, H. J. Ash, A. A. McKinnon, and Cleghorn & Co.

Collection Agency.

Editor Canadian Grocer,—Will you kindly give us the name of a good collection agency operating in the western States? A couple of our accounts have wandered over there and we wish to jog their memory slightly.

Begg Bros.

Acme, Alta.

Editorial Note.—The Credit Clearing House, 205 W. Monroe St., Chicago, Ill., has been recommended to us.

Ice Cream Equipment.

Editor Canadian Grocer,—Kindly let me have names of firms manufacturing equipment for ice cream and lunch parlors, and also names of manufacturers of ice cream.

G. H. Luery.

Stirling, Ont.

Editorial Note.—The Fletcher Mfg. Co., and J. J. McLaughlin, Limited, Toronto, manufacture all kinds of machinery and apparatus for freezing ice cream as well as soda water fountains, marble counters, etc. Nasmiths Limited, 42 Duchess St.; Harry Webb Co., 23-35 Buchanan St., and the City Dairy Co., Ltd., Spadina Crescent, all of Toronto, are large manufacturers of ice cream.

Yeatman's Preserves.

Editor Canadian Grocer.—Kindly inform me through your Grocers' Letter Box, a wholesale firm from whom I could buy Yeatman's preserved fruits in jelly manufactured by Yeatman & Co., Ltd., London, Eng.

Nortlach, Sask. D. P. DAVIES.

Editorial Note.—There doesn't appear to be any firm in Canada handling these goods. If there is The Grocer would like to be placed in touch with it.

LETTERS TO THE EDITOR.

Editor Canadian Grocer.—In talking to a customer of mine the other day in reference to some articles on petty thefts appearing on The Canadian Grocer, he told me that he had his suspicions aroused by his bread delivery man, about whom he had suspected something was wrong for some time. He decided to watch and one morning he caught him robbing him of four loaves of bread. He owned up at once but the grocer had no idea of how long he had been carrying on these thefts.

In talking to another customer in reference to the same thing, he said, "Why it is not petty thefts alone that are committed but wholesale thefts."

"Of what use are some of our inspectors?" said he.

"Why I heard the other day of a certain commission house who got in a number of barrels of sweet potatoes of which a few were bad. The bad were sprinkled among the good ones and when the inspector came around he was asked to give a dumping paper. He did so and when he went away the bad were separated from the good and the good ones sold, the shipper losing the lot."

A certain grocer not being able to make out how it was his bills for certain commodities were so large, decided to keep tab. He did so and wound up by making the delivery man hand over one hundred and thirty dollars or go to jail. He got the money in several instalments.

TRAVELER.

Editor Canadian Grocer,—A few weeks ago I pointed out that certain things the "Grocers' Association" contemplated doing had already been attended to by the grocers' section of the Retail Merchants' Association of Canada, and now since they are making an effort to prevent the wholesaler from selling direct to the consumer, it may be interesting to them to know what had been done by our association in reference to this matter.

The question of wholesalers selling direct to the consumer came up for discussion at the Provincial Guild convention last summer, when it was decided that it should come before the Dominion Guild convention. When that took place last February, the representation which was expected from Quebec could not attend and the matter was not taken up. A few retailers being present, they took it up among themselves, and came to the conclusion that the merchants of each city or town must draw the lines themselves and through the legal right we have make the wholesale houses live up to them. If they are sincere in this effort we can be of great assistance to them.

M. MOYER.

AND ALL FROM AN EIGHTH PAGE.

The following letter from an advertiser using eighth page space in The Canadian Grocer speaks for itself:

Manager Canadian Grocer,
Toronto, Ont.

Dear Sir,—In reply to your favor of the 20th inst., please continue our advertisement in The Canadian Grocer as sugested.

May say that we have had more inquiries mentioning your paper than any other in which we advertise.

Yours truly,
CLEMENTS & CO., LTD.
Rodney St. West,
St. John, N. B.

H. J. Packer & Co., chocolate manufacturers, Bristol, England, have acquired controlling interest in Carson's Ltd., Glasgow, Scotland. Packer's introduced their goods in Canada last year.

The Graham evaporator at Windsor, N.S., was destroyed by fire during the week, together with 3,000 barrels of apples and hundreds of boxes of evaporated apples ready for shipment to Upper Canada. The loss is $22,000.

W. G. Patrick, of W. G. Patrick & Co., Toronto, has returned home after a couple of months' business trip to the large European market centres.

Few men, unless they start at the bottom of the business and work up, realize the responsibility that rests on those they employ.

Freight Congestion Hampers Business

Unable to Get Supplies of Raw Material to Eastern Mills—Flour Shipments From Western Points Delayed—Opening of Navigation Will Bring Relief—Consumptive Demand for Flour and Cereals Reported Good.

Those retailers who are pushing flour and cereals report that trade at present time is on good scale for season. Weather has been favorable and even arrival of spring should not affect trade to any great extent, especially if retailers continue to give deserved attention to these lines.

Flour continues with rather firm undertone. Retail trade are pretty well stocked at present time as there was considerable purchasing previous to last advance. Besides dealers who needed feed have been purchasing flour in order to get it, as most mills for sometime now have required that a certain percentage of flour be taken with feed.

Congestion on railways has certainly caused a great deal of trouble for flour men this year. At present time eastern millers are short on both wheat and oats and freight situation seems no better. Fort William is the point of congestion for while there are three railroads to carry grain to that point there is only one line to bring it on eastward. Stocks of grain in elevators on eastern side of lakes are practically cleaned up. Of course opening of navigation will relieve this situation, but that will at least be well on in April this year. Difficulty is also met with in getting shipments of flour eastward from western points. Exporters of flour have contracts made for goods that they are unable to get to seaboard.

Confectionery for Easter trade has been moving freely. Of course, most dealers order their requirements some little time ahead, but there are always certain dealers who hold off in purchases until the last moment. For this reason wholesalers are receiving a considerable amount of belated business this week.

MONTREAL.

FLOUR.—The week has been quiet for flour, offering no change in either price or demand. Supplies are up to the mark.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags..	....	5 70
Manitoba straight patents, in bags	....	5 20
Manitoba strong bakers, in bags	....	5 00
Manitoba second, in bags	....	4 80

CEREALS.—No interest is shown in cereals. The demand is normal at previous figures. The present attitude is likely to be maintained for some time.

Fine oatmeal, single bag lots	....	2 75
Standard oatmeal, single bag lots	....	2 75
Granulated oatmeal, single bag lots	....	2 75
Bolted cornmeal, 100 bags	....	2 00
Rolled oats, jute bags, 90-lb., single bag lots..	....	2 50
do cotton bags, 90-lb., single bag lots	....	2 55
Rolled oats, barrels	....	5 25
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—Flour continues with quite a firm undertone. Business is only normal. Retailers are stocked fairly heavy, having purchased rather heavily previous to advance in price while country dealers have been taking their full capacity in order to get supplies of feed.

On account of tardiness in arrival of raw material, many mills have to be a little wary for fear they should get more business booked than the arrival of wheat would allow them to care for.

Millers of winter wheat flour are not pressing for sales at present. Prices on this line remain steady.

Those dealers who are pushing flour are finding a good consumptive demand.

Manitoba Wheat.		
1st patent, in car lots	....	5 60
2nd patents, in car lots	....	5 20
Strong bakers, in car lots	....	5 00
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00
Blended	4 80	5 00

CEREALS.—Rolled oats hold fairly firm position outlined last week, raw material holding up well. Mills are still experiencing considerable difficulty in getting sufficient supply of raw material to mills.

New business is not extra brisk but there is a good movement of goods which have already been contracted for. Consumptive demand is reported on a fair scale by retail trade.

Rolled oats, small lots, 90-lb. sacks	....	2 80
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	2 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100-lb. bags	2 00	2 15

Rolled oats in cotton sacks, 5 cents more.

FEED.—Offerings of shorts and bran are somewhat freer. While for some time mills would only sell feed on condition that certain amount of flour be taken, now a limited number of cars of straight feed are being offered. Bran in car lots is quoted at $25 to $26 per ton and shorts at $27 to $28.

IRISH POTATOES SOLD WELL.

Toronto, March 28.—Since the arrival of Irish potatoes on the market, a good many grocers have sold large quantities of the "spuds from the Emerald Isle."

Grocers who before sold little or no potatoes have been able to work up a big trade for this line in a short time.

E. C. Matthews, grocer of Parliament St., was among the first to show the Irish potato. He placed a display in his store, combined with a show card appropriately bearing the shamrock. Mr. Matthews reports they have sold readily, people coming from other districts of the city to purchase.

"It is not so much the quality of the potato that has brought about the big demand," declares Mr. Matthew, "but the novelty of it. Anything new attracts public attention."

This statement is indeed true and gives the dealer a cue which if followed whenever possible will mean dollars and cents to him. The fact that anything new or novel arouses attention may be turned to good advantage by the dealer by taking hold of and pushing any good lines which may appear from time to time on the market.

EARLY CLOSING AT NEW HAMBURG.

New Hamburg, Ont., March 28.—The merchants of this place have united in an early closing agreement, which goes into effect at the end of March. Under this agreement all stores will close at 6 p.m., with the exception of Saturdays and evenings before holidays. A further exception is made in regard to July and August, in which months the stores will be kept open on Wednesday evenings to accommodate the farmers.

How To Arrive at the Selling Price

A Simple Problem Which Caused Many Retailers to Arrive at an Erroneous Conclusion—An Interesting Question Introduced by F. C. Lariviere at the Guelph Hardware Convention.

At the recent Guelph convention of hardwaremen, an interesting paper was read by Fred. C. Larviere, of Montreal, on the results of an investigation into the methods of retailers in figuring profits. It provoked a lengthy discussion, involving as it did a number of vital points. The paper is reproduced in part.

A manufacturer of store equipment recently caused a question to be printed in a few of the national magazines, business, trade and newspaper publications, designed to find out what percentage of retailers figure their profit right.

The question had to be printed, of course, as an advertisement, even though it was not advertising in itself. Under the question was an offer to send a "48 page book for retailers" to any retailer, who told how he figured the profit problem. Each retailer who answered the problem was also given another little book on the "Right Way to Figure Profits."

The publications used had a very wide circulation and of course went to a large number of retailers in every part of the United States and Canada.

The answers aggregated about 1,000, of which 750 were wrong.

It is hardly believable that 75 per cent. of all retailers do not know how to figure profits. Some of the readers of this publication will doubt the possibility of such a condition.

Here is the question: A certain article costs $1 wholesale. What will it have to be sold for to allow a profit of 10 per cent., after allowing 22 per cent. for cost of doing business?

It is a very simple question—one that every retailer has to answer in his own business every day. But 750 out of 1,000 retailers answered it wrong.

The answers ranged all the way from $1.10 to $1.60. The majority gave the selling price as $1.32 or $1.34, allowing a profit of one cent or less, notwithstanding an explanation at the bottom of the question that the answer was not $1.32.

A retailer in Dallas, Texas, answered like this:

"In answering your question in the Saturday Evening Post, will say that if you had not stated that $1.32 was not correct, I would have put that price on the article, for I do not charge any profit on overhead expenses. But if you do, I cannot see any other way of figuring but to charge $1.34 on selling price. Will you please send me your book and please tell me what your selling price is, and oblige."

Is there any wonder that this man was not making money? He was on the straight road to bankruptcy and going fast. But he has slowed up now, and will soon be going in the right direction.

Perhaps some of the readers of this publication will think that there would be a profit in the article at $1.34, and to make sure that they will understand this Texas merchant's state of progress, it is well to explain why and how he was losing money instead of making ten per cent. profit as he thought.

If the wholesale price is $1.00 and the cost of doing business 22 per cent., $1.34 does not allow 10 per cent., but only 1.4 per cent. profit. On a gross annual business of $15,000, he will clear $150 a year, or a little better than $12 a month.

He said that if the ad. had not stated that $1.32 was not correct, he would have put that price on the article.

Selling the article at $1.32 he would lose almost 1 per cent. instead of making 10 per cent.

His trouble was that he figured his profit and the amount which he wanted to take out for the cost of doing business, or his percentages, on the cost price instead of on the selling price.

Instead of adding 32 per cent. of the wholesale cost to the wholesale cost he should have added 32 per cent. of the selling price to the wholesale cost.

The wholesale cost is not something to be added to, but a portion of the selling price in this instance, 68 per cent. of the selling price.

If the wholesale cost is 68 per cent. of the selling price, then the selling price is evidently $1.47, instead of $1.34, or $1.32.

If the cost of doing business is figured on the selling price, that is, 22 per cent. on the gross amount of business done during the year, the cost of selling the article is not 22 cents but 32 1-3 cents.

If 10 per cent. profit is desired on the selling price, it is not sufficient to add 10 cents to the cost price. Instead, 14.7 cents, nearly 15 cents must be added.

To prove this, take 22 per cent. of $1.47, which is 32.34 cents, and 10 per cent. of $1.47, which is 14.7 cents. Add these to $1.00 and you have $1.47.

A dealer in Alabama said:

"If my cost of doing business is 22 per cent. and I wish to make a sale to bear 10 per cent. profit, I should figure it this way:

Cost and cash	$ 1.22
Profit at 10 p.c...	12.02
Selling price	$ 1.34

"I would, therefore, sell for $1.34 all articles invoiced at $1.00 for 10 per cent. profit. Am I correct?"

He is incorrect. As stated before, instead of making 10 per cent. profit he would make a fraction over 1 per cent.

A Canton, Ohio, dealer in clothing and furnishing goods figured the problem in exactly the same way with the same result. So did a boot and shoe house at Goshen, Indiana.

A lumber, hardware and furniture dealer in a little town in Illinois gave a little different solution, getting very near to the correct method. He deducted 22 from 100, leaving 78. This 78 he construed as being 78 per cent. of the selling price, less his profit.

If $1.00 is 78 per cent. of the selling price, the latter, of course, would be $1.28, which he labelled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labelled $1.28 as 90 per cent of the selling price to cover profit. $1.28, of course, is 90 per cent. of $1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of one sum and his profit out of another. He should have taken both percentages at the same time.

He went on to prove his figures, and undoubtedly did prove them, so far as his way of figuring is concerned. But proving that a wrong answer is correct by using a wrong method is like trying to prove that a horse is a horse by pointing out a pig.

This man's letterhead showed that he has a capital stock of $10,000, and that he is treasurer of the company.

But he has the wrong job, for he was figuring himself out of 5 cents on every dollar's worth of goods he bought. He isn't doing it now.

A druggist out in Iowa figured his $1.00 wholesale cost to give him a selling price of $1.43. He went about it in the right way but figured wrong. First, he subtracted 32 (both percentages) from 100, giving 68; then he multiplied $1.00 by 100 and divided by 68, giving him "$1.43."

His method is very much better than his arithmetic. While he goes about it in the right way, he gets the wrong answer by 4 cents. Multiplying $1.00 by 100 and dividing by 68 should give $1.47—does if the calculation is performed correctly.

Fruit Trade Awaits Favorable Weather

Needed to Start Spring Business Off in Earnest—Frosted Oranges Cut Dry—Florida Celery Eases Off—Tomatoes Also Cheaper—New Cabbage From California—Egyptian Onions to Arrive Shortly.

Fruit men were just beginning to wear a satisfied smile last week by reason of brighter prospects on account of warm weather, when the temperature took a downward slide and put a rather bad crimp in their elated feelings. Trade has been worrying along at a fair level under the less favorable conditions but warmer and brighter weather is needed to start the spring trade off in earnest.

Next week should, however, see a good volume of business. The touch of the festive season which surrounds Easter and the holiday which is connected with it should work for an improvement during the coming week, which will be much more marked if the weather man lends his assistance.

Feature of orange trade is the fact that considerable frosted fruit which cuts dry is arriving at many centres. It seems impossible to guard against the packing of some fruit which has been frosted. This undoubtedly affects the orange trade to some extent as the customer who gets some of this fruit will not be so inclined to purchase so much Somewhat more interest has been taken in pineapples, but last week's lower prices were followed this week by an upward reaction. Florida strawberries, however, tend downward, although rather tardy is moving to lower levels.

Florida celery is also pointing downward. Under increased offerings values since last week have eased off about $1 per crate at primary points. Lower prices will be welcomed by both dealer and consumer and will mean an increased consumption. California article has not eased to same extent as Florida.

Canadian cabbage is about cleaned up and California new cabbage is now coming along to many points. Onions are also getting to end of their tether, season of Spanish being about over. First shipment of Egyptian onions will be arriving shortly. First shipment will rule fairly high but the crop is said to be quite large, and prices are expected to be reasonable.

Large arrival of English and Irish potatoes has eased prices slightly at some centres. There would appear to be steadiness ahead, however, as the quantity to come forward from Old Country is decidedly limited. Some stock which came forward in rather bad condition caused cancellation of orders which were to be sent forward.

MONTREAL.

GREEN FRUITS.—Green fruits are still steady. Demand shows signs of enlargement with nearing of spring trade and dealers are confident of an active season. The shipments are now free, bringing supplies up to the mark. Florida pineapples are a repeated feature. Last week they offered a decrease but have advanced suddenly. They are now quoted at $5.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	....	3 50
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas, cases of 24	....	5 00
Strawberries, per quart	0 50	0 65
Tangerines, per strap	6 00	6 50

VEGETABLES. — Vegetable demand still continues good, with prices in same position as last week. Imports are satisfactory and will most likely lead to a decrease in price before long. Florida tomatoes are appearing in plenty on the market and meeting with favorable demand.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery,	6 00	6 50
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	....	0 50
Sweet potatoes, per basket	....	3 00
Montreal potatoes, new, bag	....	2 00
New potatoes, $9 bbl.; 6c lb.		
Spinage, per bbl.	5 00	6 00
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	4 25
Fancy	....	4 75
Tressez	....	0 20
Turnips, per bag	....	1 00

TORONTO.

GREEN FRUITS.— Conditions were promising for fruits during the early part of last week but a dip back into winter weather put a kink in trade. Warmer weather is now needed to improve business.

Orange trade is on a fair scale but a considerable amount of frosted fruit which cuts dry has a tendency to turn the public against this line. Grapefruit sells fairly well considering high prices.

There is somewhat more activity in apples. Real good fruit such as Northern Spys is not plentiful but there are fair supplies of lower quality goods. No. 1 Spys are quoted at $5 per barrel, and No. 2, at $4.25. Box apples are moving out quite well.

Almeria grapes are nearing a clean up. There is more interest in pineapples. Florida strawberries are slightly easier.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Florida	....	3 00
California navels	3 00	3 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	6 00	6 50
Jamaica, case	4 00	4 50
Cuban, case	....	5 50
Grapes, Almeria, per keg	4 00	6 00
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	2 25	4 00
Pineapples, cases of 24	....	5 50
Pineapples, cases of 30	....	5 00
Florida strawberries, box	0 65	0 70

VEGETABLES.—A new line on market this week is new cabbage from California which is worth $5.50 per crate. Canadian stock is about a thing of the past. Florida tomatoes are easier at $4 to $4.50, and are selling well.

Prospects are for easier prices on Florida celery by reason of increased offerings. One dealer stated that offers were about $1 per case below those of a week ago. Spanish onions are getting well to an end. First shipment of Egyptians expected in about a week. One firm quotes $3.50 for 112-lb. bags. Later shipments will be at a lower figure as crop is said to be a good one.

There has been a lot of Irish potatoes come to this market resulting in slightly easier prices during past couple of weeks. Opinion seems to be that steadiness will set in again shortly as ship-

ments from Old Country, have about stopped.

Asparagus and Boston head lettuce are easier in price.

Asparagus, large		0 65
Asparagus, small, doz.		2 00
Cabbage, new, per crate		5 50
Canadian beet, per bag		1 80
Carrots, bag		1 75
Cauliflower, Cal., case		3 50
Celery, Cal., per case, 6½ to 10 doz.		8 50
Celery, Fla., per case, 5 to 8 doz.		5 50
Turnips, bag		0 60
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen		1 25
New radish, per dozen	0 40	0 50
New lettuce, per dozen		0 50
Mushrooms, 1-lb. boxes		0 75
Onions—		
Green onions, dozen		0 25
Spanish, case	4 00	4 50
Spanish, half cases		2 25
Canadian, 75-lb. bags		3 00
Parsnips, per bag		1 75
Potatoes, N. B.		1 80
Potatoes, Ontario, bag		1 70
Potatoes, Irish		1 65
Tomatoes, Florida, crate	4 00	4 50
Sweet potatoes, hamper	2 00	2 25

Fruit and Vegetable Displays Sell Goods

Example of What Successful Window Trims Will do to Make Money—The Present is Good Time to Show These Goods—A Display Idea That Can be Easily Arranged.

To be sold readily fruit and vegetables must be seen. Now that pineapples, grapefruit as well as oranges and new vegetables are coming freely on to the Canadian market, good opportunities are offered for displaying lines that will readily sell. If it is not possible to have a fruit window all the time, at least there should be one good display every week.

Recently in one of Canada's largest cities a high class fruit dealer went out of business—not forced but retired. He made his money in selling fruit and frequently expressed himself to the writer that his window was his best selling asset. It was dressed a couple of times every week in an exceedingly attractive manner and the goods that were displayed were sold.

An easily arranged display.

Every retail dealer can make his own window a good fruit seller. Herewith is a suggestion for a display of fruits and vegetables which will require but a short time to arrange.

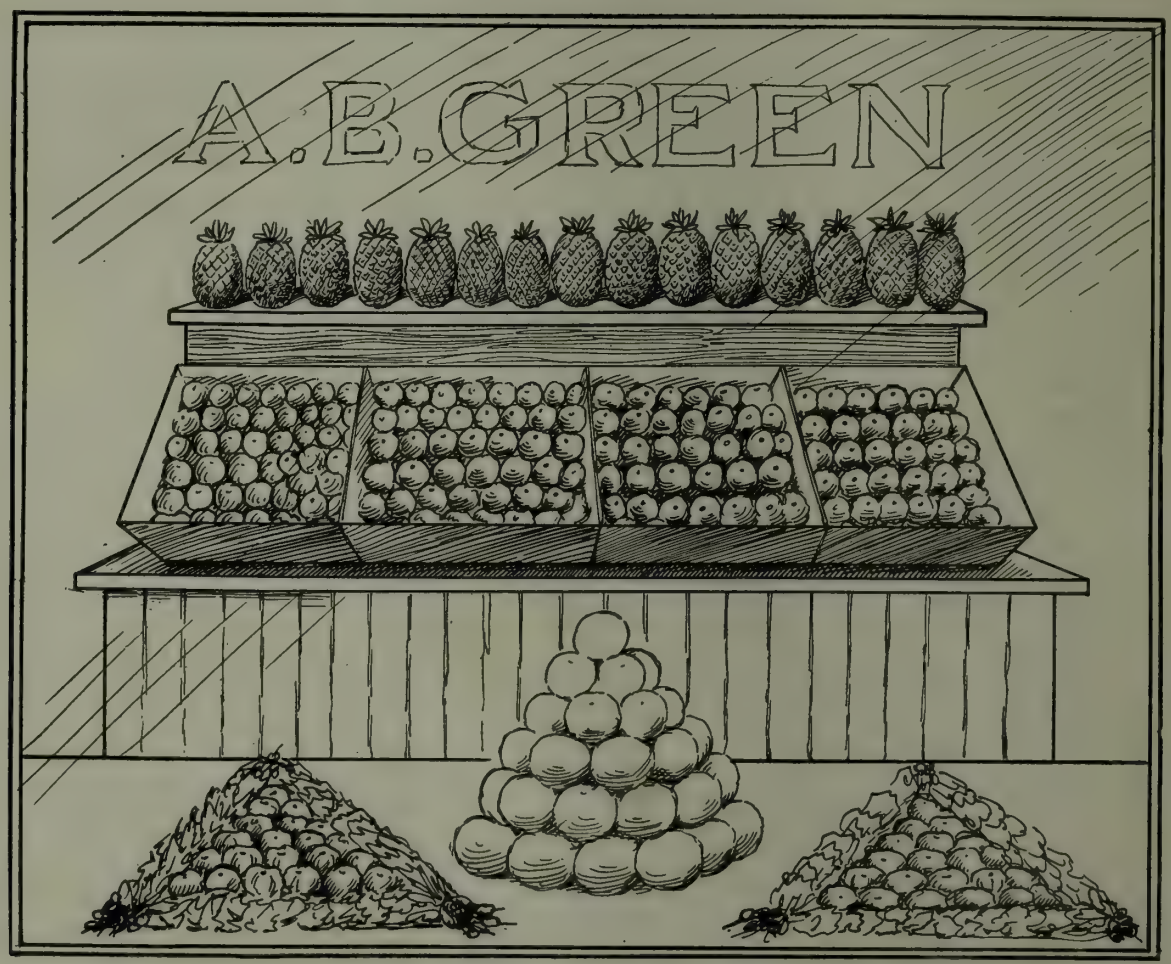
On a raised platform at the rear is placed a row of pineapples. Beneath this are boxes of oranges tilted so that they can be seen. In the centre of the floor is a pile of grape fruit built up carefully in pyramid style and on either side is a triangle of vegetables lying flat on the floor. The interior of the triangle is made of tomatoes. Surrounding these is a row of lettuce, tipped on each corner by a bunch of radish.

Consider Color Scheme.

In designing this window the artist had in mind the color arrangement which cannot be shown here. The red tomatoes fringed by green lettuce and tipped by red radish makes a pleasing effect on the eye. There is also contrast among the grapefruit, oranges and pineapples.

Tne floor of the window might be covered with a green cloth or fine shreds of green paper to imitate grass. It would give the idea of the approach of spring and add a little to the effectiveness of the display.

That fruit and vegetable displays bring extra business should be realized at once by every dealer. It should also be realized that the better the display the better the business.



Suggestion for a Fruit and Vegetable Window Display.

Fish Preparation for Last Week of Lent

Is Expected to be Busy One—Good Friday Always Big Day in Fish—Weather Has Been Kind to Fish Trade—Stocks Well Cleaned up and Prices Rule Steady.

The last week of big Lenten demand for fish is at hand and dealers are preparing to make the last round of the rush season a record one in point of sales. Last week of Lent in past years has always seen a big volume of business, and there is no reason to believe that history will not repeat itself this year. Good Friday is of course the bright spot in the week, and special efforts should be given to trade on this day.

Weather man has indeed been kind to the trade of late, considering the season, conditions being fairly favorable for sale of this line.

Close of Lent is expected to find stocks at most centres well cleaned up, much better in fact than at this time last year. Certain lines are getting into smaller compass and others completely cleaned up. Prices continue to hold a steady position.

Markets on eastern coast note fresh fish in fair supply. Halibut is rather scarce. As season advances, trade will turn more to fresh caught.

Herrings have already put in an appearance on Nova Scotia coast. Smelts are about done, this year's catch having been an average one.

QUEBEC.

MONTREAL.—Fish situation for the week has been rather quiet. The demand has greatly decreased but will broaden out next week to fill the "Good Friday" week trade. Supplies still hold out, but on a much modified scale resulting in a considerable number of advanced prices.

FRESH AND FROZEN.		
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 09	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 06½
Pike, dressed and headless, lb.	....	0 06½
Steak, cod	....	0 07
Mackerel	....	0 10
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Oualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.	
Boneless cod, in blocks or packages, lb..	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50 6 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½

SMOKED.	
Blosters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 12
Herring, new, smoked, per box	1 13
Kippers (small) per box of 50 fish	1 25
Smoked salmon, per lb.	0 25

SHELL FISH.	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 30

ONTARIO.

TORONTO.—Demand for fish has been on fair scale during week and is now developing signs of greater activity as dealers are preparing for an expected good trade during last week of big rush period. Weather of late considering the season has been really kind to fish trade and with fairly favorable conditions during next week, a good volume of business should be done. Good Friday is the day on which dealers make their last big bid for business, and sales generally run into a good figure.

"How are stocks going to be at end of Lent?" one fish man was asked.

"Clean as a whistle," was his reply.

Apparently stocks are cleaning up well, and the end of Lent should find them smaller than is generally the case at this time. Prices continue to hold steady.

FROZEN FISH.		
Gold eyes	....	0 05
Pike	....	0 05
New pink sea salmon	0 09	0 10
Whitefish	0 09	0 11
Halibut	0 09	0 10
Smelts, extra, per lb.	....	0 15
Red salmon, headless and dressed	0 11	0 12
Mullets	....	0 04
Bluefish	0 11	0 12
Steak, cod, per lb.	....	0 06½
Flounders, per lb.	....	0 05
Tullibees, per lb.	....	0 05

FRESH CAUGHT FISH.		
Steak, cod	0 08	0 09
Haddock	0 07	0 09

SMOKED.		
Kippers, per box	....	1 15
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 85
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65

PICKLED.		
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans	....	1 25

PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	...,	2 30
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NOVA SCOTIA.

HALIFAX.—Demand for dried and pickled fish shows decided falling off during past week. Business, however, has been good this Lent. Most dealers stocked up pretty heavily earlier in season, and it is presumed they have sufficient stock on hand to carry them over into April. There is no change in the lobster situation, and smelts are about done. Catch was about an average one, and prices were good.

Fresh fish is in fair supply on the local market, with exception of halibut which is becoming scarcer. The price quoted is 17 cents per pound. Receipts of fish at Digby continue heavy. One vessel that arrived there this week landed 116,000 pounds, nearly all of which were haddock. This heavy run of fish has kept the smoke houses in full operation.

There is a much better demand for oysters, both in bulk and in the shell. Dealers say that this is due to falling off in the lobster catch. Clams in cans and in bulk are also selling quite freely.

George McCormick, president of the McCormick Manufacturing Co., London, Ont., underwent an operation for appendicitis last week. He is doing nicely, and expects to be about in a few weeks.

Frank Moore, of the Moore Fruit Co., London, Ont., and Mrs. Moore, have left on a trip to Florida. They expect to be gone six weeks.

Some Good Sellers During Month of April

Attention Should be Devoted to Fish Sales and Easter Goods During First Week—A Month When House Cleaning Articles Will Move Readily—Preserved Fruits and Canned Fruits and Vegetables Require Special Notice.

The month of April is rich in opportunities for the live retail grocer. Unfortunately in past years there have been some merchants who have not regarded April as presenting any great possibilities in the way of trade. They argued that the housewife was busy at spring housecleaning, that the farmer was busy with his spring work and that condition of country roads and town streets was not conducive to trade.

In short they came to the conclusion before carefully weighing both sides of the problem that April was a quiet month. They accordingly failed to grasp the opportunities that were presented and trade with them was probably really quiet. Here and there, however, are merchants who are not ready to give up the fight before it had started.

The Last Lap of Lent.

The first week of April marks the closing week of the Lenten season. Before this season has once more passed into history, it behooves the grocer to put forth every effort to corral all the trade possible that the season may induce. Fish of all kinds will sell well, Good Friday especially being a stellar day in this regard. Dealers should endeavor to clean frozen and pickled stocks up to a safe point that week, as after Easter trade will return to a more even and regular level. Canned fish, such as salmon, lobsters, sardines and smelts should be given all due prominence.

The Time for Easter Goods.

This first week will be particularly marked, however, by the pushing of Easter goods. Shackles are about to be removed from healthy appetites, which for six weeks have been restricted to certain diets. It behooves the dealer to arise to the opportunities presented by pushing those goods which will appeal to the public palate. Hams and bacon, fruits and green vegetables, confectionery and all other kindred appetizing lines displayed in proper manner are sure to arrest the attention of the passing fastee.

Easter is somewhat of a festive season and delicacies are in demand. Fruits and confectionery will sell freely while retailers should not forget to push nuts at this season. Those dealers who handle Easter novelties should do their best to clean stocks up closely during that week. Herein lies the profit, for if unsold at this time, it means a dealer will have them left on his hands.

Sell Housecleaning Articles.

Spring is now appearing in real earnest and in homes throughout the land housecleaning is the order of the day. April is the housecleaning month and accordingly during this month all those lines which the housewife needs to call into action in this work should be brought to the front.

Soaps, lyes, cleansers, ammonias, brushes and brooms are among the lines which need to be kept prominently before the housewife. Wherever possible a window display should be devoted to these combined lines, while a counter should be given over to them during the entire season. It is well to get started early.

Get Behind Seeds.

This is also the month for the sale of seeds. Garden and flower seeds will about complete the list shown by city dealers but in the smaller towns and villages, field seeds are also sold by the grocer. Taken for granted that the dealer has made sure he has purchased the best quality of seed obtainable, the next thing of importance is to get the public interested in them. Here again the window may be used to good advantage. Inside the store they should be shown prominently and no opportunity should be lost to talk about them to customers. Quality should be the keynote of the talks.

The Depleted Shelf of Preserves.

If one were afforded the privilege of a peep at most any housewife's shelf of preserves these days it would require no more than a peep to convince him that the family supply is getting into mighty small compass. Fruit is a necessity of the daily diet, and with the housewift attempting to be easy on what little "home-made" is left, it is natural that she turn to the grocer for a solution of the problem. Here the grocer has his opportunity to promote sales of canned, preserved and dried fruits, which from now on will be in good demand. The dealer should not, however, wait for customers to inquire regarding these lines, but should suggest them himself by personal talks, advertising as well as counter and window display.

Canned Vegetables Will Sell.

The grocer has good reason indeed to push canned vegetables at this time. It is a well known fact that dried vegetables this spring are conspicuous by their absence, while green vegetables are at a fancy figure. The latter line should not however be forgotten for there are a certain class of customers whose purse can well stand the strain of these high-priced delicacies.

Advertising during month of April should prove profitable, because there are so many lines which may be advertised to good advantage during this month. Besides the closing of Lent and arrival of Easter, the advent of housecleaning and seed season all provide good material for special advertising.

Truly indeed when the dealer reviews the situation it becomes quite evident that April is not lacking in opportunities for promoting business.

WOULD THIS BE LUCK?

Traveler Tells Story of Grocer and His Wife who Made Some Money.

"You ask me," remarked a Montreal traveller recently, "for a story of grocers I have met. Well, you may have seen a notice in the daily press a few weeks ago about a grocer who was offered $85,000 for some property on Sherbrooke street. I knew that man when he had but a very ordinary business quite a few years ago. He was so uneducated that he could scarcely sign his name to bills, but to-day his money and land is said to total into six figures.

"Just how he did it is more than I can tell. There are exceptions to the general rule, you know, and this man handicapped as he was by the lack of education put his money, what little he made, into real estate with the result that it was not long until he began to have something to show for his first years in the business.

"Great opportunities were presented here in land deals in those days and that is really how he made his money, but he remained in the grocery business 33 years. It serves him well. It gave him the necessary start and helped him considerably afterwards.

"I do not know whether you would account him much of a grocer or not, but there are very few of them who can show a more substantial grounding than he, to-day. It just shows how a man handicapped in one direction seems to have other faculties keener than those of the ordinary man. It is necessary that he should be equipped in this way. Some may call it luck and say he "got in right," but call it what you will this man began thirty-three years ago as a grocer with no prospects and to-day he is worth something around two hundred thousand dollars."

Produce & Provisions

Firmer Feeling Noted in Pork Products

Live Hogs Higher Under Stinted Supplies and Keen Demand—Provisions Selling Briskly for Easter Trade—Lard Holds Firmly—Eggs Have Held Steady at Last Week's Level—Pinch in Butter at Some Points—Brighter Prospects Ahead.

The approach of Easter has worked for a brisker demand for pork products at most centres. Smoked hams and bacon have been moving quite freely, while the next week will bring a good volume of business, as there are always dealers who hold off in purchases until last moment.

It was pointed out in these columns some time ago that nothing was to be gained by holding off with orders. The firmer prices on smoked meats at many centres proves correctness of this statement. Lard continues in good demand under the high butter prices and with stocks closely cleaned up at most centres, prices rule steady to firm.

Trend of live hog prices for past two weeks has been upward. Not only has English bacon market ruled firm but deliveries have been stinted and on account of approach of Easter and larger consumption of provisions, demand for porkers has been keen. Higher prices for hogs naturally gives a firmer tendency to provisions.

Egg prices at the larger centres have remained at about the same level as noted last week, although there has been some easing at certain country points. Lower prices for new laid eggs have made them a popular food and consumption has been large. Bad roads in country districts have hampered deliveries and there is little hope of them improving in the near future. Next week in anticipation of big Easter consumption there will be a large demand for eggs but on other hand farmers will be making every effort to get their supplies to market before the passing of Easter, so that receipts will be on a large scale also.

It was pointed out last week that there might still be a pinch in butter at certain points before prices turned downward. Such has proved the case at Montreal, where values have moved upward during the week. At other centres however there is a tinge of easiness on account of increase in new milk goods. It is not marked however and even when easiness sets in, it can be expected to be gradual. Demand for this commodity in face of high prices is mostly for small lots. Dealers should watch market closely for turning point.

MONTREAL.

PROVISIONS.—Provisions have offered no feature this week, prices remaining at previous levels. Consumptive demand is still limited at high quotations, but Easter trade should improve business during next week.

Long clear bacon, heavy, lb.	0 19½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14½
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 11½
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 50 7 65
Hogs, dressed, per cwt.	10 25 10 50
Pure Lard—	
Boxes, 50 lbs., per lb.	0 12¾
Cases, tins, each 10 lbs., per lb.	0 12¾
Cases, tins, each 5 lbs., per lb.	0 12¾
Cases, tins, each 3 lbs., per lb.	0 13
Pails, wood, 20 lbs. net, per lb.	0 12¾
Pails, tin, 20 lbs. gross, per lb.	0 13¼
Tubs, 50 lbs. net, per lb.	0 12¼
Tierces, 375 lbs., per lb.	0 12¼
One pound bricks	0 13¼
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09¼
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09½
Pails, wood, 20 lbs. net, per lb.	0 09¼
Pails, tin, 20 lbs. gross, per lb.	0 08¾
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 375 lbs., per lb.	0 08¾
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 50
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Butter is again beyond the usual level. Prices have advanced considerably this week and tend to go higher. Stocks are barely large enough to last two weeks and unless the production increases there is likely to be a slight famine. Old Country and United States markets are inclined in the same direction and will not be able to render any assistance for about three weeks and the season is pretty much advanced. Old Country butter is laid down at 32 cents; but would take considerable time to reach Canada. Butter should be followed with care.

Creamery	0 38	0 38½
Dairy, tubs, lb.	0 30	0 32
Fresh, dairy rolls		0 34

EGGS.—Towards latter part of last week eggs dropped one cent, as a result of mild weather, but owing to the cold touch later experienced prices have again advanced and are again quoted at 28 and 30 cents. The demand has greatly increased with decline in price and will be greatly enlarged with the nearing of Easter.

New laids	0 28	0 30

CHEESE.—Cheese market is firm with no advanced prices. Stocks are light and considering prices the demand is favorable. Under grades of cheese are scarce and selling at proportionately high prics.

Quebec, large	0 17	0 17¼
Western, large	0 17	0 17¼
Western, twins	0 17	0 17¼
Western, small, 20 lbs.	0 17	0 17¼
Old cheese, large	0 16	0 16¾

POULTRY.—Greater inquiry is noted in poultry. This movement can be accounted for by the approach of navigation which is expected to liven market. Prices remain unchanged.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 23	0 23
Ducks	0 18	0 20

HONEY.—Consumptive demand is still steady. Prices are unchanged.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 09¾

TORONTO.

PROVISIONS.—In anticipation of Easter trade, pork products have been moving quite freely. Hams and bacon have been favorite lines in demand. The next week will see considerable business as there are always those dealers who hold off in their purchases to the last moment.

Stronger feeling noted last week has made itself felt in increased prices for

smoked hams, bacon and backs. Long clear is also higher, while lard prices have been marked up another ¼ cent. Live hogs during the week have continued to come forward slowly and under keen dmand have advanced 35 cents per cwt. during week.

Smoked Meats—		
Light hams, per lb.	0 15½	0 16
Medium hams, per lb.	0 15	0 15½
Large hams, per lb.	0 14½	0 15
Backs, plain, per lb.	0 18	0 19
Backs, pea meal	0 19	0 20
Breakfast bacon, per lb.	0 16	0 17
Roll bacon, per lb.	0 11½	0 12
Shoulders	0 10½	0 11
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 12	0 12¼
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 12¼	0 12½
Lard, tubs, per lb.	0 12½	0 12¾
Lard, pails, per lb.	0 12¾	0 13
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points		7 45
Live hogs, local		7 75
Dressed hogs		9 50

BUTTER.—Butter situation has shown no particular change during past week, and quotations remain unaltered. As pointed out last week there is a slight tendency to easiness by reason of increase in offerings of new make, but this is not marked. With roads apt to break up at any time there are those dealers who fear that there may yet be a pinch before values turn downward, but even if such should prove the case, it is expected to be only temporary. It looks like easiness ahead, however, whenever new make begins to show a substantial enough increase.

	Per lb.	
Fresh creamery print	0 35	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—Egg prices have remained at just about last week's prices, demand for the new laid having measured up well with receipts. The lower prices as well as comparatively high figure for meats has made eggs a very popular food and consumption in past few weeks has shown a wonderful increase. Bad roads have held up receipts somewhat but warm weather may make the situation even worse. Prices in country districts under increased yield are easing. Next week the Easter consumption will mean a big demand.

New laid eggs	0 24	0 25

CHEESE.—With stocks in small compass market remains steady and firm. Some new fodder cheese is finding its way to market but quantity is decidedly limited. High price for butter will influence values somewhat. "One hundred pounds of milk will make 4 pounds of butter or 9 pounds of cheese," said one dealer, "so you can figure out yourself what new cheese is worth at present price of butter."

Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½

HONEY.—Only a routine trade is being done in honey. The advent of maple syrup season will not be likely to help demand either. However values hold steady at present figures.

Honey—strained—		
White clover, 60-lb. tins, per lb.	0 12	
White clover, 10-lb. tins, per lb.	0 12¼	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 12	
Amber honey, 60-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	
Comb white clover, per doz.	2 25	3 00

POULTRY.—Normal receipts for season well balanced by demand sums up the present poultry situation.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese		0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

Review of the Past Year's Cheese Market

How Values Gradually Began to Creep Up Following Hot Spell of Last July—Record Season in High Prices—Falling Off in Exports—Prospects for Coming Season Depend Greatly on Weather.

One might say that the past year has seen extremely high prices for cheese and feel quite safe in his statement. He might even go so far as to state it has been the highest in many years without fear of contradiction, for such has been the case. It has been a record year in this regard.

If you go to a wholesale dealer in Montreal to-day to buy cheese, you will be asked 17½ cents per pound or thereabouts—that is for large Quebec make. One year ago this self same article might have been purchased for 14 cents. The phenomenal advance during the year is no greater in Montreal than elsewhere either for Toronto values are now 17 cents for large cheese compared with 13¾ cents one year ago.

Considered High a Year Ago.

Even the prices quoted one year ago were considered rather high, or at least they were by no means considered low, because stocks were small and values in the Old Country were firm. In April, factories began turning out the new product in limited quantities, but new cheese is not especially appealing to most cheese-eating people, so that seasoned cheese held high. If we examine cheese values on June 30 we find that 12¼ cents were being asked in Toronto.

The weather that then began to prevail in Canada is still fresh in the minds of readers. Those hot dry July days are not soon to be forgotten. They dried and withered up the meadows, the flow of milk was shortened and cheese values in consequence began to ascend.

Nor did those conditions fall off in a short time but prevailed steady during the entire season. Couple with this the drought was also cutting down the production of cheese in England and elsewhere, and all combined to make a continued steady market. On September 29, we find values in Montreal at 14½ and in Toronto at 15½. The end of October found 16 cents the prevailing price in Montreal.

England Short of Supplies.

Thus had the winter commenced with values on a good start to record level. Not alone were stocks small in Canada, but England was short on her winter's supply and was purchasing the Canadian article rather freely. Conditions thus gave the expectancy of a strong and advancing market as stocks got into smaller compass, and prices to-day show just how true the market has followed predictions. To-day Toronto prices are at 17 cents and Montreal at 17½ cents. Here is the trend of values since June 30 last:—

	Toronto.	Montreal.
June 30	12¼	13
July 28	13	12½
Sept. 1	14	13
Sept. 29	15½	14½
Oct. 27	15½	16
Dec. 1	16	16½
Feb. 2	16½	17½
Mar 23	17	17½

How Exports Fell Off.

The short production in Canada last year is shown by the fact that up to Mar. 16 from May 1 last, exports from Montreal, Quebec, St. John and Portland amounted to 1,963,146 boxes compared with 2,081,248 boxes for corresponding period the previous year.

Cheese production for this year is commencing, but the volume will be limited for some time. Some new fodder cheese that arrived in Montreal last week sold for 14 to 14¾ as against 11½ to 11¾ one year ago. The scarcity of feed is somewhat against a good flow of milk, but notwithstanding the adverse conditions, cows in general have wintered fairly well. While butter continues high it will also have the tendency to keep cheese strong as high butter means less milk available for cheese production.

Future Market Prospects.

Cheese stocks are, however, on a small scale both here and abroad, and for that reason old cheese may be expected to hold firm. To predict how new cheese will range during the year is however, mostly a gamble. There are so many conditions, such as weather and conditions of pastures during the summer, as well as conditions abroad, that any opinion would be little more than a guess.

BOUTILIER'S Smoked Fillets

Here, Mr. Grocer, is a line you can do a good trade in ALL THE TIME, and we would advise you to consider it. You can easily start a good fish department and work it successfully. Make a selection from our lines. Instruct the driver or delivery clerk to tell your customers that you are open to handle their fish orders; or get out a neat circular (a few dollars will cover the expense) and send it round. The results will be good, because the housewife likes to give her order for everything to one store and dislikes having to go here for her groceries and there for her fish.

BOUTILIER'S SMOKED FILLETS

1. LARGE
2. PLUMP
3. FLESHY

OCEAN BRAND

HADDIES KIPPERS BLOATERS

☛ Three more good lines with three strong points in their favor.

"Canada" Brand Pure Boneless Cod Fish

ASK US ABOUT THESE GOODS.
WE HAVE AN INTERESTING PROPOSITION FOR YOU.

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL

That Selling Power

needed to promote the sales of your products in the pulsating Western Provinces are the facilities and selling ability we are offering the manufacturers of the East.

We cover the territory. We have the accommodation.

We have the financial standing. We produce results.

Our expert advice is at your disposal. Write to-day.

NICHOLSON & BAIN,

Wholesale Commission Agents and Brokers

Head Office - - WINNIPEG

REGINA SASKATOON EDMONTON CALGARY

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Wilson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Mess	0 26

LARD LOGIC

—Gunns Quality holds trade and brings new business—

PON-HONOR GUNNS FOOD PRODUCTS

Standards of Excellence

Maple Leaf Brand Pure Lard

Our Quality Brand Kettle Rendered Pure Leaf

Easifirst Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers **WEST TORONTO**

HAMS

are already advancing in price and will undoubtedly be higher before Easter. We expect a keen demand for them at that time. Place your orders early.

We have cheaper cuts of Sugar-cured Smoked Meats, such as Shoulders and Rolls, both very acceptable and attractive in the present high run of prices.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S

Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

½-lb pkgs, White Moss .. 0 27
¼-lb pkgs, White Moss ... 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs, asstd... 0 27½
½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded..	0 18	....	0 17
Special shred...	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto

	Per Case
Eagle Brand, each 4 doz...	$6 00
Gold Seal Brand, each 4 dz.	5 25
Challenge Brand, each 4 dz.	4 50
Peerless Brand. "Hotel," each 2 doz.	4 00
Peerless Brand. "Tall," each 4 doz.	4 50
Peerless Brand. "Family," each 4 doz.	3 75
Peerless Brand. "Small," each 4 doz.	2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.,

	Per case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 65
Canada First Medium (20 oz.) Evaporated Milk ...	4 40
Canada First Hotel Evaporated Milk	3 90
Canada First Condensed Milk (sweetened)	5 05
Rose Bud Condensed Milk (sweetened)	4 90
Beaver Condensed Milk, (sweetened)	4 15

REINDEER LIMITED.

"Jersey" brand evaporated milk, family size, per case, (4 doz.).....	$3 75
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case..	6 20

ST. CHARLES CONDENSING CO.

Prices—	
St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha Package Coffee.	0 19
Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.	
Presentation (with tumblers) $3 per doz.	

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms Net 30 days prepaid.

BRANSON'S SHEKEEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size..... $1.45 per doz., net
Large size..... $2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.

	Ontario Prices. Per doz.
MacLaren's Imperial—	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL

	Ontario Prices per doz.
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz. ..	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3. flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case ...	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs, 11-lb bars, lb..	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts....	5 00
Sparkling Cider, 24 pts. ...	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23 $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 8, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz...	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	09¾
Tubs	09⅝
Pails, 20 lbs.	09⅞
Tins, 20 lbs.	09⅜
Cases, 3 lbs., 20 to case..	10⅜
Cases, 5 lbs., 12 to case..	10¼
Cases, 10 lbs., 6 to case..	10⅛

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI CY., MONTREAL
Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box .	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30

CREAM TARTAR

Grocers: Every dealer that has any regard for the quality of the goods that he offers to his customers should study the Government Analyst's report on Cream of Tartar. There are many brands of Cream of Tartar on the market that are claimed to be pure, but which are shown by Chemical Analysis to be of low grade and adulterated.

GILLETT'S CREAM TARTAR

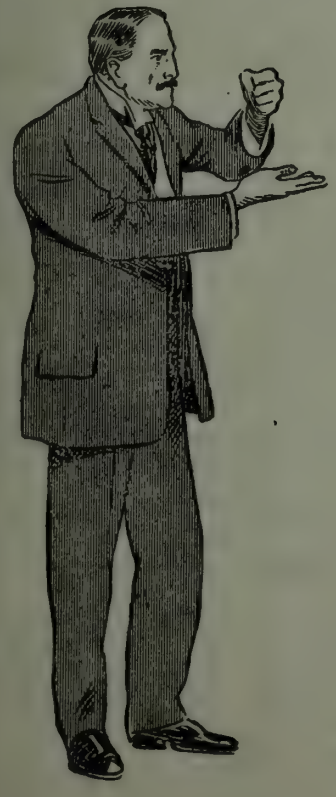
GILLETT'S GOODS ARE THE BEST AND PUREST

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG

CHEMICALLY PURE



GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 00

Liquid Bluing, 90c per doz. Liquid Ammonia, 90c per doz. Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons,	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs. bbls., No. 1, white	.06½
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½

(20-lb. boxes ¼c. higher.

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.05¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case	.08¼
6 lb. toy drums, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1 lb. packets, boxes of 40 lbs.	.07¾

(20 lb. boxes ¼c. higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz, tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.

No. 1's. 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO., Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case $2 40
5-lb. tins, 1 doz. in case, per case 2 75
10-lb. tins, ½ doz. in case, per case 2 65
20-lb. tins, ¼ doz, in case, per case 2 60
Barrels, 700 lbs. $0 03⅜
Half barrels, 350 lbs. 0 03½
Quarter barrels, 175 lbs. . 0 03¾
Pails, 38½ 1 75
Pails, 25 lbs., each 1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz. in case.	$2 75
5-lb. tins, 1 doz. in case.	3 10
10-lb. ins, ½ doz. in case.	3 00
20-lb. tins, ¼ doz. in case	2 95

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 65

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCHSTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	$3 35
Cases of 3 doz. ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	4 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO. East of Winnipeg.

	Wholesale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s 24 30

TAKE NOTICE

After such a siege of Winter as we have been having, stocks of goods that could not be shipped during the cold snap must be getting low. The weatherman has promised some days free from hard frost. How about your stock of Pickles, Catsup and other table delicacies? When you think of these goods don't you naturally think of "Heinz." Send us an order for some of the 57. You will please your present customers and make new ones by giving this line attention.

French Sardines

A line that is scarce and hard to get. We have the genuine article in "Yacht Club" Brand, quality extra fine. Why not hook on to some of this fish while the fishing is good.

Yacht Club Sardines, ¼s, 13c. Tin

If any of the following interest you we will be glad to make prompt shipment:

Glebe, Pure Cane Syrup, 2 lb. Tins, = $1.45 Doz.
Loggie's Blueberries, 2s, = - 1.35 "
Purple Circle California Seedless Raisins, 10 oz. packages, . = = = 8c. Package
Camel Brand 5 Crown Eleme Figs, 10s, 9½c. Lb.
Barataria Shrimps, 1s, = = $1.40 Doz.
California Asparagus, 1s, tall, - 1.40 "
Ludella Tea. Diamond Crystal Salt.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Orange Label, 1's	23	30
Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's...	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c ...	.24
Green Label, retail at 40c ...	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c .	.42
Gold Label, retail at 80c ...	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Easter Holidays

Will have full supply of Florida Tomatoes, Celery, Cabbage, Egg Plant, Green Peppers, Strawberries, etc.

ALSO

California Asparagus, New Beets, Carrots, Spring Onions, Radish, Rhubarb, both Leaf and Head Lettuce, Cucumbers, etc.

Navel Oranges, Lemons, Bananas, Grape Fruit, Nuts, Figs, Dates.

Let us have your orders early.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

Butter, Eggs AND Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

"ST. NICHOLAS"

are always

VERY FINE

It will pay you to insist on this Brand.

J. J. McCABE

AGENT

TORONTO, : : ONT.

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.

30 William Street, Montreal

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.

Wholesale Potato Exporters

48 MAY STREET

BELFAST, - IRELAND.

Cables—"Paradox" Belfast.

For Easter

The largest assortment of high-class Fruits for the Holiday

Pineapples, Bananas, Tomatoes, Grape Fruit, New Cabbage, Spinach, Asparagus, Celery, etc.

For Good Friday

Fresh Halibut, Fresh Haddock, Fresh Cod, Fresh Haddies and Fillets by Express

Everything the very best money can procure

WHITE & CO., LIMITED
FANCY DEALERS
TORONTO and HAMILTON

FANCY FRUIT FROM FLORIDA

TOMATOES AND CELERY

Fancy Ripe Tomatoes Crisp, well-bleached Celery

Strawberries Pineapples

Full Line of fresh Greens arriving every day, both Southern and Hot-house.

WE HAVE A NICE LOT OF DOMESTIC ONIONS (RED GLOBES)

Put up in 100 lb. sacks. They are dry and well cured. Try some.

THE HOUSE OF QUALITY

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN LEMONS

ALWAYS PACKED UP TO A STANDARD
NEVER
DOWN TO A PRICE.

PROTECT YOURSELF BY ORDERING FROM YOUR WHOLESALER

FOLLINA'S FANCY LEMONS

W. B. STRINGER

Gen. Can. Agent Toronto

A MODERN METHOD

NO WASTE SPACE—every inch of shelf room available where our system of PATENT ADJUSTABLE BRACKETS is installed.

Adjustable Shelving is adaptable to any line of goods, from the most delicate to heavy merchandise. It is the modern method of store shelving. Each shelf may be of a width and distance to accommodate the goods it carries.

NO OBSTRUCTIONS—EASILY ADJUSTED

THE PIQUA BRACKET CO.
SOLE MANUFACTURERS
PIQUA OHIO

The Every-Day Demand

Nothing is plainer than this proposition: The nearer an article approaches the point of every-day demand the greater becomes its importance as a business asset of the producer or seller.

Housewives, housekeepers, cooks—all who keep house—are learning that

JELL-O

can be used in a hundred different ways for desserts and for table jellies.

It is all so free from trouble and work that it is becoming an every-day habit. Here is a subject that vitally interests every grocer.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
BRIDGEBURG, CAN.

The name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.

AGAIN

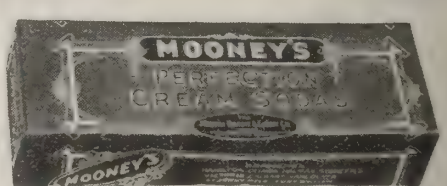
we draw your attention to the fact that Mooney's Perfection Cream Sodas have proven phenomenal sellers with good profit. They are distinguished by their superior degree of lightness and crispness, making them a most delectable table delicacy.

The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. **Winnipeg, Man.**

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.



FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare,
Anchovies in Brine,
IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Are You Prepared To Meet The Demand

that is being created daily for

MAPLEINE

(The Flavor de Luxe)

For Cakes, Cake Fillings, Candies, Ice Cream, Etc., and for a Table Syrup better than Maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

The Pinnacle of Good Value

Is pure and hard and will do more work to the bar than any other make. Its purity allows it to be used in the washing of the most delicate fabrics without harming them.

It is the kind of soap that makes your customers think yours is the only store for good value. Stock Wonderful Soap and be a successful merchant through the big trade it brings.

WRITE FOR PRICES.

THE GUELPH SOAP CO.

GUELPH, :-: ONTARIO

Sterling BRAND

YOUR PATRONS WANT QUALITY

in pickles, catsup, relishes, fruit flavors, jams, etc., more than quantity. The Sterling Brand gives both at a moderate price. Let us send you a sample of our lines if you do not already carry them in stock. They win trade.

THE T. A. LYTLE CO.

Limited

Sterling Road, Toronto

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY, BAKING AND CONFECTIONERY business for sale. Owner going west. Apply W. C. Britton, Newcastle, Ontario.

GROCERY FOR SALE, RAILROAD TOWN. Population 1,500; stock $1,200; monthly sales over $600. Good reasons for selling. Apply, D. MacLennan, 923 Lansdowne, Toronto.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

AGENTS WANTED

AGENTS WANTED. DESICCATED YEAST. New Invention. Three times stronger than fresh yeast. Indispensable for bakers and householders. Supplied to H.B.M. Navy. Triumph Yeast Co., Distillers, 44 Weston Street, Bermondsey, London, England.

MANAGER WANTED

EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital. Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.

SITUATION WANTED

WANTED, SITUATION AS MANAGER OR Assistant, 6 years manager in present occupation. Available May, 1912. Box 85, Canadian Grocer, 88 Fleet Street, London, England.

SALESMEN WANTED

WANTED—SALESMAN TO CARRY SIDELINE to general stores, hardware and harness stores. Samples small and light. Write at once for information. Give territory covered, present occupation, references. Box No. 418, Canadian Grocer.

STORAGE

STORAGE, VANCOUVER, B.C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 814 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterheads, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a "trust." Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "R." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 2504 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION— Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. Sold by W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

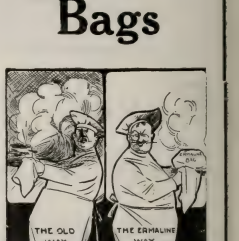
YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

Be Ready For Every Demand

It's a mighty bad thing, Mr. Grocer, to have a customer ask two or three times for an article and not be able to get it. Your failure to supply the goods proves conclusively that your sign board which says "Everything for the Household in Stock" is a little bit off!

THE

Ermaline Cooking Bags



are as valuable in the household as any other kitchen utensil, in fact many housewives have found them indispensable.

Do You Want a Set Free?

All you have to do is, send us a card. We'll do the rest.

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

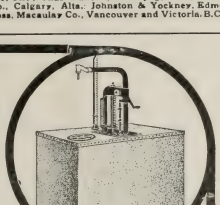
THE "QUALITY" BRAND

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Ruband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Heywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yeckney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C

An Iron Clerk



Who never tires nor makes an error

Who keeps your store neat and clean

Who prevents fire and lost profit

Whose services cost less than a cent a day

That is the

Bowser Self-measuring System

You should know more about this system. Thousands and thousands of your fellow merchants are using them and increasing their profits. Follow "suit."

There are 750,000 Bowser Tanks in use to-day.

The Bowser has been on the market for twenty-seven years. It was the first and *is* the best. It will cost you only one cent to find out what this system will do for you and see the outfits illustrated.

Stop NOW and send the card. The minute you buy a BOWSER you increase your profits. *Send the card.*

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.

HOUSEWIVES' FAVORITE

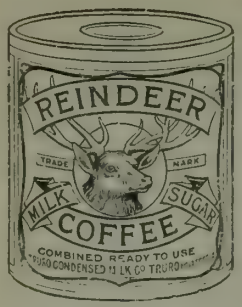
WHITE DOVE

Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey

MONTREAL, QUE.



The sale of

REINDEER Condensed Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED

TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:
W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG

Steady Sales Depend on Quality

and especially is this so of canned goods. You can lose reputation and custom quicker by selling inferior canned goods than in any other way. Make sure of steady sales and satisfied custom by selling

THE "OLD MILL" TOMATOES AND FRUITS

Purity marks the process of manufacture, and natural surrounding conditions have blessed us to an even greater extent. The celebrated St. David's Spring of pure water supplies the Old Mill Factory and the unequalled quality of Tomatoes and Fruits grown in the Niagara Peninsula district are added, giving "Old Mill" Tomatoes and Fruits that fresh flavor of quality goodness that speaks volumes of advertising for your store. We are now booking orders for fall delivery.

PUT IN A STOCK NOW, THE PROFIT IS WORTH IT, TOO.

The W. H. Merriman Co., St. Catharines, Ont.

FACTORY AT ST. DAVID'S

5.00 A DAY

If you were to sell a little extra Jam, Mr. Grocer, every day, you would soon build up a trade which would give you this much profit and perhaps more.

"KING BRAND" JAM

is recognized by those who know to be about as good a Jam as there is on the market and the

Profit Is Large

We would like to prove these statements. We would like to get in touch with you. Will you write?

Labrecque & Pellerin

111 St. Timothee St., - Montreal

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

THE PERFECT WAY

PERFECTION CHEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work. Perfect in workmanship. A bevelled-edged knife. A five-ply birch board. Handsomely finished in scale blue enamel. It safeguards your profits in cheese.

PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish. Handsomely displays the cheese and cutter. Protects them from air, dust and insects. SANITARY.

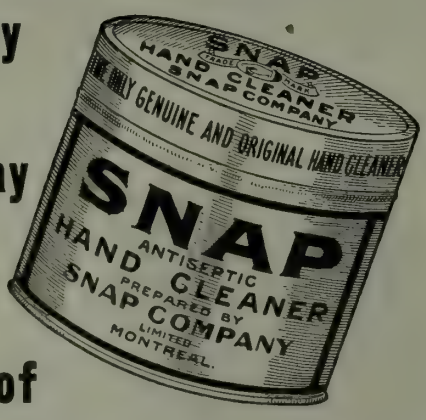
THE PERFECTION WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.
OF CANADA
Hamilton, Ont.

EVERY DAY

and every hour of every day there is call for the use of



SNAP
HAND CLEANER

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited
MONTREAL, QUE.

CHINESE STARCH

THE first packet of Chinese Starch proves its quality every time and the customer comes back for another and then continues to return for more. It is the best proof that it is the starch that meets the needs of your most particular buyers.

AGENTS

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Harry Horne Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont., The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS
O. Lefebvre, Prop. MONTREAL

E D S

The Popularity Of Your Preserves

is assured if you stock the best, and you cannot do better than stock and make prominent the E.D.S. Brand Jams and Jellies.

There can be no stronger "talking point" than the government approval for purity, this is what commends them to everyone.

Made only by

E. D. SMITH, WINONA ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

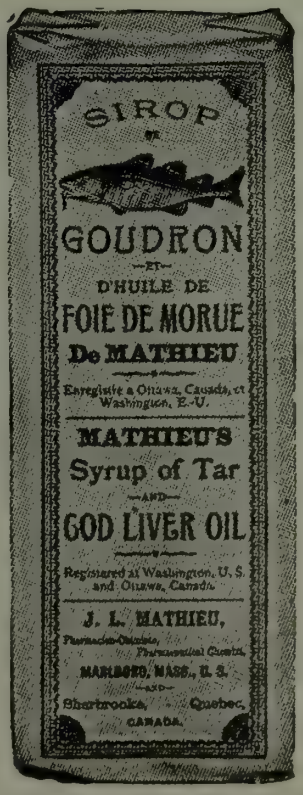
ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.

SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont. Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

INTRODUCE
"GLOBE"
MACARONI and VERMICELLI

MADE OF HARD WHEAT

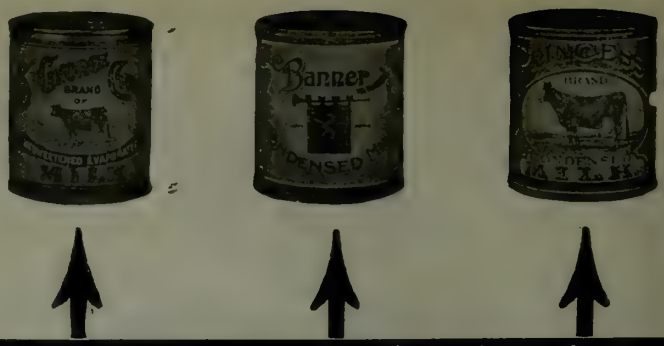
MADE BY SKILLED LABOR

GLOBE

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli. They are absolutely pure.

You will profit by the sale of "GLOBE" products. Stock them now.

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis, we will take a chance on securing and holding your business.

American Can Company

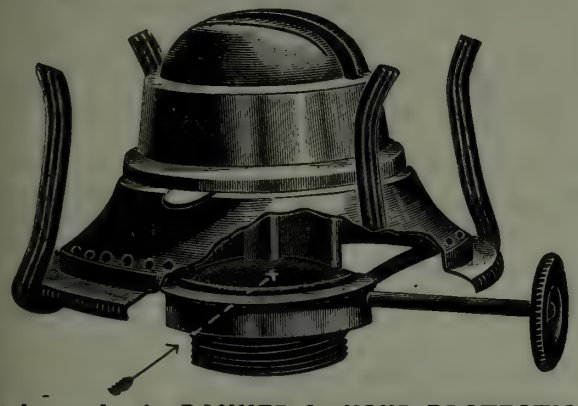
Montreal, Que. Hamilton, Ont.

Banner All Brass **Lamp Burners**

MADE WITH

BANNER TRADE MARK

COVERED BASE



It is put in the BANNER for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER

Master Mason

Does the name strike you? Perhaps yes, perhaps no, but the goods will certainly appeal to the men who deal with you. Why not announce the fact that you are open to fill their tobacco wants by making a tobacco display, the most effective announcement of all?

Master Mason Smoking Tobacco
Maple Sugar Chewing Tobacco
King George's Navy Chewing "

are all lines of sustained profit.

Write for Price List.

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

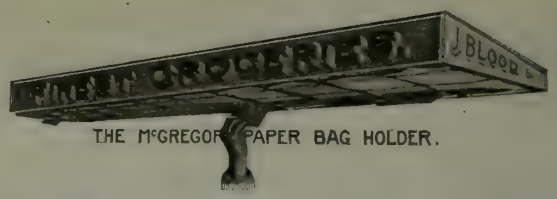
NO BETTER JUST A LITTLE MILDER THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.



THE McGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

WHITE MOSS

That's the name of McLean's Cocoanut. Absolute purity has made it popular with all classes. Do you stock it?

McLEAN is the name.

McLean | THE CANADIAN COCOANUT COMPANY, - MONTREAL | McLean

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Hold Your Trade by Selling Good Salt

The grocer who values his trade will make sure of his salt Nothing can take the place of good salt. It is the grocer's staple ONTARIO PEOPLE'S SALT is absolutely pure and fills the popular demand for a GOOD salt.

SEND FOR PRICES.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

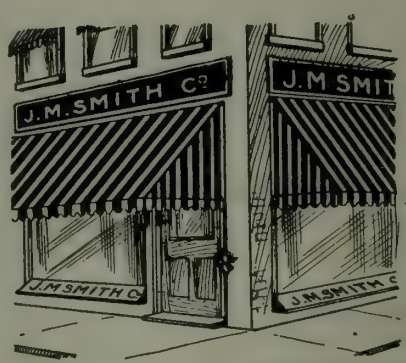
Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.



THE AWNING NECESSITY

for the ensuing spring and summer season is a question that it will pay you to settle NOW. Don't let the strong rays of the sun get at your stock and so depreciate it in value that you must sell it at a loss.

We are at your service. Ask us to quote on your requirements.

Raymond Bros., - London, Ont.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,570,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

THE SOLUTION FOUND

After much research for the solution of procuring pure, wholesome milk and cream it has been found by the producers of

Laurentia Milk and Cream

through a new mechanical process called Homogenization, and its subjection to heat pressure thoroughly sterilized milk and cream are procurable. It will keep indefinitely when sealed, and fraud of skimming is an impossibility.

Send for a stock to-day—
Excellent profits.

LAURENTIA MILK & CREAM CO.
Limited

371 Queen St. West, - TORONTO

GET THE FIRST SALE —THE REST ARE EASY

You may expect at any time now to be visited with the household pest—the fly; are you prepared to meet the demand your trade will give you?

Wonder Fly Killer

is the real household destroyer of flies. With it in stock you can make the first request a sale and its wonderful destructive powers will spread like wildfire in your neighborhood, making a brisk sale and showing you good profit.

WRITE FOR QUOTATIONS

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C; ALBERTA, K. & A Cameron, 204 2nd St W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

What are you doing in the Cheese Line?

"MEADOW-SWEET"

will surely build up a good name for you. Its quality is guaranteed, and it has a most peculiarly refreshing nip, customers always come back for more.

WE ARE NOW READY

to fill all orders which should be sent in early to ensure prompt delivery. There'll be a big rush.

10 CENTS RETAIL.

Reasonable Price, Big Profits. Dainty Shelf Packages.

SARATOGA CHIPS

Here is a fast selling specialty, and one which you can place on your counter at a low figure but sell it at a much higher. Grocers already stocking are finding it worth while.

Write

The Meadow-Sweet Cheese Mfg. Co., Limited
21 Bonsecours St., : : Montreal

Accounting Worries are Over

Retail bookkeeping is probably the greatest thief of time the grocer has to contend with; and unless you have the only modern device of retail bookkeeping you can expect it to ever worry you.

The "BARR" ACCOUNT REGISTER

is the system for you. With one writing you have every customer's account balanced, entirely eliminating any chance of error or misunderstanding between you and your account customer.

It is such system that inspires the confidence of all who trade with you, a fact insuring your success.

We would gladly demonstrate the Barr system to you. May we? Drop us a card.

Barr Registers, Limited,

TRENTON, ONTARIO

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell McVITIE & PRICE'S Biscuits you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

Quaker Soap
PURE SOAP

Neither Prize
Nor Premium
Just Soap

Mathewson's Sons
Wholesale Grocers
MONTREAL

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

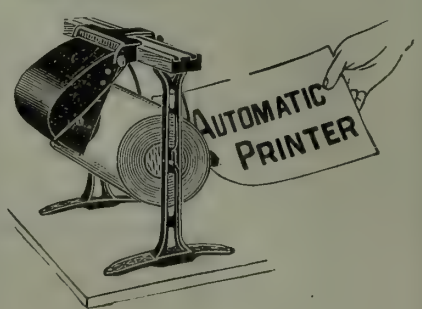
Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TRY A
Condensed Ad.
IN
This Paper

IF
You want to advertise your store
You want to advertise your service
You want to stamp your name on paper
You want to stamp your name on bags
You want to save 90% on your advertising bill

Ask us about the



It's a wonder, and does everything we claim for it.

PAYMENT LIGHT.
SATISFACTION HEAVY.

Send your name into every home every day.

UTILITIES LIMITED
MONTREAL

Listen!

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

SPANISH PEPPERS,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
HARICOT VERT,

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

It's delicious.

H. E. VIPOND & CO.
MONTREAL

Sapho Anti-Dust

The green sweeping powder that smells of the pine, keeps carpets bright, and the dust down, kills moths and microbes and lightens labor.

SELLS ON SIGHT

Place a trial order. Display the goods and watch them go. Once your customers use Anti-Dust, they always buy it.

SAPHO METAL POLISH

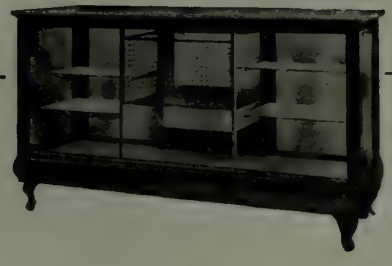
Keeps brass brighter longer than any other.

Write Dept. G.

SAPHO MFG. CO., LIMITED

586-588 Sanguinet St., Montreal

Toronto **Winnipeg**



Add to Your Selling Force!

Here is a store fixture that is every inch a salesman—a business bringer—a profit earner.

The Silent Salesman Refrigerator

gives tone and character to your store and does not deceive customers when it gives the appearance of cleanliness and sanitation. It is specially adapted for grocery stock—it constantly displays them, sells them and earns profit on them.

Learn more about the additional selling force.

Send for catalogue.

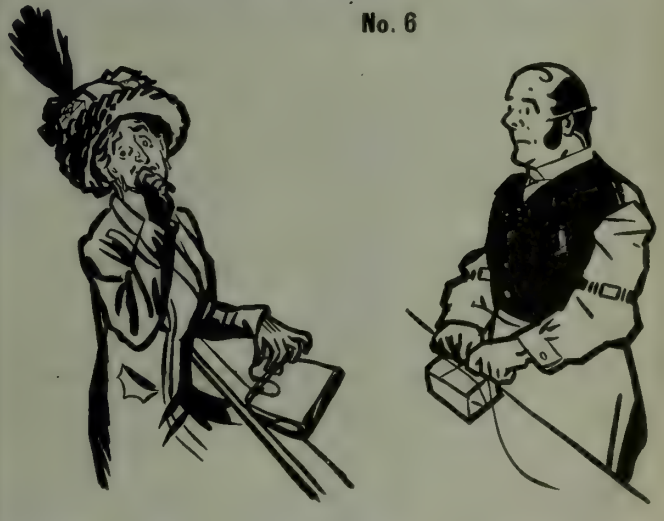
Representatives in West: Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., Limited

TORONTO, - - - - ONT.

IS SHE A CUSTOMER OF YOURS?

No. 6



Mrs. Worry—"These are strenuous days for housekeepers—why the prices of vegetables almost worry one to distraction."

Mr. Businessgetter—"Madam, may I suggest that you use SYMINGTON'S pure vegetable SOUPS; they are very economical and so easily prepared.

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto

Spring House-Cleaning

Calls for new Brooms

The Parker Broom

is the

Best Broom

Ask your wholesale grocer for a sample.

WE GUARANTEE THEM

The Parker Broom Co.
692 Wellington St.,
Ottawa, Can.

Wines For Easter

Here we are with the snow practically all gone and people talking of Easter. As soon as the Easter season becomes the general topic, just as soon should you look to your stocks of Easter specialties, etc. How about Wines? The demand during the past cold months must have depleted your stocks.

Buy Now For Easter and Buy Right.

We guarantee every one of these lines to be of the very highest quallty.

CHAMPAGNES

PIPER-HEIDSIECK Dry, Brut, Extra dry.
CARDINAL—Quarts, pints, splits.
DUC DE LA GRANGE—Quarts, pints, splits.

RHINE WINES

KROTE & CIE., COBLENTZ, in cases, quarts and pints.

CLARETS AND SAUTERNES

A. DELOR & CIE., BORDEAUX, in bulk, in cases, quarts and pints.

BURGUNDIES

MORIN, PERE & FILS, BEAUME, in cases, quarts and pints.

MADEIRA

BLARDY BROS.—In bulk and cases.

MALAGA

GARRET & CO., MALAGA—In bulk and cases.

PORT

REAL COMPANHIA VINICOLA, OPORTO, PORTUGAL—In bulk and cases.

SHERRIES

DIEZ HERMANOS, JEREZ de la FRONTERA—In bulk and cases.
SPECIAL—FAVORITO and SOLARIEGO, 1807—In cases.

BACCHUS APPETIZER AND TONIC WINE

A rich old BURGUNDY and QUINQUINA. $8.00 a case—12 litres.

BANYULS (BARTISSOL) NATURAL TONIC WINE

$7.50 a case, 12 bottles.

Laporte, Martin et Cie.

LIMITÉE

MONTREAL Telephone Main 3766

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 81
Adamson & Co., J. T. 20
Allison Coupon Co. 21
British American Assurance Co. 76
American Can Co. 74
American Comp Co. 72
American Pure Food Co. 29
Aylmer Condensed Milk Co. 20

B

Baker, Walter, & Co 78
Balfour-Smye & Co. 16
Banner Mfg. Co 24
Barr Register Co. 77
Benedict, F. L. 21
Bickle, J. W., & Greening 12
Borden Condensed Milk Co. 3
Bovril, Ltd. 34
Bowser, S. F. 69
Brand & Co 29
British American Assurance Co. 76
Brown Mfg. Co 21
Bull Dog Ammonia Co. 17

C

Campbell Bros. & Wilson 67
Cane, Wm. 32
Canadian Cocoanut Co. 76
Canadian Commercial Car Co. 27
Canada Maple Exchange 32
Canadian Salt Co 81
Carter Co., H. W. 12
Carr & Co. 14
Chase & Sanborn 8
Church Bros. 34
Clark, W. 7
Chwson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 8
Common Sense Mfg. Co. 21
Connors Bros. 69
Cowan Co 10
Crescent Mfg. Co 66

D

Da Costa & Co. 30
Dailey, F. F. Co. 20
Davidson Estate, James 28
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 26
Downey, W. P. 69

E

Eby-Blain, Limited 35
Eckardt, H. P 63
Edwardsburg Starch 38
Ecoot, W. H., Co., The 20
Eureka Refrigerator Co. 71
Ewing & Sons, S. H. 29

F

Fairbank Co, N. K. 15
Farrow & Co., Jos. 16
Fearman, F. W., Co. 59
Furuya & Nishimura 20

G

Genesee Pure Food Co. 66
Giffin-Hobbs Co. 24
Gillard, W. H., & Co. 70
Gillett, E. W., Co., Ltd. 61
Golden Ray Co. 8
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Granger Freres 25
Gray, John 12
Guelph Soap Co. 67
Gunns, Ltd. 59

H

Halifax Cold Storage Co. 57
Hargreaves Bros. 25
Henderson, Thos. 31
Hillock, J. 78
Hodson Sumner 24
Holbrooks, Ltd. 21
Hotel Directory 24

I

Irish Grocer 21
Island Lead Mills Co. 76
IXL Spice and Cereal Co. 31

J

James Dome Black Lead 19

K

Kessel Co., F. 21
Kilgour Bros. 76
Kit Coffee Co. 14

L

Labrecque & Pellerin 71
Lake of the Woods Milling Co. outside back cover
Lascelles de Mercado & Co. 19
Lambe, W. G. A. 20
Laporte, Martin & Cie 80
Lau entia Milk 77
Lawrason, S. F. & Co 34
Lemon Bros. 64
Lind Brokerage Co. 20
Lindner & Benner 35
Lloyd, Ltd., Edward 68
Lytle Co., T. A. 67

M

MacLaren Imperial Cheese Co. 20
MacLure & Langley 20
MacNab, T. A., & Co. 20
McCabe, J. J. 64
McCormick Mfg. Co. 9
McDougall, D., & Co. 21
McLaren, W. D. 9
McLeod & Clarkson 21
McLoughlin Bros. 64
McVitie & Price 78
McWilliam & Everist 64
Magor, Son & Co. 36
Malcolm, Jno, & Son 74
Maple Tree Producers 26
Marshall Brokerage 20
Mathewson's Sons 78
Mathieu, J. L., Co. 73
Meadow-sweet Cheese Co 77
Merriman, W. H 71
Midland Vinegar Co. 24
Millman, W. H., & Son 20
Minto Bros. 31
Mooney Biscuit and Candy Co. 66
Morton & Sons, David 27
Mott, John P. & Co. 70

N

Nelson, Dale & Co. 14
Nicholson & Bain 57
Nickel Plate Stove Polish Co. 24

O

Ocean Mills 72
Onken Co., Oscar 11
Ontario Lantern and Lamp Co. 75
Ontario Peoples Salt & Soda Co. 76
Oshawa Canning Co. 6

P

Paine Co., John 17
Parker Broom Co 80
Patterson Wylde & Co. 25
Patrick, W. G. & Co. 20
Peek, Freen Co. 15
Perrin, D. S 82
Pickford & Black 66
Piqua Bracket Go. 65

Q

Queen City Oil Co. 21

R

Ramsays' inside back cover
Raymond Bros. 76
Reindeer, Ltd. 70
Richards & Brown 61
Robinson & Co., O. E. 71
Rock City Tobacco Co. 75
Rowat & Co. 26

S

St. Lawrence Sugar Refining Co. 19
St. Thomas Packing Co. 29
Sanitary Can Co 6
Sapho Mfg. Co. 79
Smith, E. D. 73
Smith & Proctor 19
Snap Co., Ltd. 72
Silver, H. R. 20
So-clean Mfg. Co. 3
Spinelli, & Co., D. 74
Spurgeon, H. G. 20
Stevens-Hepner Co. 70
Stewart, I. C. 21
Stimpson Computing Scale 15
Stringer, W. B. 65
Stuart, Foster Co. 35
Sugars & Canners outside front cover
Stuhr, C. F. 66
Symington Soup Co. 78

T

Thum Co., O. & W. 64
Tiger Mfg. Co. 20
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Tooths Extract of Beef Co. 25
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 75
Turnbull, J. B. 23

U

Upton Co., Ltd., T. inside front cover
Utilities Limited 78

V

Vipond, H. P. 78

W

Waite & Fuller 8
Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 65
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 31
West India Fruit Co. 64
Western Assurance Co. 76
Western Distributors, Ltd. 20
Weston, Ltd., George 2
Wethey, J. H. 59
White & Co. 65
White Swan Spice & Cereals, Ltd. 14
Wiley, F H. 20
Willis Mfg. Co. 76
Wilson, Archdale 4
Wilson, Jos. R. 77
Winn & Holland 73
Woods & Co., Walter 70
Woodruff & Edwards 12

Z

Zealand, H. W 33

Biscuit Success

Perfection is not attained in a day. It takes years of experiment, expense and experience to obtain biscuit perfection.

Try our exquisitely crisp and tasty

St. Lawrence Cream Sodas

Our triumph in the art of baking—where lies the real secret of biscuit successes.

A TRIAL ORDER WILL SURPASS YOUR EXPECTATIONS.

ABBOTT, GRANT & CO.

Limited

BROCKVILLE ∴ ONTARIO

Say this and MEAN it

"Madam, this is the best table salt we sell—it is always clean, dry and fine—it never cakes, flows evenly from the shaker and flavors food as it should be flavored.

WINDSOR TABLE SALT

is the only salt to use in cooking or baking—pastries are crisp and flaky with absolutely no trace of a bitter after-taste."

The Salt will prove you to be right

The Canadian Salt Co., Limited

WINDSOR - - ONTARIO

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Your Business Depends on the Quality You Sell!

Your quality reputation, Mr. Grocer, is safeguarded when you handle Ramsay's line—your customers also get honest value for their money. The absolute purity of ingredients and carefulness of manufacture of

Ramsay's
BEST BY TEST

Farm Cream Sodas

make them standard products of world wide fame, that give satisfaction to the particular customers and make sure business for you in the future.

YOUR RAMSAY PROFIT IS GOOD

Boost Confectionery Sales with the Ramsay Line

You can make profit by selling confectionery just as well as other lines and a much better profit becomes yours through featuring the Ramsay Line. Ramsay's Confectionery satisfies the most critical palate and shows you a better margin than any other line of confectionery.

Our line includes:—

HIGH GRADE CHOCOLATES
LARGE VARIETY GROSS GOODS
LARGE VARIETY GOOD CHOCOLATES CHEAP
BIG RANGE OF OTHER LINES

RAMSAYS LIMITED

330 Nicolet Street MONTREAL

Glad To Have My Old Five Roses Back

A.E. SHARING

Englehart, New Ont.

¶ *"Have used FIVE ROSES flour for some time. Have tried others, and always go back to the FIVE ROSES, as I have more bread with same amount of flour."*

Mrs. Chas. H. McN—

Newton, N.B.

¶ *"We have used FIVE ROSES for a number of years with very few exceptions, but always glad to come back to FIVE ROSES again."*

Mrs. J. N. M—

Edmonton, Alta.

¶ *"I have been using your FIVE ROSES flour for 5 years and over, and I do not think any other flour is near so good. A friend told me to try..... I did so, but to tell you the truth I was very glad when it was all gone. I did not like the bread and pastry it made one bit, and I was glad to have my old FIVE ROSES flour back."*

Mrs. Thos. McL—

Genoa, Que.

¶ *"I use FIVE ROSES flour and must say it never disappoints me. I have tried quite a few brands of flour, but find there are none that can come up to FIVE ROSES either for bread or pastry."*

Mrs. Andrew B—

Englehart, New Ont.

¶ *"I never use any other flour but FIVE ROSES. I've proved it to be the best for cooking. I've tried other kinds, but I've gone back to FIVE ROSES."*

Mrs. Dick, Box. 433

Unsolicited letters, Brother Grocer. What's the use of struggling against the tide? You can't win out against FIVE ROSES. Because the FIVE ROSES customer is a *permanent* asset.

When she tries another brand it only confirms her in the use of FIVE ROSES. Make *your* customers come back—sell FIVE ROSES. To-day ask your jobber—or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

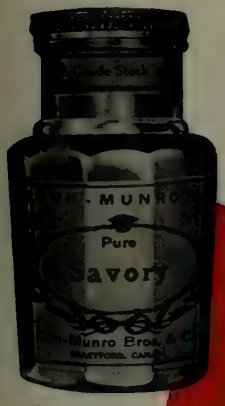
Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, APRIL 5, 1912 No. 14



Every Package Leaving our Factory Guaranteed Pure

VERIPURE QUALITY

You can confidently recommend anything bearing the Veripure trade mark. **BECAUSE** nothing goes into any of our specialties that is not absolutely pure.

ATTRACTIVE IN APPEARANCE
TRUE IN FLAVOR
FULL AS TO STRENGTH

Our Veripure spices, extracts and specialties ensure satisfied customers and repeat orders for you.

Have you stocked our Pure Extracts in flavors of **LEMON**, Almond, **VANILLA**, Pineapple, Raspberry, Cherry, Banana, Peach, Strawberry, Wintergreen, Peppermint; Pure Spices, Curry Powders, Celery Salt, Paprika, Icing Sugar and Icing Sugar specialties.

They are gaining friends every day.

Our Veripure **ORANGEADE** is every bit as delicious as it looks and sells on sight.

Write us for our complete Price List which will show you how to increase your profits on these lines.

Gun Munro Bros. & Co.

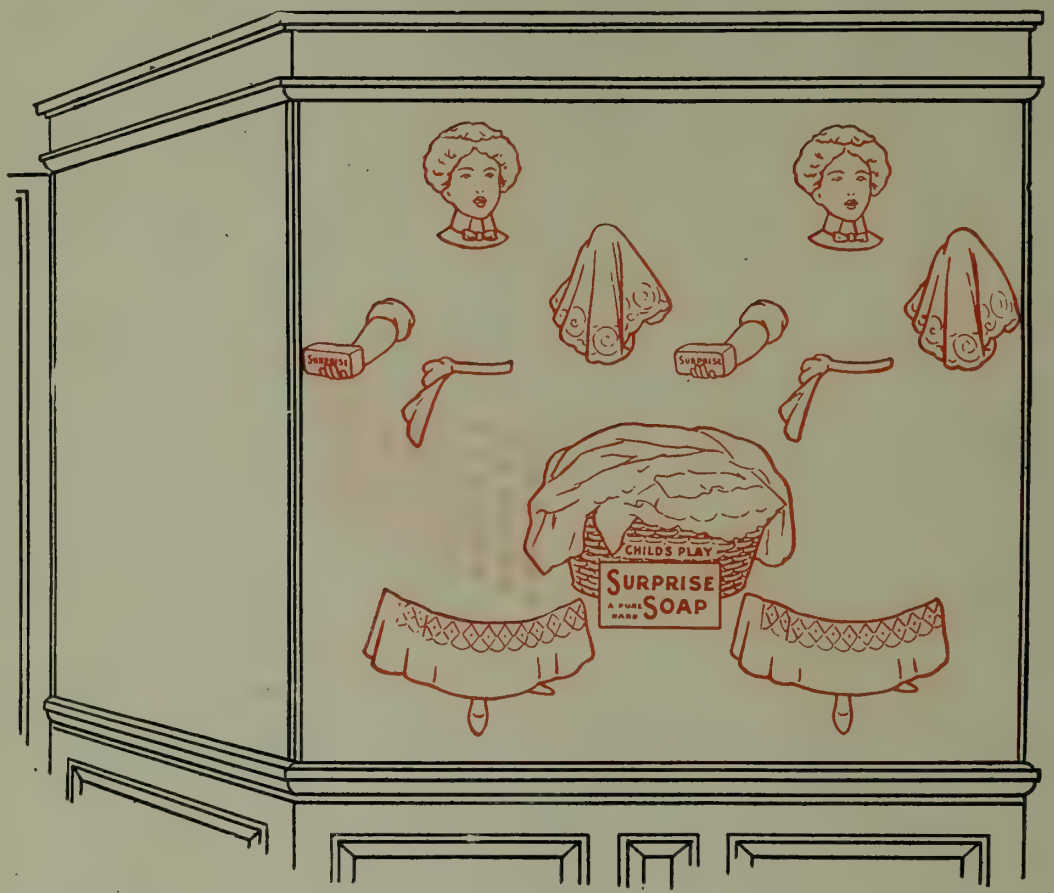
Importers, Grinders and Manufacturers

BRANTFORD, CANADA

SURPRISE SOAP Window Display

TO BE USED IN

House Cleaning Window Competition



This gives a general idea of the "Surprise" Soap Window Display to be used in connection with the HOUSE CLEANING WINDOW Competition. It's very easy to attach.

Competition is for:—A HOUSE CLEANING WINDOW, consisting of any or all of the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap given a good display and prominent position, and with this Window Display also used. Prizes to be given:—

1st PRIZE	-	$50.00	6th PRIZE	-	$10.00
2nd PRIZE	-	35.00	7th PRIZE	-	10.00
3rd PRIZE	-	20.00	8th PRIZE	-	10.00
4th PRIZE	-	15.00	9th PRIZE	-	10.00
5th PRIZE	-	10.00	10th PRIZE	-	10.00

In addition to these prizes, every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Date of Competition:—Window Display can be made any time between the middle of March and middle of May, 1912.

Judges:—The Judges of this Competition will be Mr. H. C. McDonald, President, and Mr. J. L. Maude, Secretary, of the Canadian Window Trimmers' Association.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N. B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

.....

.....

Width of Window

Feet.....

Inches.....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

Over Seventy Years the Leader

BECAUSE ITS EQUAL HAS NOT BEEN MANUFACTURED.

Cox's Gelatine

needs no argument for the grocer to make sales. Its old standing and its perfection of quality makes it well known and much used.

Cox's Gelatine has been on the market for nearly three-quarters of a century without a stop in the cogs of the business wheel. A splendid record for maintained high quality, friend. Pure, absolutely—sure in results—quick in attainment. Made only by J. & G. Cox, Limited, Edinburgh. None genuine without the maker's fac-simile signature.

Sold by leading dealers everywhere.

Arthur P. Tippet & Co'y

Agents

MONTREAL **TORONTO**

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Purity-Cleanliness-Freshness

AFTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."

PURITY—Cleanliness—Freshness—these three, are the hall-mark of this world-famed make of food products. Starting in a very small way with a mere handful of employees, Chivers & Sons have developed into a thoroughly organized concern employing thousands of people.

Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skillfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

CHIVERS & SONS, LIMITED

FRUIT GROWERS, - - HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

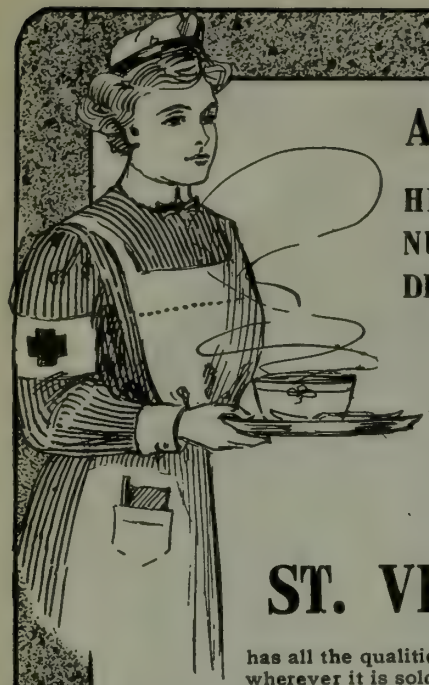
THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

Hammer Home the Reason

why "Simcoe" Brand Baked Beans are so economical at the present time when other foodstuffs soar in price. One 10c. tin of "Simcoe" Baked Beans (plain or with Chili Sauce) will give sufficient nutriment to an entire family for one meal. **Feature** the 3's Family Size, "the tin with more beans at a lower price."

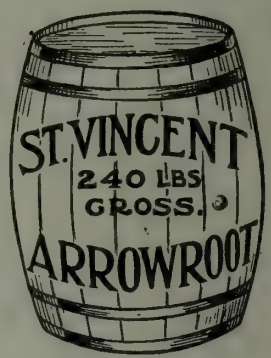
Dominion Canners
LIMITED
HAMILTON, CANADA



APPROVED BY ALL AUTHORITIES

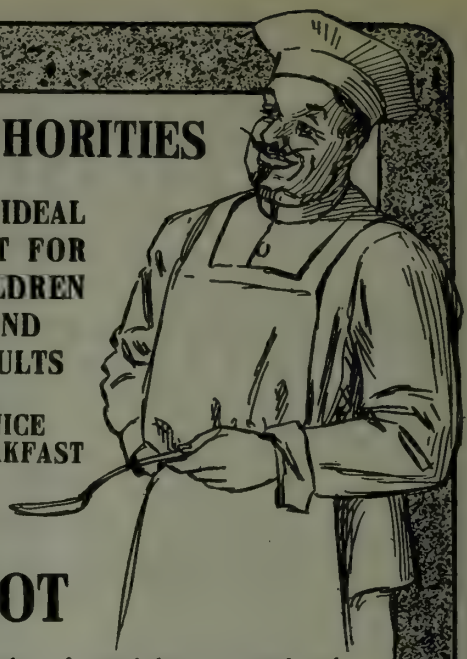
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

KEEP YOUR STORE AHEAD

Made in one and two dozen sizes.

Do not be satisfied to be "just as good": make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S
GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

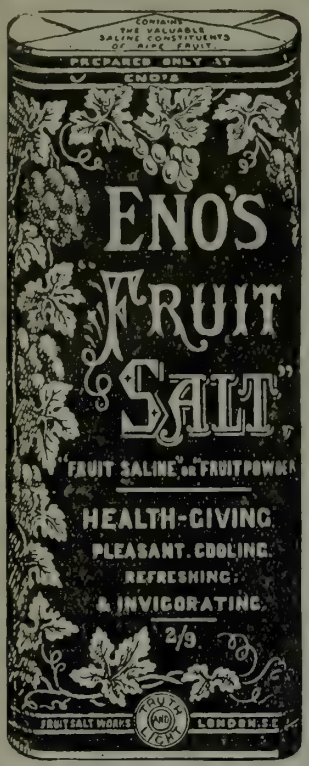
"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

AGENTS:

The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309 and 311 King St. West, Toronto

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

When Your Customers Want

—A REAL GOOD HAND CLEANER
—A STAIN REMOVER
—A CANVAS SHOE CLEANER
—A CARPET CLEANER
—A CLEANER FOR ANY FABRIC

ASK THEM TO TRY

Golden Ray Cleaner

It will clean absolutely anything and is most pleasing to use. This preparation is certainly a winner and our introduction is enough to make it a regular thing in the household.

GOLDEN RAY--THE MARVEL

WRITE

Waite & Fuller

4 Union Avenue, MONTREAL

A TWO-CENT STAMP

Will Carry a Letter to Europe

You couldn't get more service from the government if you put a dollar stamp n he corner.

You couldn't get better service out of a coffee mill if you paid five hundred dollars for it.

Use as much common sense in selecting a coffee mill as you do in selecting a postage stamp. Your money can't buy more than maximum service and you get it at the minimum when you buy a **COLES**.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

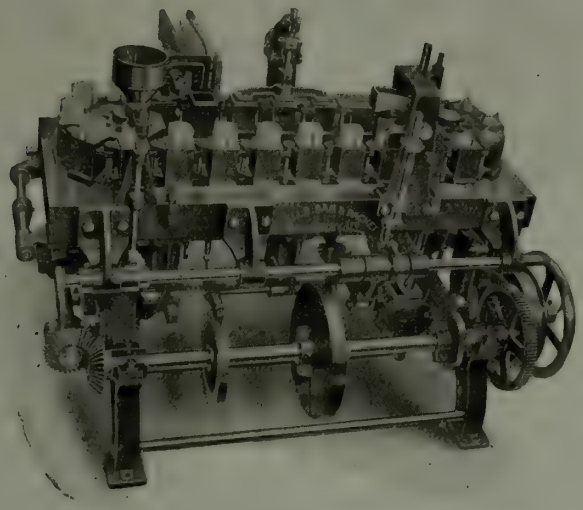
BAG-MAKING & PACKETING

Machinery of Every Description

Labelling

Wrapping

Etc., Etc.



Bag Machines

With folding in both these methods

THE LOVELL NEW TYPE PACKETING MACHINE

Send us Samples and let us suggest where we can save you money

Lovell's Bag and Packet Machinery, Limited

59-60 Gracechurch Street, LONDON

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case, $3.90
Banner Condensed Milk, 4 doz. in case, $4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

Every Grocer Knows

—that the faster his stock moves, the more money he makes.

—that well-advertised goods not only move faster than others, but that they are also easier to sell.

Just now

Heinz Baked Beans

(The Oven Baked Kind)

are being very widely advertised.

Millions of people already know their goodness. Others are going to learn about it.

Need we offer you any better reason for keeping an eye on your stock to see that you never run out of HEINZ BAKED BEANS?

H. J. HEINZ COMPANY

Century SALT

"The Salts of Salts"

In the preparation of Century Salt, every step taken from the crude brine to the refined crystals is under the strictest sanitary conditions.

Absolutely pure, it's the salt for table or dairy. Sell the best—all packed ready for delivery.

DOMINION SALT COMPANY, Limited

Manufacturers and Shippers

SARNIA, ONT.

King Brand Jam

has been and is

A Success

BECAUSE—The quality is good, better than most people have been getting, and all agree that it is "worth the price."

You want to have a line with a reputation like this, as you can recommend it freely and be sure of satisfaction on the part of the customer.

Jobbers!

We have a good proposition for you. Can pack the goods to suit your trade, either in glass, carton, or pail.

WRITE

Labrecque & Pellerin

111 St. Timothee St., - - Montreal

W. H. Escott Co., Winnipeg. MacGreegor Specialty Co., Toronto. J. Hunter White, St. John, N.B.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd., Victoria Street, Winnipeg.
For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Ltd., Toronto.
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.

PURE **RELIABLE**

Have no hesitation

in stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

TRADE MARK
KEYSTONE
BRAND.
REGISTERED

Through a little effort at advertising and a big effort at producing the best article that skilled mechanics and A-1 materials could produce, our

Klondike and Jubilee Brooms

have become known as the most reliable in the market. Just now we are devoting special attention to **perfecting the handles** of these lines by a new system of polishing—making them **"smooth as glass"** Try a sample lot, you'll be delighted.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - ONTARIO

¶ For delicacy and piquancy of flavor STERLING BRAND Canadian Relish, S.B. Sauce, Chili Sauce, Chow Chow, etc., stand unrivalled.

¶ Can be recommended with confidence to your better - class customers, with the assurance of handsome profits.

Get Our Prices
and Write To-day

The T. A. Lytle Co.

Limited

Sterling Road Toronto, Ont.

Scotch Marmalade

Made from Seville oranges
and pure refined sugar
by

JOHN GRAY & CO., LIMITED
GLASGOW

Contains neither Glucose
nor preservatives.

Prices and Samples from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Special royal permission

The Food That Serves the Appetite

Sardines preserved in the whole state in oil precludes contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure, sweet and well packed in pure oil.

They produce satisfaction and incidentally profit. **GET A STOCK TO-DAY.**

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON, :: :: ONTARIO

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL —The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

HERE IS A WELL ADVERTISED LINE

Send for our New Folders and Window display.

There is 50% profit on every package you sell. Goods guaranteed.

PRICES NET:

	Per doz
10c. Packages, 6 doz. in case	.80
25c., one doz. in Display Box, 3 doz. in case	2.00
50c., one doz. in case	4.00
Complete One Dollar Outfits with Baskets, etc.	7.80
10c. Electros in Packages	.80
25c. Electros in Packages	2.00
50c. Large Hotel size	4.00

WONDER-SHINE LIMITED

GENERAL OFFICES—220 King St. West - TORONTO, CANADA

J85

Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

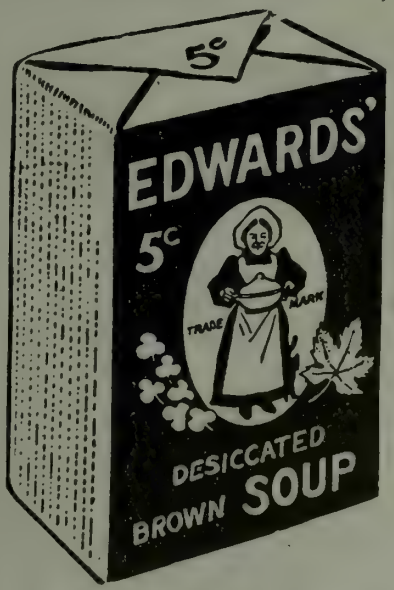
It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock **to-day.**

The Western Salt Co., Ltd.

MOORETOWN, ONTARIO



EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St., - - Montreal
W. G. PATRICK & CO., - - - Toronto
W. H. ESCOTT & CO., - - - Winnipeg

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits
to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn
Montreal and
Toronto

Hamblin &
Brereton
Winnipeg and
Vancouver, B.C.

L. T. Mewburne
& Co., Ltd.,
Calgary

T A. MacNab &
Co., St. John's,
Newfoundland

If All The Grocers in Canada

WERE LINED UP

you would find the best of them handling

ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

By Royal Letters Patent

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Here It Is, The Boon To Mankind!

Absolutely pure milk and cream that will keep in perfect condition indefinitely without the assistance of any chemical ingredients whatsoever. **HOMOGENIZATION**, a purely mechanical operation, which thoroughly mixes the cream and milk so that it can never be separated again and the cream will not rise to the surface. Then the milk is sterilized in air-tight bottles, rendering it free from all bacteria and germ life.

LAURENTIA MILK AND CREAM is a boon to the invalid and the greatest weapon against infantile mortality.

The demand is increasing—get in line, the profit is good.

LAURENTIA MILK CO., LIMITED

371 Queen Street West, Toronto TORONTO

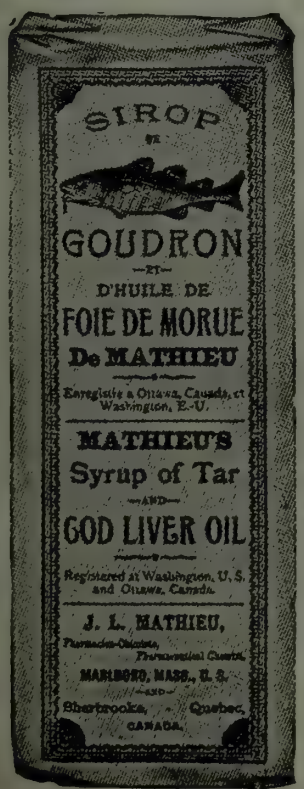
COOKS FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER BREAD than by any other process.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the powder. Keep always in a dry place.

In the course of the past fifty years three generations of dealers have sold COOK'S FRIEND, "The Baking Powder With a Pedigree"—and three generations of users have bought it. The sale is increasing every year. Get after your share of the sales made by the quality and advertising of COOK'S FRIEND.

Purer than the Law Demands.
Contains No Alum.

W. D. McLaren, Limited, Montreal

Money in Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Don't Worry Unnecessarily

It's a safe bet to say that half the business worries of a grocery proprietor are centred on bookkeeping and accounting.

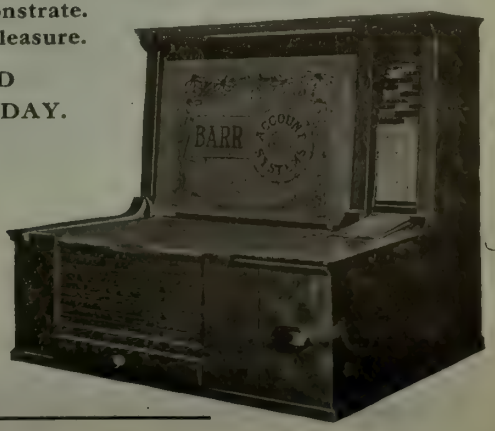
There is one thing certain, that if you gave more time to grocery selling and grocery buying, your business would be more profitable. Here is the remedy:

The "BARR" ACCOUNT REGISTER

is the practical one-writing account system. It has demonstrated beyond doubt that it can abolish that drudgery and worrisome retail bookkeeping that robs **YOU** of the time you should be giving to the commercial end of your business.

Ask us to demonstrate.
It will be a pleasure.

SEND CARD
TO-DAY.



Barr Registers, Limited,

TRENTON, ONTARIO

Tartan BRAND
THE SIGN OF PURITY

We are winding up our bookings for

TARTAN Brand Canned Goods

for this fall shipment. If you have not handled TARTAN Brand you do not know the joys of having the best. Our quality is always the highest standard See our travellers, write for particulars or phone

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Lest We Forget—Again

THAT WEALTH OF FLAVOR

which is so conspicuous in **"RIDEAU HALL" Coffee** can only be obtained by the most careful selections and expert **blending and roasting** of the **Highest Grades of Coffee.**

The true value of a coffee is in the cup.
We buy that way and sell that way.

Hence Our Success.

Gorman, Eckert & Co.
LIMITED
LONDON, ONT. WINNIPEG, MAN.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence Granulated

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

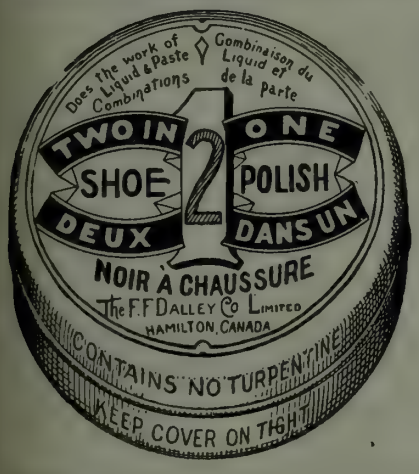
The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.


Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, ONT.

EAT——

Purple and Gold Brand

RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.
PICTON, ONT.

Japan Teas

FURUYA & NISHIMURA

MONTREAL CHICAGO NEW YORK JAPAN

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

It would be hard to equal the deliciousness and impossible to better the quality of

Rowat's Pickles

and

PATERSON'S SAUCE

These are two "staple" lines with hundreds of grocers. How do they stand with you?

Put in a stock to-day.

Rowat & Co.

Glasgow - - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

What's the Matter

with your sales of Macaroni? Are they low? If so, we can put them up. You cannot be stocking goods which give complete satisfaction.

"SWALLOW BRAND"

(HIRONDELLE)

is just what you want, and the price is right. Gives you a good profit and does not weigh heavily on the housewife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The C. H. Catelli Company, Ltd.

MONTREAL, CANADA

HOLBROOK'S SAUCE Window Trim

FREE

THIS window trim is lithographed in seven colors and makes a very unique and handsome display. The entire trim is in seven pieces and can be fixed to a window in two minutes and taken down in a few seconds. Everything is ready, no pasting is required, no preparation of any kind. The objectionable features of other window displays have been entirely eliminated by the use of patent adhesive fasteners. A tiny adhesive fastener is placed at the corner of each sheet, merely remove the cotton protector and press it to the window and it is on, and it will remain on. When finished with, simply tear down, and not a single mark or sticky impression will be found on the window.

We are running an extensive advertising campaign in the leading newspapers throughout the Dominion. These window displays will draw the benefit of our publicity into your store.

We mail you the complete outfit free of all charges, distance doesn't matter. Yours for the asking. Send us a post card to-day.

Holbrook's Limited, Toronto, Canada

Canadian and U.S.A. Manager, H. Gilbert Nobbs.

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

The W. H. Escott Co.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta

Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

TORONTO

STEPHENS' PEELS FOR QUALITY

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND MANUFACTURERS' REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for

Fine FILIATRA CURRANTS, Greek cleaned, in half cases,

before purchasing.

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B

Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.

Codes: A,B,C, 5th edition, and private.

MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 GAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1885

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It drives them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

The Cocoa of HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING — CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

SALESMEN WANTED

Trained Salesmen earn from $1,200 to $5,000 a year and expenses. There are hundreds of such positions now open. No former experience needed to get one of them. We will teach you to be a Salesman in eight weeks by mail and assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions. Address Nearest Office Dept. 243
National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans Toronto

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

FOR SALE

A Well-established Grocery Business in the thriving city of Kamloops, B.C. Sales for 1911 over $100,000.00. Best location in the city. This will stand investigating. Reason for selling on account of owner's health. Store can be enlarged for general business and will give lease on building. Write owner, P.O. Box 203, Kamloops, B.C.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

DO YOU KNOW ALL OF YOUR "CREDIT" CUSTOMERS" PERSONALLY? IF NOT, YOU NEED
Allison Coupon Books

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either, for they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

When writing to advertisers, kindly mention this paper.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along –

H.P. is no shelf-warmer, it's no sooner on than it's off again—
off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto, Montreal, Winnipeg, Man., and Vancouver, B.C.
R. B. Seetou & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng

H.P. SAUCE

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company
MONTREAL
SOLE AGENTS FOR CANADA

Flour Sense

is a sense very much like common sense, which comes to a grocer after a while, and tells him his best interests are served by handling only flour of whose quality and purity are known and proved.

"Laurentia," "Daily Bread,"
"Regal," "National."

Four brands of unequalled purity; flour which will establish confidence and build you a steady flour sale.

The best dealers all over Canada are handling the St. Lawrence line of flour. Get in touch with us for a trial order.

The St. Lawrence Milling Co.
Limited
MONTREAL

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

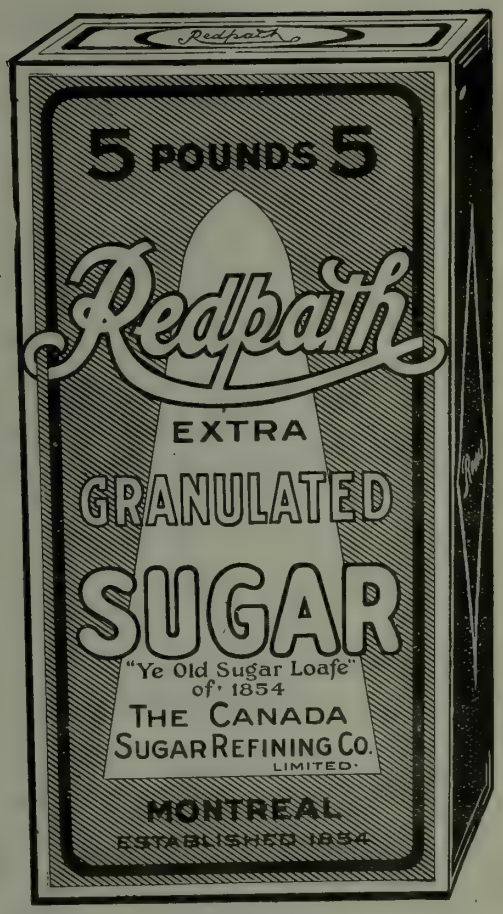
WALTER WOODS & CO.

HAMILTON WINNIPEG

The Latest Proof of

Redpath

Leadership in Sugars is This New 5-Pound Carton



In 1854 John Redpath & Son established in Montreal Canada's first Sugar Refinery.

Since that time REDPATH Sugar has led all others in the Dominion, both in quality and in sales.

Throughout Canada, for three generations, REDPATH Sugar has been known as the purest and best.

Redpath Sugar is now the first in this country to be put up in this strictly modern way—in 5-pound Sealed Cartons.

In this attractive package Redpath Sugar appeals to the most desirable customers, because they know it is Canada's finest sugar, absolutely clean and pure.

These Cartons save you the time, trouble and inevitable loss involved in weighing out the sugar into paper bags. They make handsome displays in windows and on counters, and look fresh and up-to-date on your shelves.

Besides the Cartons, REDPATH Extra Granulated Sugar is still sold in the usual 20-lb. and 100-lb. bags and in barrels. And don't forget the 5-lb. Cartons of Paris Lumps.

The Canada Sugar Refining Co., Limited

Montreal

Link Arms With The Winner!

We are busily engaged manufacturing a line of soap that has outdistanced all competitors. It is a good, honest piece of bar soap that gives your customers 16 ounces to the pound and satisfaction enough to make them return and tell their friends also.

N. P. BAR is the name. Let us quote you prices.

David Morton & Sons, Limited

Victor Soap Works HAMILTON

WONDER FLY KILLER will be the popular fly exterminator with all classes during the fast approaching season. Educate your trade to start NOW in the crusade against the fly. Get your stock in early, it doesn't grow old.

WRITE FOR QUOTATIONS

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

Government Analyses Prove its Superiority.

Every Test Proved ABSOLUTELY PURE Maple Syrup

Order "Pride of Canada" New Maple Syrup At Once

You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

Maple Tree Producers' Assoc. LIMITED

Montreal

FIGS:--

50 Serons, 4 taps to the seron, at 4c. per pound.

DATES:--

50 half boxes, Choice Hallowee Dates at 5 3/4c. per pound.
50 full size boxes Hallowee Dates at 5 1/4c. per pound.

SAIR DATES:--

Very choice quality 25 full size boxes at 4 1/4c. per pound.

DATES:--

1 pound packages, extra choice quality, a popular brand, 30 packages to the box, at 6 1/2 c. per pound.

VALENCIA RAISINS:--

At 7 1/2 c. per pound. We have only a limited quantity to offer at this price.

SULTANA RAISINS:--

No. 1 quality, in 50 pound boxes, at 8 1/2 c. per pound.

SEEDED RAISINS:--

In 3/4 pound packages and 1 pound packages. We are overstocked on these lines and are quoting special prices on same.

MOLASSES:--

Extra good quality in 1/2 barrels at 25c. per gallon.

CEYLON BLACK TEA:--

In chests, extra good cup quality. We have still a limited quantity to dispose of at 16 1/2c. per pound. We think you will find this tea difficult to match for less than 18 to 18 1/2 c. per pound.

Send us your orders and enquiries per mail, which will have our prompt attention.

ROBERT SIMPSON & COMPANY

TEA IMPORTERS AND WHOLESALE GROCERS

29-31 CHARLES STREET, HAMILTON, ONTARIO

THE McGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

WHITE MOSS

That's the name of McLean's Cocoanut. Absolute purity has made it popular with all classes. Do you stock it?

McLEAN is the name.

McLean | THE CANADIAN COCOANUT COMPANY, - MONTREAL | McLean

Tea Lead

(Best Incorrodible)

"Pride of the Island"

Manufactured by BRAND

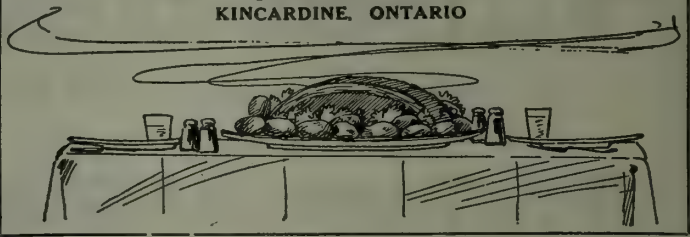
ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

A Salt For All Purposes

ONTARIO PEOPLE'S SALT has made a permanent place for itself in every locality. The housewife wants this salt, no other is good enough. This is the salt you should sell. For prices, etc., address

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

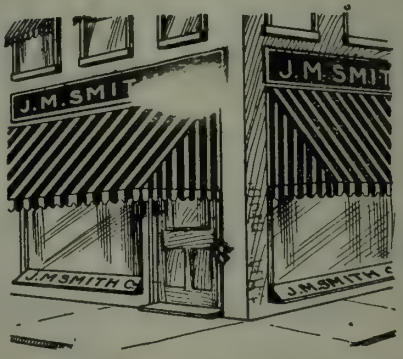
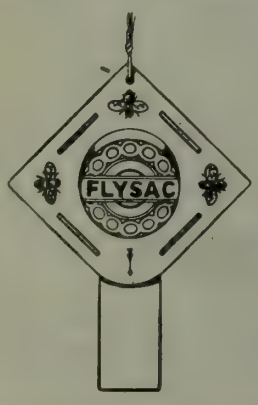


Figure Out For Yourself

the loss that is occasioned by allowing the sun to beat upon fruit or other perishables which you display, and the low cost of an awning protection. You will realize the necessity of this addition which will add to the appearance of your store and retain the freshness of your stock—making it always saleable.

Write us for quotations for this fast approaching season.

Raymond Bros., - London, Ont.



FLYSAC
Flycatcher

GET IT NOW. It is the lowest priced catcher on the market, yet it is the best. NO EQUAL.

WRITE

Hodgson, Sumner Co., Limited
MONTREAL

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

"Brighten Up Sales"

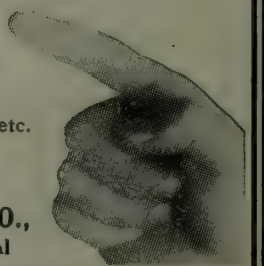
with a line that knows no equal for polishing either brass, copper, or any other metal.

VENAUTO METAL POLISH

has qualities that necessitate little work, and gets shining results.

Put up in small tins, half-pints, pints, etc. In cream form.

Stock Up For Spring Trade Now



BANNER MANUFACTURING CO.,
Box 35, Station C, - Montreal

YOU CANNOT AFFORD

to be without a supply of

Carter's Tested English Seeds

Your customers will ask for them. Why not stock them? They are a profitable line, and they will be placed in your store at no expense to you.

Not only high-grade garden seeds, but finest pedigree FARM SEEDS as well; and the quality, the name and the *price* sell them for you.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

A postcard will bring you full information.

Address the Sole Distributors for Canada:

PATTERSON, WYLDE & CO.

P.O. Box 532, Toronto

HEAD OFFICE:
Chamber of Commerce Bldg., Boston, Mass.

Anticipating One's Wants Invariably Saves Time

It's a fact. If you make preparations in advance for trade in any particular line, and not leave them to the last moment, you will save time and obviate a great deal of inconvenience on the part of your customers.

CLUB LEMONADE

will soon be in demand. The hot days are none too far away. Figure out plans now for securing picnic trade, etc., and make this line your leader.

SOLD THROUGHOUT CANADA
AND THE COLONIES

S. H. EWING & SONS

MONTREAL TORONTO

Sapho Anti-Dust

The green sweeping powder that smells of the pine, keeps carpets bright, and the dust down, kills moths and microbes and lightens labor.

SELLS ON SIGHT

Place a trial order. Display the goods and watch them go. Once your customers use Anti-Dust, they always buy it.

SAPHO METAL POLISH

Keeps brass brighter longer than any other.

Write Dept. G.

SAPHO MFG. CO., LIMITED

586-588 Sanguinet St., Montreal

Toronto **Winnipeg**

PROFIT and PRESTIGE

will both find their way to your store, if you handle the **SHIRRIFF LINE.** We make over ninety different flavors in extracts and stand behind each one.

An instant success and a seller that brings "repeats" is

Shirriff's TRUE VANILLA

The flavor of genuine vanilla is unknown to many people, who are used to the crude taste of the chemical imitations of vanilla which flood the market. **Our TRUE VANILLA** extract is made from the real Mexican vanilla bean, and has a flavor unattainable by any artificial product, however well made.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

THE

Dominion Silent

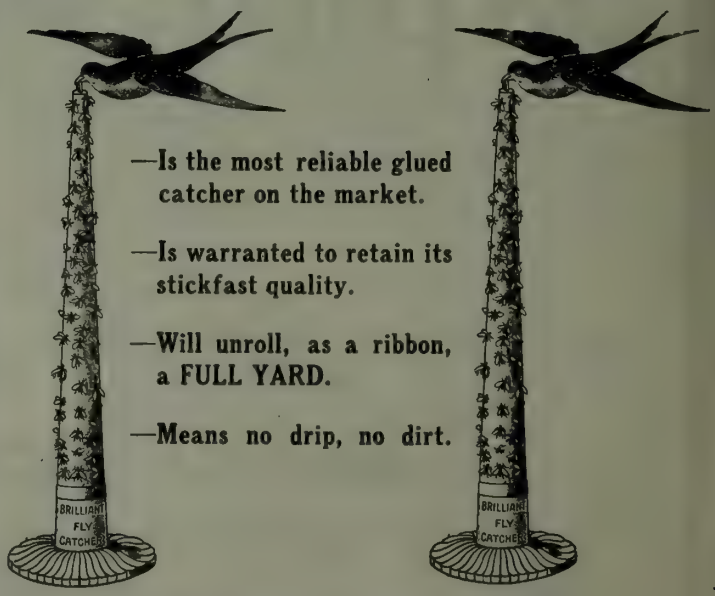
instant lighting, non-sputtering, satisfaction-giving match should be the staple in your store. Every match in the box has a sure light. The demand is good.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.

Brilliant Fly Catcher



—Is the most reliable glued catcher on the market.

—Is warranted to retain its stickfast quality.

—Will unroll, as a ribbon, a FULL YARD.

—Means no drip, no dirt.

$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE
390 St. Paul Street, MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG

Pork and Beans sell when they're

CLARK'S

¶ Your customers know when they buy Clark's Pork and Beans that they are getting a delightfully nourishing food, properly cooked and easy to digest.

¶ The Sauces, either Tomato, Chili or Plain, are inimitable natural flavors, only obtained through years of experience.

DON'T LET YOUR STOCK OF CLARK'S PORK AND BEANS RUN LOW. IT WON'T BENEFIT YOU, BESIDES YOU CAN ALWAYS GET WHAT YOU WANT IF YOU ASK FOR IT.

W. CLARK, Montreal

Manufacturer of High-Grade Food Delicacies

The busy housewife's thoughts turn to spring cleaning at this time and it is the opportune time for the aggressive dealer to display and put his selling powers behind cleaning and **SWEEPING COMPOUNDS.**

SOCLEAN

The Dustless Sweeping Compound

needs little introduction to a good many of your customers, and if introduced in its true light to those who have not been lucky to know of its labor-saving qualities your sales will be enormous. "Soclean" is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, leaving a pleasant odor after sweeping.
It sells at 25 cts., 50 cts. and $1.00, put up in handy sized pails convenient for all uses.

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

The Equal of Soap—With More Profit!

THE GIANT 5-CENT PACKAGE

Lawrason's Snowflake Ammonia takes the place of soap in scrubbing, washing, etc., and is much more desirable for certain uses of household spring cleaning, such as scouring sinks, bathtubs, or painted woodwork, or putting new lustre to glassware.

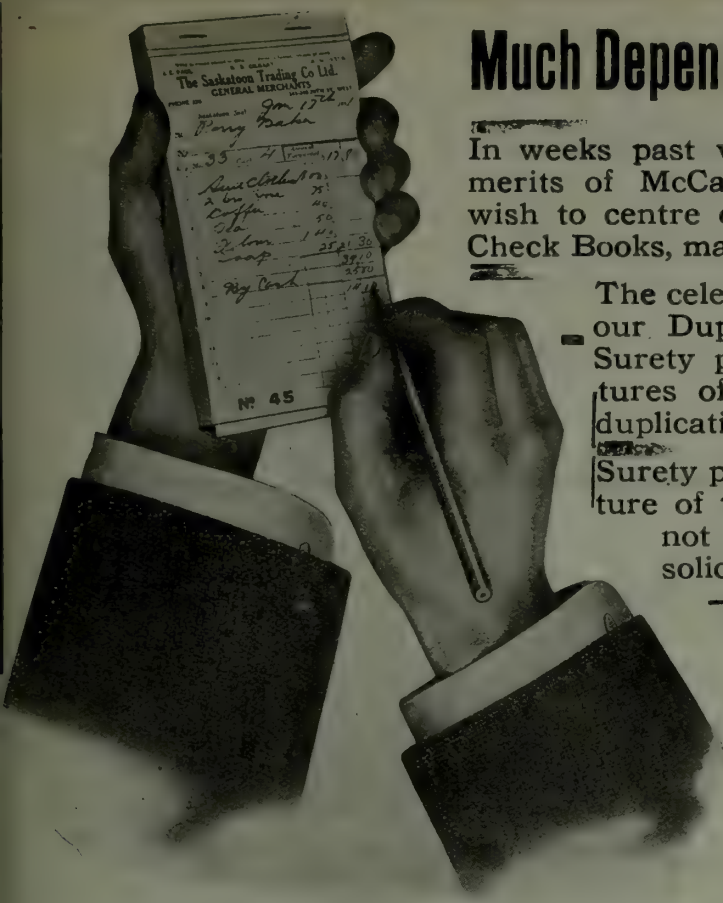
There is missionary work for you in educating your trade to the usefulness of ammonia. It is profitable business handling

LAWRASON'S SNOWFLAKE AMMONIA

The package is the largest on the market for the price, and the ammonia is as pure as the driven snow is white.

Push it now—the spring cleaning season makes the sales numerous. You can make an army of satisfied customers by selling Snowflake Ammonia.

S. F. LAWRASON & CO., LONDON, ONT.



Much Depends on Your Counter Check Books

In weeks past we have been telling the grocers of the merits of McCaskey Account Registers. This week we wish to centre on the most necessary adjunct—Counter Check Books, made by the Dominion Register Co.

The celebrated Surety paper is the stock used in our Duplicating and Triplicating Sales Books. Surety paper banishes all the objectionable features of the old style loose carbon sheet in the duplicating pad.

Surety paper is patented and is a distinctive feature of the McCaskey System. Even if you are not a user of the McCaskey Register we solicit your business in Counter Check Books.

Send Us Your Requirements—We Will Quote You.

We also manufacture all kinds
SINGLE CARBON COUNTER CHECK BOOKS.

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Canada

519-521 Corn & Produce Exchange, Manchester, Eng.

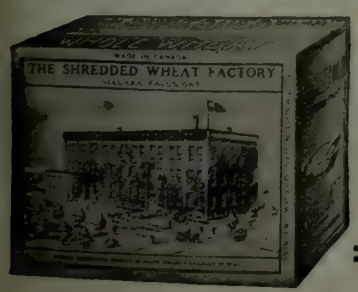
THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD

Only Cereal Food in Biscuit Form

How many of your customers know that

SHREDDED WHEAT BISCUIT

is the only cereal breakfast food made in Biscuit form? How many of them know that it is the only cereal food that combines naturally with fruits? Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, plums or other canned fruits. You sell both the Biscuit and the fruit at a profit.



Shredded Wheat is packed in neat substantial, wooden cases. The thrifty grocer will sell the empty cases for 10 or 15c. each, thereby adding to his profits.

The Canadian Shredded Wheat Co., Ltd.

(J. 86)

NIAGARA FALLS, ONTARIO.

QUEEN QUALITY PICKLES

Your good merchandising sense will bear out the statement that lines possessing the quality and flavor of Queen Quality Pickles will sell, and make you a good profit also—once you have stocked them.

The line includes:
10 and 12 oz. bottles.

Sweet Mixed and Chow Bulk Pickles in pails.
Perry's English Sauce.
English Chow Chow in pails.
Pure Tomato Cats-up, bottled or in bulk.

Worcester Sauce, bottled or in bulk.
Queen Quality Universal Sauce.

WRITE FOR QUOTATIONS.

Taylor & Pringle Co.

OWEN SOUND, ONT.

EVERYTHING about a successful grocery store is usually bright, attractive and reliable. The prominent qualities of

Banner Brand Jams and Jellies

will help to bring out these points. It is the best in Jams and Jellies; only pure fruit and highest quality sugar are used in their manufacture. Packed in sizes for all requirements.

ASK FOR PARTICULARS

Lindner & Benner, - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

JAMS

This is the JAM SEASON—and if you are careful to see that you handle reliable goods, your sales are bound to increase.

FOR SATISFACTION YOU SHOULD STOCK

HOW IS YOUR STOCK ?

"ANCHOR" Brand PURE JAMS

16 oz. glass
4 lb. sealed tins

RASPBERRY, STRAWBERRY, APRICOT
BLACK CURRANT, GREEN GAGE

Quality is Guaranteed FRESH FRUIT and PURE GRANULATED SUGAR ONLY USED IN THEIR PRODUCTION.

QUOTATIONS UPON REQUEST.

ORDER NOW

"ANCHOR" Brand MARMALADE

16 oz. glass
4 lb. sealed tins
7 lb. sealed tins

The finest quality manufactured in Scotland, the home of good marmalade.

These lines show you a good margin of profit.

EBY-BLAIN, LIMITED

Wholesale Grocers **Toronto**

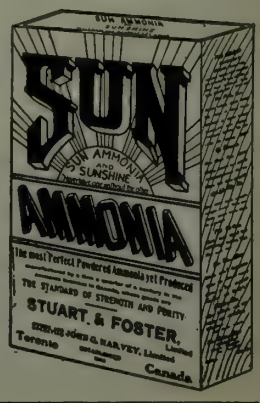
SUN AMMONIA

(HARVEY'S)

For 25 Years

the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO



STILL FORGING AHEAD

The following summary of our weekly increases in sales for the first twelve weeks of 1912, over the same period of 1911, is just another proof of the popularity of

"SALADA" TEA

and the confidence of the public in its unvarying good Quality.

For	week	ending	Jan.	6th,	1912,	compared	with	1911,	"SALADA"	sales	increased	22,343 lbs.
"	"	"	"	13th,	"	"	"	"	"	"	decreased	7,071 "
"	"	"	"	20th,	"	"	"	"	"	"	increased	13,756 "
"	"	"	"	27th,	"	"	"	"	"	"	"	28,570 "
"	"	"	Feb.	3rd,	"	"	"	"	"	"	"	19,575 "
"	"	"	"	10th,	"	"	"	"	"	"	"	2,341 "
"	"	"	"	17th,	"	"	"	"	"	"	"	20,734 "
"	"	"	"	24th,	"	"	"	"	"	"	"	32,718 "
"	"	"	Mar.	2nd,	"	"	"	"	"	"	"	1,220 "
"	"	"	"	9th,	"	"	"	"	"	"	"	3,702 "
"	"	"	"	16th,	"	"	"	"	"	"	"	35,556 "
"	"	"	"	23rd,	"	"	"	"	"	"	"	35,006 "

A total increase of **208,450 lbs.** for twelve weeks, or an average weekly increase of **17,370 lbs.** Last year our total increase over 1910 was **1,090,589 lbs.**

The "SALADA" TEA COMPANY

New York, Boston, Buffalo, Detroit, Chicago, Philadelphia, Pittsburg, Cleveland, Toronto, Montreal.

For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

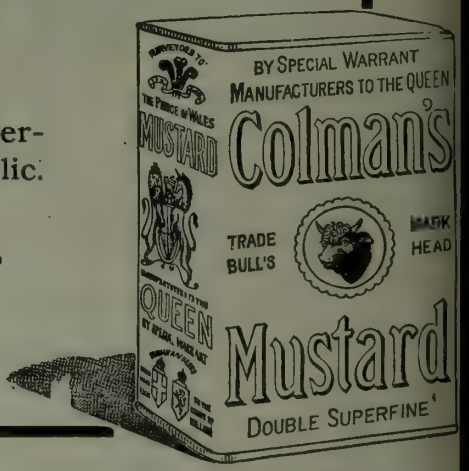
Double Superfine Quality
—In square tins

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



You Can Show Interest in Your Customers by Telling Them

things not in the cook book. These are the kind of suggestions your customers like to get from you. Now, there is Mrs. Brown, maybe, who prides herself on her pastry. Suggest to her that

CROWN BRAND CORN SYRUP

brushed lightly over the top crust will give it that fine glaze that is considered so desirable.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

An Ontario Association to be Formed

Meeting Called for Good Friday Afternoon in Hamilton for This Purpose—Decision Arrived at Meeting Held at Conclusion of Brantford Grocers' Banquet —The Circular Sent Out to the Trade.

A meeting of the grocery trade throughout Ontario for the purpose of officially organizing a Provincial Retail Grocers' Association is to be held in the Board of Trade Building, corner of Hughson and Main streets, Hamilton, Ont, on Good Friday, April 5th, at 2.30 p.m.

For some time now the idea of organizing a provincial association has gradually been advancing towards a reality. The Retail Grocers' Associations in London, Toronto, Hamilton and Brantford, and members of the Guelph retail trade have been lending their aid to the cause for some time.

Post-Banquet Meeting Held.

Following the banquet at Brantford on Wednesday evening last, which was attended by retailers from Toronto, Hamilton, London and Woodstock, an after meeting was held re the provincial association question. Those present were W. J. Mellen, Ed. Church, Jas. Burns and Fred Harp, of Brantford; Jno. Deprose, E. J. Ryan and Thos. Shaw, of London; R. Davies, Wm. Miller, D. W. Clark, D. McLean, D. Bell and F. C. Thorne, of Toronto and J. A. McIntosh, of Hamilton.

Wm. C. Miller, of 632 Yonge Street, Toronto, was appointed acting secretary, pro tem. It was decided that a meeting to officially organize the proposed association be held at Hamilton on Good Friday. A circular which has been sent out to a number of the trade throughout the province pointing out the need of a provincial association and announcing the date of the meeting was adopted. Those of course who have not received this circular will be made welcome.

The following is the circular sent out:

RE PROVINCIAL RETAIL GROCERS' ASSOCIATION.

"Dear Sir,—At a meeting held in Toronto, on February 29th ult., at which representatives from the following Retail Grocers' Associations were present: Toronto, London, Hamilton, Brantford and Guelph, a hearty discussion took place with reference to the formation of a Provincial Retail Grocers' Association, and it was unanimously resolved that such an organization was in the highest interests of the retail trade, and that immediate steps be taken towards the organization of same.

More Unity Desired.

"With that end in view, we now take the liberty of writing to you and asking your co-operation with us in the above movement. The committee feel that when thoroughly organized, we will be in a position to procure many legislative powers which at the present time and under present conditions we are deprived of. It has been a regrettable feature that hitherto our Associations have not worked together in more unity than they have, and as the wholesale houses are now well organized from coast to coast, through the Wholesalers' Guild, it is most important that we arise to the situation and have an organization to protect any intrusions or unfair measures being forced on us through lack of organization.

The Meeting in Hamilton.

"The committee, which consisted of equal representation from each Association, voiced many benefits which would be derived through this proposed measure. And as we are anxious to go ahead, we would request that your Association take this matter up immediately and if favorable towards it, would appoint a committee of three who would be present at a meeting to be held in the Board of Trade Building, corner of Hughson and Main streets, Hamilton, on Good Friday next, at 2.30 p.m., for the purpose of officially organizing same. If you have no Association in your city or town, might we suggest that you call together as many grocers as possible to discuss the situation.

Some Legislation Desired.

"You will readily realize the great benefits to trade of Association work, and if you think there is any probability of an Association being formed you can be assured we will render you every possible assistance towards its formation. Some of the questions which shall come before the proposed Association will be, the fighting of the Co-operative Bill, application for an amendment to the Garnishee Act, the pedlar nuisance, inspection of scales, the selling of wholesalers direct to the consumer, and many other greivous questions known to the trade throughout the province.

"With regard to the financing of the Association, an assessment system was suggested, but this with other important matters, will be discussed at the meeting now called, and at which we want your Association or town to be represented. Thanking you in anticipation for an early reply and feeling confident of your co-operation with us in this movement, which will most certainly be of undoubted benefit to the retail grocers throughout this great province.

And again reminding you of the next meeting—Board of Trade Building, Hamilton, Ont., Good Friday, April 5th, 1912, 2.30 p.m.

Yours very sincerely,

D. W. Clark, Acting chairman. W. C. Miller, Secretary pro tem.

* * * * * *

The Canadian Grocer will be present at the above meeting and report fully the proceedings in our next week's issue. This matter has been followed by this paper since the movement began and our readers may expect to see from time to time the reports of the deliberations, whether in committee or general meeting.

The clerk who whistles, or pounds out a tune on the counter while serving a customer is not serving the best interests of the store. This is a prevalent practice that should be eliminated.

Outside Grocers at Brantford Banquet

London, Woodstock, Hamilton and Toronto Represented — Provincial Association Strongly Endorsed—Question of Wholesalers' Selling Direct—Price-Cutting, Loss of Discounts and Other Trade Questions Discussed.

Staff Correspondence.

Brantford, April 4.—Excelling both in attendance and successfulness any that has ever gone before, was the record made at the ninth annual banquet of the Brantford Retail Grocers' and Butchers' Association held in the Masonic Banquet Hall on Wednesday evening, March 27.

Not only was the gathering marked by a record attendance of members of the trade in Brantford, but Hamilton, London, Woodstock and Toronto were also represented around the banquet board, while representatives of the wholesale trade from Brantford and Hamilton were in evidence as well.

There was a wealth of interesting addresses delivered during the evening on various trade questions. The retail trade's reasons for further organization and union and more especially the formation of a provincial association was one of the important questions dealt with by many speakers. The vim put into the addresses and the earnestness which backed them up, makes it apparent that an Ontario Retail Grocers' Association is soon to be a reality.

Canada Needs Good Grocers.

When the inner man had been satisfied, Chairman W. J. Mellen announced that the most important part of the evening's programme was about to commence. Having extended a welcome to the visiting grocers, and expressed his pleasure at the record attendance, he called for allegiance to be paid to King and country.

In responding to the latter toast, Thos. McPhail, of Brantford, delivered a statesman's address. He pointed out that Canada was a great country and needed big men to carry it to greater prosperity, "and we need competent and good grocers," he said. "The present movement to form a provincial organization is a praiseworthy endeavor. One of the things that the trade will be able to do will be to watch the measures which are being passed by legislative bodies and to see that the grocer's rights are protected. We must give the grocer credit from the fact that he gives others credit. This is often to his sorrow. I think that the law allows too great a limit to the would-be dead-beat. The grocer does not receive the protection he should. The amount of the limit in garnishment is too large. Some measure reducing this should be put through."

Merchants' Success Means City's Success.

The toast to "Our City" was coupled with the name of Mayor Hartman, who is an old grocer and who assisted in the organization of the first Brantford association. "I am glad to see the grocers united together to protect their interests; it shows they have their business at

W. J. MELLEN,
President of the Brantford R. G. A., who presided over the Annual Banquet.

heart," he said. "Banded together is the only way in which you can make yourself successful, and your success means success for the city in which you reside."

Consumer Buying From Wholesalers.

J. A. McIntosh, of Hamilton, a past-president of the Hamilton R.G.A., lead off the replies to the toast to "Our Guests." He was followed by ex-Ald. John Forth, also of the Ambitious City, who alluded to the grocery trade as the greatest charitable institution in the country. "We do not need to combine to set prices but we do need to unite to protect our interests. We have just cause for getting together, for other trades have found it greatly to their benefit. We are not getting our just dues. I was in a wholesale house the other day and found a druggist there buying a dozen tins of salmon and lobsters although that house say they only sell to grocers. This is one of the things that we should not stand for.

"These social gatherings are a good thing to promote union, but should not alone be followed. We want to do what will mean dollars and cents to the grocer."

Visit Each Other's Stores.

D. W. Clark, of Toronto, advocated the intermingling of the members of the trade together not only for social purposes but also to visit one another's stores. "You can get assistance from visiting the either good or bad. In bad stores you see where others fail; then you should avoid those bad points. In good stores you get direct pointers. This all tends to elevate the grocery trade. The grocery business has been too cheap a business. In many cases farmers and those of other trades have been induced by wholesalers to go into business; when they know nothing about it. This is surely poor judgment on the part of the wholesaler. There are too many in the business who do not understand it and result is that they are demoralizing it."

Advocates Provincial Organization.

Jno. Diprose, president of the London Grocers' Association, also believed it a good thing to exchange ideas by visiting one another. "It is all for the good of trade. The grocery business has gained the name of being a cheap business because the men in it have not recognized what an important factor they are. I advocate a provincial association because it will do for the province, what the local asociation does for the city—which is a great deal."

"Cutting His Brother's Throat."

"The work of the association," said H. A. Foulds, responding to 'Our Association,' "is something that we cannot see the benefits of every day, but eventually results will come. We must try to get away from the petty enmity which prevails in the trade. If one man puts a card on some goods in the window showing that they sell at a certain price, his neighbor will not rest until he has a card out offering a ½ cent lower. The grocer can't live without a legitimate profit and he can't get it by cutting his brother's throat."

The toast to "The Trade," brought forth some interesting speeches on trade problems. R. Davies, president of the Toronto Retail Grocers' Association, pointed out that anything that furthers interests of grocers at large should be

pushed by each association as well as each individual.

Ontario Body to be Reality.

"Talk of a provincial association has been going on for many years," said Wm. C. Miller, also of Toronto, "but only recently has real activity developed. Grocers from different cities got together and felt itwas in their inerests to have one. I assure you that it will soon be a reality. Hamilton, London, Brantford, Guelph and Toronto have already signified thier approval of such an organization. They have felt that unfair measures were being forced on retail grocers. The benefits of such an organization will be great. For instance one grievance we have is wholesalers sellling consumers. This must be stopped. Some of us have no idea of the enormous business done by mail order and departmental stores. If they can send their managers to foreign countries to secure the best and latest and at low cost, surely a provincial association can do this as well."

Mr. Miller also said that grocers were foolish to give up thier windows to manufacturers for advertising purposes without remuneration. They have to pay heavily for street car and other advertising and should therefore pay for the grocer's show window.

Actual Accomplishments Necessary.

"Associations that pass resolutions and stop at that are useless," said J. A. McIntosh of Hamilton. "Our provincial association is going to be one to DO things. United together we can make our demands felt. You will find for instance, that in those towns where there are associations, price cutting is not so prevalent."

"The grocers are gradually being squeezed. You know by reading the Canadian Grocer that our discounts have recently been cut off. And I want to say a word about our trade newspaper, The Canadian Grocer, to which we owe a debt of gratitude for its work. I have been benefited a great deal by it. With it the busy man can keep well posted on all the trade problems affecting his business, as well as receive valuable pointers on conducting his store that could scarcely be secured in any other manner. I hope you all take The Grocer. Every grocer should take it because it is a splendid journal."

Wholesalers Selling Direct.

"While other branches of the trade have gradually been getting stronger, the retail trade has not," spoke E. J. Ryan, of London. "I think I am safe in saying that the retail trade is 50 to 1 in numbers compared with wholesalers. If we were organized properly we could make our just demands with a reasonable assurance of getting them. The wholesalers say they don't sell to consumers but we have scores of instances of it. In other lines of trade, for instance, hardware, you cannot get anything unles you are really SELLING hardware. It should be the same in groceries.

Customers Depend on the Grocer.

"It is the retail man that sells the goods. Unless they get them on our shelves, they don't sell. We must sell the lines that pay the best profit, considering quality is just as good. We can do this too. Customers place dependance in their grocer. I often have customers come in and ask what brand I would recommend. I sell the one that pays best profit, quality considered."

"The Drummer," the jolly good fellow who forms the connecting link between the wholesale and retail branches of the trade was next toasted.

Geo. Smye and Lloyd Warner, of Hamilton, and Ed. Cutmore, of Brantford, in characteristic style of the "Knights of the Grip," responded to this toast.

The toast to "Our Trade Journal," was responded to by W. J. Bryans, associate editor of The Canadian Grocer.

The health of the ladies was last but by no means least toast. Tribute was paid to the fair sex in worthy manner. S. Pellings, of Brantford, and D. Bell, of Toronto, made many complimentary remarks about them that were announced "not for publication."

The singing of Auld Lang Syne brought to a close a banquet that will go down in Brantford association history as a record one.

Visiting Retailers Present.

Those in attendance from outside points were the following:—

TORONTO.—R. Davies, Wm. Miller, D. W. Clark, D. Bell, F. C. Thorne, D. McLean.

HAMILTON. — Ed. Hazel, John Forth, Wm. Smye, J. Knox, M. Semmens, J. A. McIntosh.

LONDON.—Jno. Diprose, E. J. Ryan, Thos. Shaw.

WOODSTOCK. — P. A. Poole, J. R. McAllan.

Notes and Comments.

J. Whittaker, W. Dore, C. Todd and Lloyd Warner, assisted materially in the evening's entertainment by their excellent musical selections.

The location of Hamilton seems a much disputed question. Whether Hamilton is to annex Brantford or Brantford annex Hamilton is also considered another poser.

The rafters rattled when Dave Bell, of Toronto, again told his political story. He is going to patent it.

Who was the sick man that Thos. McPhail refered to?

F. C. Thorne, of Toronto, nearly got a new overcoat in the excitement.

C. Todd's song, "Come all the way up," gave many of the characteristics of Brantford retailers. It was composed by Jas. Smith, and set to music by Jas. Burns.

They say Donald McLean, of Toronto, caried home more luggage than he brought.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer—Will you kindly kindly let me know where I can buy tea lead packages for packing tea and oblige.

Springville, Ont. L. WETTLAUFER.

Editorial Note.—Island Lead Mills, Limited, London, Eng., manufacture tea lead. Their Ontario agents are Hugh Lambe & Co., Toronto.

HE DIDN'T ADVERTISE.

A hardware merchant went home to supper one night and a new silver percolator was on the table. He asked his wife where she got it and she said: "Why, dear, I selected it out of Smith's catalogue and it only cost me $4.25 and the express." Of course the husband was mad in a moment and said, "Why in the deuce didn't you tell me you wanted the thing? I have lots of them in my store and they only cost me $3." Then his wife handed him one like this: "Well, John, if you would advertise once in a while so the people would know you were still in business, may be the people wouldn't send away for so much stuff."

If you hope to have a friend to whom you can go for help in an emergency, see that you be that friend to some others. You cannot reap what you have never sown.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

VISIT OTHER GROCERY STORES.

At the banquet of the Brantford, Ont., Retail Grocers' and Butchers' Association last week, D. W. Clark, a Toronto grocer who was one of the speakers, advocated dealers getting out among other stores for ideas. He suggested that if this were made a part of the practice of every dealer, there would be much better grocers in the country.

Mr. Clark is perfectly correct. The man who gets out among his neighbors and confreres in other towns and cities is bound to obtain a broader view of his trade than he held before. This will serve him in good stead. He will see methods better than some of his own. He will observe mistakes which he must guard against in his business. In fact he will more readily take note of errors which are prevalent at home.

Any opportunity a merchant has to get out among his fellow members of the trade, whether he meets them in their own stores or in association work, should be be readily accepted. It is bound to result in better and broader conceptions which can be utilized at home to good advantage.

BANQUET OF BRANTFORD GROCERS.

On another page of this issue will be observed the report of the annual banquet of the Brantford Retail Grocers' and Butchers' Association. This is interesting trade news that should be read by every member of the trade. Men who have sacrificed time and money to bring together their associates in business and who have made a study of retail conditions gave addresses touching upon many questions of importance which no one can know too much about.

Men were present from London, Woodstock, Hamilton and Toronto to take part in the affair and it goes on record as the best banquet the Brantford grocers have ever held.

Among other things the proposal to form a provincial retail grocers association was freely discussed, and at an after meeting it was decided to hold a convention of retailers in Hamilton on Good Friday afternoon to complete arrangements. This means that an Ontario organization of retail grocers is to be a reality, and when it is formed, dealers should lend their support to its progress. The Grocer believes that much good comes from thorough unity and hopes that the new Ontario association will become a worthy organization whose works will justify its inception.

THE MUSICALLY INCLINED CLERK.

Our cartoon this week illustrates something that shouldn't be in the grocery or any other store. The clerk who whistles, hums, pounds the counter, shuffles his feet or displays his musical tendencies in any other fashion before a customer, is not appreciated.

No one objects to it on state occasions, such as Dominion Day or when Marks Bros. come to town, but when it is carried on in front of a particular customer at the counter, instead of being harmonious it is, on the other hand, repulsive.

Clerks should never forget their good manners when serving patrons. An otherwise good salesman is spoiled by overlooking the fact that he should endeavor to see himself as others see him, so far as his personal appearance and private actions are concerned. There is an overabundance of the type of clerk referred to in the cartoon and it will be not only to the interests of the store but to the clerk as well if such things are eliminated.

HAS BUSINESS OUTGROWN THE RAILWAYS?

Has business in Canada outgrown the railway facilities? This seems to be the reason for the serious situation which has developed during the past month.

The transportation problem in Canada is presenting many difficulties. The extraordinary development of the country in point of industry and commerce has been taxing the railroads for some years. The moving of the Western wheat has become such a gigantic task that each fall the danger of a freight blockade becomes more imminent.

At the present time the freight situation in some sections is causing much worry. Toronto shippers are being seriously hampered by the inability of the railroads to handle goods on time. Consignments of freight which should have been delivered early in the month, are in many cases still on the road or at the place of shipment. Had the weather been more propitious the freight blockade would have developed into a menace. As it is trade has not opened up rapidly and the delay in shipments has not hampered business as seriously as it might had weather conditions been favorable.

The only feasible explanation seems to be that the transportation facilities have not kept pace with the development of the country industrially. In view of the fact that everything points to the present year breaking all records, the necessity for an improvement in the freightage facilities becomes a matter of grave import.

NO PARCELS POST YET.

In our issue of December 8, 1911, an item from a Toronto paper appeared re Parcels Post as follows:—

> "That a Parcel Post system will be inaugurated within the next three or four weeks is the prediction The World ventures to make at this date."

The three or four weeks have passed long ago, and yet we haven't any Parcels Post, and therein The World has been in error. It reminds one of "the best laid schemes of mice and men gang aft aglee." The predic-

tion was evidently unfounded—we are thankful to say—and The World's influence as an authoritative news medium has been lowered.

But why have we not yet the Parcels Post system in vogue? It is because some retailers have been busy counteracting the influences of those members of Parliament who are goading on the Postmaster General to gain the popular eye. The head of the post office knows of the opposition of the merchants, and he is in no hurry to attempt to put through the legislation.

Canadian merchants must keep up this opposition. Parliament was prorogued last Monday without going into the matter. Members will be home for the intermission, and they should be seen and convinced that such legislation would be contrary to the country's general interests. The influences in favor of Parcels Post are strong. Delay will be fatal.

THE GROCERY STORE OF OLD.

Shopkeepers in the seventeenth century, states the London Chronicle, were subject to other restrictions than those respecting prices. It was enacted that "Any person using the Trade or Mystery of the Grocer should not either by themselves or any third party, directly or indirectly keep more than one shop at the same time."

Grocers were also forbidden to sell any commodities, except "raysons, currants, sugar, spice, sope, candle, molasses, gunpowder, shot match, tar, pitch, rozen, tobacco and pipes, cotton wool, cotton yarn, starch, blueing, rise, linseed oil, white and red lead, olives, prunes, figs, Spanish white alabaster, alum, almonds, brimstone, lampblack and candle rushes."

It will be noted that brimstone, gunpowder and matches were among the chosen few. Wonder if they had any fire insurance in those days!

ATTENTION TO BUSINESS PROBLEMS.

From all appearances we will soon see an Ontario retail grocers' association. When this organization is formed, The Grocer would urge that it give a great deal of its attention to the discussion of business methods—successful methods that will help each member to become a better and more efficient merchant.

Some associations in existence to-day spend too much time on legislation. Legislation which will injure the merchant should, of course, be watched, opposed and prevented, but this phase of the work does not constitute the entire duties of a good association.

When conventions are held business questions should be given the preference. Many a grocer to-day does not understand how to figure margins of profit. Others need to be shown what to take into consideration as cost of doing business; still others are deficient in collecting accounts, and using discrimination in giving credit.

Then there are selling plans, buying, best methods of delivery, bookkeeping, etc., to be considered.

These are all problems in which every dealer is interested, and they should be given every prominence at annual conventions. Legislation, on the other hand, cannot be attended to on such occasions. This question springs up at intervening times, and it ought to be the duty of a special committee to watch it.

If considerable time is devoted to business questions that affect every man's business, associations will be more likely to grow rapidly than otherwise.

HANDING ON INFORMATION.

Something has been said in these pages on several occasions recently with reference to the relations between the retailer and the traveler. We have taken occasion to point out the duty of the retailer to the traveler Perhaps a word on the other side of the question will now be in order.

The traveler owes it to the retailer to keep him posted on matters of interest to the trade. He should also do his best to impress the practical and selling points of the goods he handles on the grocer and his clerks. He should endeavor to give them the benefit of the information which he himself possesses. It is not so much that he owes this to the dealer as that he owes to himself. The benefits of instilling practical knowledge into the men who sell the goods to the public manifest themselves first in the business of the retailer. The traveler enjoys the benefits immediately, however, for he sells more of that line of goods to the retailer. It is, therefore, in his (the traveler's) own interests that his customers should be sufficiently versed in the goods to sell them intelligently.

A reciprocal attitude is what is needed. The dealer should be anxious to secure all the information that he can; the traveler should be just as willing to give it. Too often, unfortunately, there is neither desire on the one side nor compliance on the other. And both interests suffer as the inevitable result.

Intelligent salesmanship is one of the great necessities in the commercial world to-day. Undoubtedly, the establishment of a closer bond between merchant and traveler in the respect pointed out, would assist in putting selling methods on a higher plane.

EDITORIAL NOTES.

The establishment of local associations should help considerably in the elimination of a number of trade evils.

* * *

Potatoes from the Emerald Isle have certainly been appreciated by the Canadian people. The demand for them has been increasing ever since they made their debut on Canadian soil.

* * *

The United States market is after our turnips. St. John, N. B., dealers are getting 80 to 90 cents a barrel, and are advising New Brunswick farmers to plant larger acreages this year. They do not want to "turn down" any Yankee orders for the "turnup."

* * *

The dealer who does not put down a liberal salary for himself among store expenses must be a misguided philanthropist or he must have a very poor opinion of his own ability. He either wants to give money away or he doesn't believe he is worth anything.

* * *

It is estimated by a Lindsay, Ont., farmer, that a healthy maple tree 18 or 20 inches in diameter produces about 10 or 11 quarts of sap per day. This would mean a little less than half a pint of syrup. In say, 24 favorable days at that rate, each tree would produce about six quarts of syrup, or a gallon and a half. At $1.50 per gallon, a thousand trees would make a nice, big Easter nest-egg for any farmer.

Lesson 13--Complete Course in Cardwriting

Deals With the Popular Flowing Brush Script Lettering—Where to Use It and Where Not—Brushes Required and How to Use Them.

By J. C. Edwards, Copyright, Canada, 1911.

Few styles of lettering lend themselves more gracefully to show card writing than does the Brush Script. At the same time it is strong, legible and easily made, unlike its more delicate parent the Outline Script.

There are many styles of this letter taught and some quite as good, perhaps, yet everybody has an individuality, or should have, and this style brings out the author's.

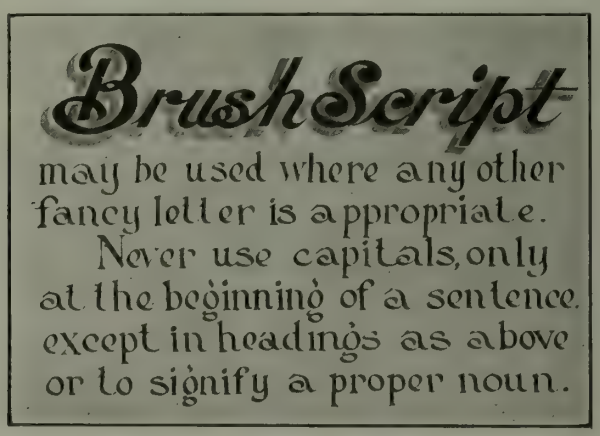
Where to Use it and Where Not.

Brush Script may be used where any other style of fancy letter could be employed, but never, or, rather seldom where the card proclaims a bargain. No fancy letter is in keeping with bargains. This mistake is too often made to the detriment of the sale and cheapening of card writing.

Capitals should be used only at the beginning of a sentence or as is shown in the card, capitals may be used on each word of a heading, providing, of course, there are no small words such as "and," "in," "it" and such like. The lower case is much more flowing and readable when alone, than if broken up by caps. Any proper noun should, as in ordinary writing, have a capital but in no case must a word be composed of all capitals.

Speed May be Acquired.

With diligent practice, considerable speed may be acquired in lettering with this style of letter. The whole aim is to get a neat flowing letter, all on the same slant. Few people nowadays do not know the proper slant of business-college-taught writing. This letter should be made the same with each letter joined as shown in the accompanying card.


Brush Script
may be used where any other fancy letter is appropriate.
Never use capitals, only at the beginning of a sentence. except in headings as above or to signify a proper noun.

Application of the Brush Stroke Script and harmonizing letter.

The Combination Card.

Only light face alphabets should be used in conjunction with the Brush Stroke Script, such as pin lettering, which will be taught in subsequent lessons. Suppose that you associated this letter with a heavy face letter such as Brush Block, the result would be disastrous—simply a black blotch without character, without style. To bring out the main words of a card, use the Brush Script. A fine line letter such as Small Brush Stroke Roman made with small brush or pen, may be used as a reader, giving a pleasing, strong effect.

The card here shown is a combination of these two letters and gives a fair idea of the style obtained by their combined use.

The Brush to Use.

In the execution of this letter, a brush should be used that will give the maximum width of stroke of the capital and which will also draw down to a smaller stroke for the lower case letter. The fine line, of ocurse, is merely an edgewise stroke of the brush. The brush should be held so as to give the correct angle to every line. Keep the card always squarely in front of you when writing. Don't fail in this or the proper angle will not be obtained.

Overloading the Brush.

Some pupils insist that it is difficult for them to get a clear-cut line or stroke. This is due, largely, to the student's carelessness in rubbing out the surplus ink and his fear of the card. Seems funny to say a living being is liable, very liable to be afraid of an inanimate object like a piece of plain white cardboard. Nevertheless, it is true. He is afraid to touch the brush to it, and the sooner a person gets over that fear the sooner a clear straight-edge stroke will be accomplished. Practice making quick sure-stroke lines. Do it quickly but with a dash that will at first seen reckless. Do it first on rough paper then on old cardboard, then on clean white board. Waste a few pieces, but practice. Don't be afraid to practice. Practice this alphabet well and put it into use when you have mastered the following plate No. 14, as the two are inseparable.

For further particulars re brushes, etc., write The Editor if this paper at 143 University Ave., Toronto.

A GROCER'S PROFITS.

This table may be of use to some grocers:

50 per cent. profit is 100 per cent. above cost.

40 per cent. profit is 66 2-3 per cent. above cost.

30 per cent. profit is 42 6-7 per cent. above cost.

25 per cent. profit is 33 1-3 per cent. above cost.

20 per cent. profit is 25 per cent. above cost.

FARRINGTON PHILOSOPHY.

Don't air your troubles over the counter. I might add that it's poor business to air them anywhere. Your unwilling listeners have trials of their own.

Because it is necessary for you to spend a certain time in waiting for somebody or something, it does not follow that that time need be spent in idleness.

People do not associate loud voices or slangy talk with the high class store or with high class salespeople.

The man who reads his trade paper carefully from cover to cover will not be troubled with sluggish liver or a torpid business.

Canada imported 2,500,000 dozen eggs from the United States during the fiscal year 1911, when the exportation of eggs from the Republic was the largest ever recorded.

A Japanese confectioner in Tainan, South Formosa, claims to have discovered a process by which the banana may be canned. He has interested several wealthy Japanese, and a $100,000 company has been organized to build two factories, in Taihokhu and in Tainan. As canned or conserved bananas have been very unstisfactory, the new process in Formosa will be watched with much interest.

Plate No. 13. Eccentric Brush Stroke Script

~ Capitals ~

Arrows indicate direction of brush stroke. Practice will soon master this letter.

Correct Computation of Profit Margin

An Interesting Letter Stating That Profit Should be Figured on Cost—Profit and Margin Defined—Value of Conservatism — Computation on Selling Price is Safe, Sane, Sound and Sure.

By Henry Johnson, Jr.

It is upward of nine years since I wrote up the New Year precept: "Compute your Margins on Your Selling Price, not on your Cost."

I do not know just why I wrote that. I suspect it was because I found one man somewhere who did not seem to understand this method. Well, what happened was a revelation to me. Two solid years of unbroken correspondence on this one subject followed the publication of that little precept. Because it was familiar to me it looked innocent enough; but it soon took on new meaning. In fact, I had to study hard to keep up. I have been studying ever since. Looks like I should have to keep on. But nemmine. It all looks good to me. Also, I get more out of it than anybody else, since to teach is to learn. Hence, moreover and again, ergo, let 'er come!

Tapping a New Vein.

Now when one writes to me I feel that I have tapped a new vein. I have awakened yet another; and in telling him the what and why hereof, I shall be enlightening others who are wondering, yet have not written. So let us see this letter:—

Vancouver, B.C., Feb. 19, 1912.
The Canadian Grocer,

Gentlemen,—Why is it that Henry Johnson, Jr., periodically fills his page with examples of percentages on gross profits? No one has contradicted him, or at least no contradiction has been published; and yet, it seems some one ought to, for surely not all of us have forgotten our knowledge of mathematics and especially percentage.

We were taught that the cost of any article is the base upon which loss or gain is figured and that the base is the unit, or 1. These values may change in the course of business, where an article is passed from one to another; but the unit is the same. In explanation, the manufacturer assembles certain amounts of labor and cost of finishing ready for sale, and so finds the cost of the finished product. To arrive at a fair selling price, he adds an amount which is a certain per cent. of the cost. Now the margin of profit is the difference between cost and selling price. The expense of selling this article is of course taken into consideration and the margin less the selling expense should represent the net profit.

For example, we might say that the cost of the article is $1.00 and that 20 per cent. is a fair profit. He, therefore, sells to the jobber for $1.20 the article which cost him $1.00. When the jobber names his selling price he takes $1.20 as a unit and to this adds his percentage of profit, say 10 per cent., and the article comes to the retailer for $1.32. The retailer desires a profit of 25 per cent. and so he asks for this article $1.65. Now this is simple arithmetic exactly as you found it when you went to school and as your boy finds it to-day; and I was going to say as our grandson will find it when he learns percentage; because loss and gain for which margin is only another term, is figured on the base of cost.

Now let us figure on some other investment in the business besides merchandise. Out of the profits, let us say we bought ten shares of bank stock for which we paid par, $1,000. Last year it paid a semi-annual dividend, $50 each time. Now shall we say the profit, or the margin, or the gain, or whatever you wish to call it was, 9 per cent. or 10 per cent? We are sure the bank declared 10 per cent. profit, but Henry Johnson, Jr., would no doubt argue 9 per cent.

Again we loaned out a little surplus as 8 per cent. interest. When the business was figured at the end of the year, did we say this money made a profit of 7.4 per cent? No, we didn't; because it had made 8 per cent. and 8 per cent. went into Loss and Gain Account.

Personally, I cannot see that it makes much difference whether you figure from one end or the other except that when an article comes into your store and you figure a price on it, you add a per cent. to the cost and this gives you the selling price. On the other hand, I find that many merchants figure the percentage of profit on the amount of goods sold, for the reason that not many concerns keep a separate account of merchandise purchased while they do keep a record of sales.

In reply to W. A. E. I think he missed what was in the question but what was evidently intended in the letter writer's mind. When he speaks of the per cent. of profit in these canned tomatoes, he has in his mind the paper profit which has accrued by reason of the advance in cost since he bought, and if I understand him, he intends to ask if it is proper in taking his inventory to figure them at the advanced price, thereby showing in his final figures an added profit on the goods which, though accrued, is not actually earned because not sold.

Yours truly,
W. F. R.

* * *

A Man Who Thinks.

The most important thing in all education, whether arithmetical, editorial or such as is gained in our daily business, in that we shall be aroused and think. This man has been aroused. He thinks. Therefore, he will become educated on this subject of correct margin-computation before he quits. And again, he can't quit. He has started on that line of philosophical thought which will last him so long as he shall live. From now onward he will unconsciously, or purposely, analize every problem down to its final factors; and in the end such a man cannot be beaten.

And then what? Simply this: That it is no slight thing, but something well worth all the years of work, to know that I am making men think. What they think is of secondary importance; how they think is trifling in comparison; that they should agree with me is nothing whatever. So long as they think, they will grow. If I can continue to do this I shall be well content. What?

* * * * *

A Problem To Be Worked.

I shall not have space to fully cover this interesting letter this week, so I shall mostly prepare the way for its handling next week. Meantime, I shall ask Mr. R. to work out and send me the solution of this little problem—alone, without aid, by his own methods. I am inclined to think he will get it right. If he does, I shall conclude that he can take care of himself. Then I shall show why, and incidentally try to show him a yet better way. So now I am trusting you to play fair—no looking in the back of the book for your answer—work it all out and send me the process and solution. Here it is.

> I sold two pieces of property for $2,500 each. I made 25 per cent. on one and lost 25 per cent. on the other. Did I gain or lose as a result of the two trasactions: if so, how much did I gain or lose—or did I "play even?"

* * *

Dictionaries, arithmetics, etc., are not infallible—no, by no means. I shall have something further to say on this next week. But Old Noah Webster has just agreed with me, so him I endorse!

What Cost and Profit Are.

For about eight months now I have consistently used the term, Margin, to denote the entire difference, or "spread" between cost, as I define cost, and selling price. I may say I hold cost to be the

price paid for any article plus the cost of getting it into my store, ready to sell and in shape for selling, all incidentals to delivery, such as probable shrinkage in transit, being included in the cost. The term, Profit, has been held to mean the net return, the "velvet," on articles sold. It is also used to designate that boiled-down, double-distilled gain which is carried over to Surplus Account. Webster, as I say, agrees with me, for he says:

> Margin—The difference between the price of purchase and sale of an article, which leaves room for profit.

See? "Which leaves room for Profit." That is it. Then further:

> Profit—Acquisition beyond expenditure. . . . . .

That is it. What is left of gross gain after all expenditure; which will include interest and all other charges. Think a moment and you will see that Profit is not a word to be used loosely or carelessly.

Note further, that you may have a margin which is not a profit.

* * * * * *

Works Conservatively.

As to W. A. E.—whose letter I dealt with some time ago—I thought I had got his meaning O.K., but he certainly did fall down either in expressing himself or in his figures. He stated that his margins were computed on selling price, but did not figure them that way. I thought I also told him clearly how to conservatively take those tomatoes into inventory. Come to think of it, all inventories must be based on estimated values. Losses must be computed on a hypothetical basis and advances must be taken the same way. One may not be so bad as we carefully and conservatively estimate and the other may not pan out to fully the estimated accrued margin or advance. Same with book accounts. Frequently I get more than I expect on these for see how I handle them. First, I go over them individually, knifing them mercilessly where I have any cause for doubt—where, in fact, I would not buy them at par for cash. Then I take off a clean 10 per cent. additional for good measure. That, I take it, is the only safe way to work that end of the business. In that way only can a merchant avoid fooling himself on book accounts.

The object in computing margins on the selling end is to likewise avoid fooling ourselves in this matter of margin-computaton.

Winnipeg Grocers Banquet Travelers

Rink of Latter Victorious in Curling—Addresses by Retailers, Travelers and Wholesalers as Well as Musical Entertainment Constitutes a Profitable Evening—Three Hundred and Ten Present.

Winnipeg, April 4.—(Special)—As a fitting close to a successful season of curling between the retail grocers and grocery travelers of Winnipeg, the vanquished banqueted the victors at the Empire Hotel, Winnipeg, on the evening of March 28. There was scarcely any evidence at the banquet as to who were the vanquished and who were the victors as they seemed to be all in one accord with all competitive feelings put away for the occasion. The vanquished, however, were the grocers and they spared neither time, money or energy in preparing an elaborate feast for the travelers.

The occasion was a remarkable one taking into consideration the number present and the extreme felicity which was demonstrated. Three hundred and ten sat down at the banquet tables and from the moment they began to gather, until the hour of 1.30 p.m., every one's face bore a pleasant smile and everywhere was demonstrated the goodwill of the occasion.

Aided Business Conditions.

It was remarked often in the numerous toasts that such a gathering meant a great deal for the betterment of trade conditions, as notwithstanding whatever competition in trade might do to divorce from the social side of life, such occasions must surely have the effect of uniting men in a desirable bond of felicity.

The banquet committee consisted of Geo. D. Sinclair, chairman; M. M. Kellough, secretary; and S. Penwarden; J. Congalton, J. O'Hare, J. A. Campbell and R. L. Waugh. The Grocers' chose as their chairman for the evening, J. A. McKercher, one of the senior and most popular retail grocers of the city. Mr. McKercher made an admirable chairman and although his voice grew husky owing to the density of the smoke, he made a very appropriate address and created some amusement by stating that he was glad to recognize that travelers of the present day were men of splendid type and he believed superior to travelers of the olden days whom he characterized jokingly as "booze artists," but nothing worse could be said of the travelers of to-day than that they were "hot air artists." He believed that after the evolution continued the traveler could conquer not only the grocers, but "the world, the flesh and the devil."

Stage Artists in Abundance.

A feature of the programme was the comic songs and recitations rendered by men in the trade. It was not revealed until this occasion that there were so many capable stage artists connected with the trade and it looked as if T. E. Kent; Geo. Brown and F. Wray had missed their calling, as their selections were very much enjoyed.

The presence of the Mayor and three representatives from local wholesale houses added to the attractiveness of the programme and although the Mayor's stay was brief, he took advantage of the opportunity to give those present a splendid oration on the high qualities of citizenship enlarging on the fact that every citizen irrespective of his business or his association had responsibility as a citizen and was not just to himself or to his city when he did not exercise that responsibility.

The presentation of the cup donated by Dingle & Stewart, Winnipeg, to the Grocers and Travelers' Curling Association, was presented by D. Dingle to the Travelers' winning rink, namely, Messrs. Congalton, Ryley, Weidman and Boxer. At the same time the lockets presented to the Association by Richards & Brown, were formally presented to the winning rink by S. C. Richards. Later in the programme souvenirs were presented to prominent grocer curlers by the Comfort Soap Co.

Forty-One Years in Winnpeg.

On behalf of the wholesale trade, Alexander MacDonald, Winnipeg's veteran wholesaler, was called upon and he gave a brief reminiscence of his life in Winnipeg, covering a period of forty-one years. He was a pioneer of the grocery trade in Western Canada and stated it required a great deal of sacrifice and faith in the future of the country to patiently wait through the olden days until business became brighter. Mr. MacDonald was present in Winnipeg when the first steam engine entered the city

from the East and took part in the demonstration on that occasion.

Coupled also with the toast to the wholesale trade was the name of R. R. Wilson, of Campbell Bros. & Wilson. Mr. Wilson referred briefly to the difficulty of co-operation between grocers and wholesalers throughout the city and the West, on account of the rapidly growing population and on account of the many changes which were continually going on. Not long ago he knew almost every retailer and clerk in Winnipeg, but now he knew few and for that reason he was glad of such an occasion as this.

Watering Places Widely Separated.

Mr. Bonny, of the Codville Co., was an additional speaker to this toast and told those present something about the hardships of the travelers in the olden days and contrasted it with the condition of affairs to-day. The travelers of the olden days could be excused if they did have a failing for strong drink as very often they were forced to go a long way between watering places.

The last half of the programme was in the hands of the vice-chairman, S. M. Screaton, traveler for Mason & Hickey. Mr. Screaton referred in a touching manner to the loss of one of their comrades in the trade in the person of Earnie Clarke and it was impressive indeed to see three hundred men rise in deadly silence and drink a toast to their departed friend.

Among other toasts were those to the victors, responded to by three representatives of the travelers; followed by a toast to the vanquished, responded to by three grocers, and also a toast to the retailers, responded to by Archy White, manager of W. H. Stone Co., and P. H. Penlove.

After a humorous toast to the ladies by Michael O'Connor, a traveler well-known among the fair sex, the toast to the press was called and responded to by the representative of The Canadian Grocer.

ANOTHER LETTER FROM M. MOYER.

Reply to Communication in Last Week's Grocer From E. J. Ryan.

Editor Canadian Grocer:—I am glad that Mr. E. J. Ryan has replied to my recent letter, for it gives me an opportunity to state a few more facts. When when he conveys the idea that because I am at present not in the grocery business, I cannot know anything about it, he is mistaken. When a man has spent 18 years as a successful grocer in the city of Toronto, and then travelled several years among grocers, discussing grocery conditions with thousands of grocers all over the Dominion as I have done, then his knowledge should compare favorably with a man who is tied up in his own business; and if Mr. Ryan or any other grocer, understood trade conditions as I have found them by experience, he would see the uselessness of a single line association and would never again say a word in its favor.

Mr. Ryan does not produce a single argument to support their cause for the simple reason that one cannot be found when the whole question is considered. Mr. Ryan cannot see anything in common with tailors or milk men and yet all are retailers, and it is the retail interests that should concern them all.

The Manufacturers' Association.

He might say what has a manufacturer of biscuits in common with a manufacturer of furniture and yet all belong to the Manufacturers' Association. Have we not examples all over the United States of failures of single line associations, and who are now copying our plan and all uniting as retailers in defence of their much neglected cause?

I am quite aware of the high cost of doing business, smaller profits, and the many difficulties the grocer has to face, but one must not forget that retailers in other lines have the same troubles and for that reason they need the assistance of each other, and should not stand alone powerless in defending their own right.

Mr. Ryan asks: "Who gave any one connected with the R. M. A. authority to appear before the 'Guild' and speak for the retail grocers?" and he says "surely not the grocers." The authority came from up-to-date grocers who are members of the Grocers' Section of the R. M. A., and who elected a committee at their properly called convention. This committee is authorized to look after the interests of all retail grocers, which includes even those who are not giving us any support, but are smiting the hand that has been kind to them.

Wholesalers Selling Direct.

Mr. Ryan asks another question: 'Did you ever hear of one of their officers asking the 'Guild'' to discontinue selling to consumers?'' To satisfy him on this point I would ask him to read my letter on page 48 of The Canadian Grocer, March 29. I am not surprised when he and his single line friends do not know what is going on because the time of a grocer is so fully taken up in his store that he cannot spend any time in looking after matters that pertain to the general trade, and, therefore, should realize the need of watchful officers who should be supported and not hindered.

A grocer is not wasting his time when he meets to discuss his own trade conditions, but why not meet as a section of the R. M. A.; and in that way have the good will and assistance of other retailers? If the grocers need organization, then other lines do also, and as it is impossible for them all to keep up the expense, they have a right to expect the help of the grocers, and the grocers are unfair if they do not unite with them.

What does Mr. Ryan mean when he says that they will look after their own side of the case, and "not leave it to any one to work into the hands of the enemy?" Does he regard the men he does business with as his enemies? This is an age of coming together and any one who regards the men with whom he does business as enemies is still under the old-time delusion which has altogether too long been the greatest hindrance in trade, and which is to-day despised by all up-to-date business men. Social unity and modern ideals are shaping and moulding trade methods for a higher standard of buying and selling. A single line association can offer no advantages, is unfair to other retailers, and is injuring the one which has all the equipments and which deserves the hearty support of every retailer in Canada.

Co-operative Bill Defeated.

To say nothing of the many other things which had been achieved, I consider the defeat of the co-operative bill alone is worth millions to the retail trade of the country, and I say it without fear of contradicition, that had it not been for the increasing work of the Secretary of the Retail Merchants' Association of Canada and his associates that bill would be law to-day.

Should men, therefore, who have grievances not drop them, and like business men support the work which has given them such splendid results? Can any merchant in the whole country be found who understands the value, and who does not feel he owes the R. M. A. a debt of gratitude for what has been accomplished.

The association is entirely in the hands of the retail merchants and if the officers are not doing their duties, it is the privilege of the members to elect others. What more do they want?

M. MOYER.

Toronto, April 2nd, 1912.

Prunes Easier at Several Centres

Lower Prices Quoted at Montreal and Toronto—Jobbers in General Carrying Good Sized Stocks—Break in New York Also—Sugar Shows Easier Tone—Peels Will be Higher This Year Than Last—Railway Teamsters' Strike in Toronto Holds Up Shipments of Goods.

QUEBEC MARKETS.

Prunes.—Down.

Dates.—Advanced.

Sugar.—Down 10 cents.

Montreal, April 4.—Business for the week has been favorable, showing signs of more activity with the milder weather and approach of spring.

Prunes are again active dropping considerably during the week.

Hallowee dates advanced owing to the shortage in local supplies.

SUGAR.—Sugar market declined 10 cents per cwt. on Tuesday. Raws concents per cwt. on Tuesday. The New York market is still declining, with Cuban shipments running freely.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP and MOLASSES.—Molasses situation has shown no particular change during the week; quotations remain unchanged. Demand is seasonable. Syrup is receiving a good call, but nothing exciting has affected the market of late.

Fancy Barbados molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls.	....	0 03¾
Corn syrups, half-barrels	....	0 03½
Corn syrups, quarter barrels	....	0 03¾
Corn syrups, 38½-lb. pails	....	1 75
Corn syrups, 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 75
Cases, 5-lb. tins, 1 doz. per case	....	3 10
Cases, 10-lb. tins, ½ doz. per case	....	3 00
Cases, 20-lb. tins, ¼ doz. per case	....	2 95

TEAS.—Routine trade is being done in tea. Local prices generally show no change, but hold steady. In primary markets firm tone prevails.

Japans—		
Choicest	0 40	0 60
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Quotations on coffee remain as last week and steadiness prevails. Business is fairly brisk.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Spices are in fair demand for the season. Prices in general are only steady but may firm up with the spring demand close at hand.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Shelled varieties are moving freely. Nuts in shell are rather quiet. A general tone of steadiness prevails both locally and in primary markets.

In shell—		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mvette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08¼
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

RICE AND TAPIOCA.—Market is featureless this week. Demand is steady and the situation remains firm.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 56
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

DRIED FRUITS.—Prunes are again active and the feature of the market. Prices are still declining and promise further excitement. Hallowee dates have advanced ½ cent. The market in general offers a firm tone.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 06¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
29-30	....	0 13
30-40	....	0 12½
40-50	....	0 11½
50-60	....	0 11½
60-70	....	0 10½
70-80	....	0 10
80-90	....	0 9½
90-100	....	0 07
100-120	....	0 06
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

ONTARIO MARKETS.

POINTERS.—

Prunes.—Easier and lower.

Beans.—Stronger.

Sugar.—Down 10 cents.

Peels.—To be higher this year.

Toronto, April 4.—The strike of the Railway Teamsters for better wages and consequent tying up of shipments and deliveries was one of the features of interest with Toronto wholesalers this week. Without a word of warning, the teamsters discontinued work on Tuesday morning and if the strike continues for any length of time, it is feared that business will be hampered considerably. Three cartage companies handling the railway goods are affected. While several houses have cartage facilities of their own, they are far from adequate to handle all their business.

Trade continues a little on quiet side. Bad roads have interfered with trade in country districts while retailers report that people have been curtailing purchases of groceries during past few weeks, Easter and spring clothes engaging their attention and taking their money. Passing of Lent has brought greater activity in certain lines.

Perishable goods such as catsup, pickles, sauces and vinegar are now being shipped out by freight by most jobbers except for long distances where it would be unsafe.

Some manufacturers have advanced prices slightly on some grades of bottled pickles.

SUGAR.—This market declined 10c per cwt. on Tuesday. Raws continue easy while New York was lower again at beginning of week. Canadian market in absence of buying has weaker tone at present also.

Cuba gives quite bright prospects of coming up to her promised 1,800,000 tons but there is always the possibility lurking in the background that unfavorable conditions may set in. English strike has caused the closing of refineries and a marked decrease in consumption of sugar in Great Britain, while unsettled business conditions there have also weakened market. There is rather a better outlook in this particular, however.

Refined in Toronto is quoted at $5.45 as against $4.60 one year ago. Demand is rather quiet.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUP AND MOLASSES.—This is syrup time and there is a good demand. Supplies for new make of maple syrup have been increasing, considerable quantities being offered at country points while there have also been quite a quantity coming to the city markets. Where the new make is not obtainable or high in price, the old article has come in for a good demand, while compound maple syrup and corn syrups are also moving well.

Ideas of molasses shippers in Barbados are quite firm, especially for fancy. One report from Barbados says that three-quarters of this season's crop of fancy molasses has already been marketed.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 80
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Trade in dried fruits still continues at low ebb, many firms reporting it decidedly quiet.

Prunes are easier and lower this week. It will be remembered it was pointed out that jobbers in general were carrying good sized stocks of prunes and in absence of any brisk demand break in prices was not an unlikely thing. Following lower prices in New York and in face of conditions here, market is easier and lower prices are quoted by many houses. It is somewhat difficult to get an exact line on prune values as different firms find themselves differently situated on certain sizes. There is an easier feeling, however.

Other lines hold a fairly steady position. Eleme figs are quite scarce and tapnets are also cleaning up well.

Candied peels this year will be considerably higher than last year as reflected in opening prices on this year compared with last. Higher price for sugar has much to do with the advanced figures on this line. While all lines will be higher, citron will show the greater advance. One jobber said latter would probably sell around 18 cents. Jobbers are ordering now although goods do not come along until September or October.

Better prices on evaps has brought out more offerings, causing slightly easier turn to market.

30 to 40, in 25-lb. boxes	0 14	0 15
40 to 50, in 25-lb. boxes	0 13	0 14
50 to 60, in 25-lb. boxes	0 12½	0 13
60 to 70, in 25-lb. boxes	0 11½	0 12
70 to 80, in 25-lb. boxes	0 10½	0 11
80 to 90, in 25-lb boxes	....	0 10
90 to 100, in 25-lb. boxes	....	0 9½
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Slabs	....	0 20
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08½
New Dates—		
Hallowees—		
Full boxes	....	0 06
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 08½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—No particular change can be said to have taken place in tea situation. Markets both here and abroad continue steady with trade mostly of a routine character.

COFFEE.—Stronger tone noted in coffee still prevails. New York prices have continued to gradually increase, reflecting firmness in local situation, making dealers here hold slightly firmer ideas. Trade continues routine in character but fair for season and considering high prices.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 13	0 13

SPICES. — Conditions relative to prices on different spices are about the same as hitherto reported, with cream tartar still fluctuating and peppers steady and cloves rather firm. Seasonable trade is reported by most dealers.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	18—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

NUTS.—Purchases in anticipation of Easter trade have not been heavy. Shelled varieties move fairly free but briskness is not present in unshelled. Some retail dealers are making a kind of a specialty of new Brazil nuts. May delivery of Brazils is lower than spot prices.

Primary markets are well cleaned up on both almonds and filberts.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds shelled	0 35	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

RICE AND TAPIOCA.—No prominent features in either rice or tapioca. Demand is normal and with warmer weather consumption of these lines should be larger.

Correspondence from abroad continues to report firm tone on all desirable styles of rice. Condition of supplies in East is shown by fact that movement of Burmah, Japan, Patna and Siam to Europe from Jan. 1 to Mar. 14 was only 897,000 bags as compared with 1,993,000 last year.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 45
Rice, standard B., f.o.b. Toronto	3 55
	Per lb.
Rangoon	0 03¾ 0 04
Fancy rangoon	.... 0 05
Patna	0 05½ 0 06
Japan	0 05 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 06½ 0 07
Tapioca—	
Bullet, double goat	.... 0 08
Medium pearl	0 06½ 0 07
Flake	.... 0 08
Seed	0 06½ 0 07

BEANS.—A much stronger tone is noted in bean market. Supplies in Ontario are comparatively small, while demand continues steady.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 08

CANNED GOODS.

TORONTO.—Trade in canned goods may be described as fair but is by no means overly brisk. Retailers' stocks are apparently not reduced to small enough compass to induce any great volume of business.

Stocks of jobbers continue fairly complete for season with exception of strawberries, raspberries and blueberries which were in small supply to start with.

Jams are moving well at present time while with handling of fresh and frozen fish becoming more difficult on account of weather conditions, demand for canned fish should be greater.

Now is time of the year when retailers should bring canned goods of all descriptions to the fore. With homemade preserves in scant supply and dried vegetables scarce, the canned article should sell well.

MANITOBA MARKETS.

Winnipeg, April 4. — There is little new to report on the trade situation here. Given an early and favorable spring, business will beat all records for the month of April.

Farmers and contractors are anxious to get to work and there is a pressing demand for labor already. This will be more in evidence before the end of the month. The large number of artisans that will be employed in the building trades in towns at good wages will give a decided boost to the retail trade.

Butter in the West is scarce and dear and will not be otherwise until growth of grass increases the milk supplies. Eggs are now becoming fairly plentiful and a rapid fall in price may be expected.

Wholesalers report many new concerns starting up in the new western towns. Stock taking is also general at this time of the year, followed by a general restocking in all lines.

SUGAR.—Sugar prices declined 10c per cwt. on Tuesday afternoon, due to the weak condition of New York raws.

Montreal and B. C. granulated, in bbls.	6 05
Montreal and B. C. in sacks	6 30
Montreal, yellow, in bbls.	5 40
Montreal, yellow, in sacks	5 60
Icing sugar, in bbls.	6 25
Icing sugar, in boxes (25 lbs.)	6 40
Powdered sugar, in bbls.	6 20
Powdered sugar, in boxes	6 20
Powdered sugar, in small quantities	6 00
Lump, hard, in bbls.	6 90 6 95
Lump, hard, in half-bbls	7 00 7 05
Lump, hard, in 100-lb. cases	6 90

SYRUP. — Syrups are firm with no further changes.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 73
6 10-lb. tins, per case	2 61
3 20-lb. tins, per case	2 62
Half barrels, per cwt.	3 95
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

COFFEE.—Market is still firm with no new features.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16¾

RICE AND TAPICOA.—Rice and tapicoa prices are quoted as follows:—

Rice—	
B. in 224 or 100 lb. sack	0 04⅝
Japan	0 04⅝
Patna	0 04½
Siam	0 04½
Tapioca, sacks	0 06⅞

DRIED FRUITS.—An advance may be looked for in peaches and apricots as stocks are reported low.

Evaporated apples—	
50 lb. boxes	0 10¾
25 lb. boxes	0 11¼
New Prunes—	Per lb.
90-100s, 25s, s.p.	0 10¼
90-100s, 10s, s.p.	0 10¾
80-90s, 25s, s.p.	0 10⅝
80-90s, 10s, s.p.	0 11⅛
70-80s, 25s, s.p.	0 11
70-80s, 10s, s.p.	0 11⅜
60-70s, 25s, s.p.	0 11⅝
50-60s, 25s, s.p.	0 11⅝
40-50s, 25s, s.p.	0 13
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s., s.p., per box	1 30
4-crown layers, 7s., s.p., per box	0 70
Ne plus ultra, 28s., s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07¼
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

BEANS AND PEAS.—Following are existing prices in beans and peas:—

Beans, 3-lb. picker, per bushel	2 70
Hand picked, per bushel	2 80
Peas, split, 100 lbs.	4 00

NUTS.—This market is rather quiet just now, with no new features.

Filberts, per lb.	0 12½
Walnuts, per lb.	0 13½ 0 16
Walnuts, shelled, per lb.	0 27½
Almonds	0 17
Peanuts	0 12½
Brazil	0 18

BUTTER.—No immediate reduction in butter prices need be looked for. Small lots of farm butter are now being handled at country stores.

Creamery butter	0 36 0 37
Dairy prints	0 34
Tubs	0 24 0 27
Cooking	0 19

EGGS.—Eggs are becoming plentiful and will likely drop considerable after the demands of Easter trade have been supplied.

Strictly fresh	0 28
Candled	0 26
Cooking	0 22

CHEESE.—Prices are up 1-2 cent.

Ontario large	0 18
Ontario twins	0 18½

NEW BRUNSWICK MARKETS.

St. John, April 3.—With local grocers, past week has seen fair business transacted both wholesale and retail, and they are looking for finer weather before any great increase in the amount of trade put through, takes place. It is expected that it will be a few weeks yet before the opening of the river, but when this occurs there should be a livelier tone to business in general.

Markets have been steady, but quiet and few changes of interest are noted. Sugar still occupies a prominent position with the local wholesaler, and despite the drop of ten cents which occurred in all grades last week, there is a feeling with local dealers, that this commodity may show a firmer tone before long. The fact that Cuban market is uncertain and that estimates cannot be relied upon to any great extent is given as one reason why little trust can be placed in sugar market.

With molasses, reports from Barbadoes received, show a marked firmness and that at least 70 per cent. of the fancy stock has been placed on market with demand brisk for remainder. Although high prices are prevailing, there is no tendency towards a decline, but Southern dealers and brokers on the contrary are advising that those having Fancy Barbadoes will hold rather than sell at lower prices than are now asked.

Beans are still firm; in lard there has been an advance during the past week. American clear pork has been increased and beef is also higher. Starches are on the rise, both Canadian corn and culinary and boiling starch an increase of ¼ and ½ cent being marked.

Butter remains steady with no drop in price since New Year, and practically same may be said of cheese. Eggs have been decidedly plentiful during the past fortnight, but last few days of last week saw marked scarcity so that there is possibility of higher prices. It was said that many farmers would hold off until this week to cause an advance on first of Easter market.

NOVA SCOTIA.

Halifax.—There was a marked falling off in receipts of fresh fish on the local market last week. The weather has been fairly favorable for fishing, but few vessels reached port with fares. Good haddock are scarce. No large fish are offering. The supply of halibut is equal to the demand. Fresh smoked haddies are scarce. To supply the demand, dealers had to use stock that had been in cold storage for several weeks. Smelts are off the market.

For first time in nearly two months, lobsters were offered for sale on local market. They were of the smallest kind and sold at $1.20 per dozen. Demand was light. Reports received here from shorepoints state that lobster fishermen are preparing to vigorously prosecute spring lobster fishery. Hundreds of traps are being prepared to replace those destroyed by storms, and canneries expect busy season.

There has been a decided falling off in demand for salt fish, and prices are unchanged. Consumption of dry fish this season has been heavy, and some dealers attribute this to high price of beef. Shipments of fish to foreign markets are light at present. Some small lots have been sent to the West Indies and Cuba.

Oysters now offering are below average—that is, the stock in barrels. They are of a smaller run and not fat.

Shape the Same.

Customer: "What have you in the shape of oranges?"

General Storekeeper: "Well we have baseballs."

Cornmeal Higher—Rolled Oats Firmer

Cornmeal Firmer and Higher This Week — Rolled Oats Quite Firm Under Higher Raw Material — Cereals Moving Fairly Well For Season—Firmer Ideas On Manitoba Flour For Export — Freight Situation Somewhat Improved.

Firmer and higher prices for cornmeal and firmness noted in rolled oats are the chief features of the week.

Corn has for some time been gradually crawling up to a higher level following the trend of values across the line. Under the quite substantial gains made by raw material, cornmeal has taken on a firmer feeling and is quoted higher this week.

Rolled oats are also firm although no change in price has been announced. Here again the raw material has been moving upward under a good demand for both domestic and export account. Firmness in the finished product, therefore follows. Mills seem to be in a better position regarding supplies of raw material of late although conditions are by no means all to be desired yet. Demand for cereals in general is fair for the season, spring lull apparently having had little effect as yet on consumptive demand.

Seasonable trade is also being transacted in flour with prices holding steady. There has been a good export demand and some millers are asking 5 to 10 cents per barrel more for Manitoba flour for export, although little or no business has been trasacted at the higher figure. Offerings of winter wheat flour continue on rather stinted scale with values steady.

Freight congestion does not appear to be quite so bad as has been the case for some time back, grain and flour moving somewhat more rapidly from Port Arthur and points west. Conditions are far from reaching the ideal as yet, however.

MONTREAL.

FLOUR.—Flour situation is waiting for developments, no feature of importance being reported for the week. Prices are on last week's level and tend to remain the same for some time. Retail demand is normal.

Winter wheat patents, in bags	....	4 80
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags..	....	5 70
Manitoba straight patents, in bags	....	5 20
Manitoba strong bakers, in bags	....	5 00
Manitoba second, in bags	....	4 60

CEREALS.—Market for the week has been uninteresting with the exception of Bolted Cornmeal, which has advanced. Other prices remain the same. Demand is brisk with supplies fairly good.

Fine oatmeal, single bag lots	....	2 75
Standard oatmeal, single bag lots	....	2 75
Granulated oatmeal, single bag lots	....	2 75
Bolted Cornmeal, 100 bags		2 15
Rolled oats, jute bags, 90-lb., single bag lots..	....	2 50
do cotton bags, 90-lb., single bag lots	....	2 55
Rolled oats, barrels	....	5 25
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—A fairly steady trade for season of year is reported in flour. Prices hold steady position under similar conditions existing in raw material.

Ontario wheat holds firm and just at present there is little Ontario flour offering. Spring freshets have commenced and are interfering somewhat with those mills run by water power.

Manitoba Wheat.		
1st patent, in car lots	....	5 60
2nd patents, in car lots	....	5 20
Strong bakers, in car lots	....	5 00
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 00
Blended	4 50	5 00

CEREALS. — Quite a firm feeling is reported in rolled oats market, under steady and advancing prices for raw material. Firmness is quite marked according to some mills. Arrivals of raw material at mills is somewhat better of late.

Corn has for some time now been moving gradually to a higher level and this is having its effect on cornmeal which is higher at $2.10 to $2.25 per cwt.

Trade in general cereals continues fair, consumptive demand still being on a good scale.

Rolled oats, small lots, 90-lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk	....	3 75
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	2 10	2 25

Rolled oats in cotton sacks, 5 cents more.

MILL FEED.—Demand still continues on a good scale for feed; throughout country districts it is scarce. Some millers are still selling only in mixed cars of flour. Bran in car lots is quotted at $25 per ton and shorts at $27.

WINNIPEG.

FLOUR.—Flour prices are unchanged with no immediate prospects of either advance or decline.

Ogilvie Milling Co., net price to trade—	
Royal Household	2 95
Glenora	2 65
Manitoba S. B.	2 35
Western Canada Flour Co.—	
Purity	3 00
Three Star Patent	2 70
Battle Patent	2 65
Strong Bakers	2 33
Huron	2 20
Lake of the Woods Milling Co. Net prices to trade.	
Five Roses, bbl.	5 90
Lake of the Woods, bbl.	5 50
Harvest Queen, bbl.	5 10
Medora, bbl.	4 30
XXXX	3 20

CEREALS.—Quotations are as follows:—

Rolled oats—	
80 pound sack	2 25
40 pound sack	1 16
20 pound sack	0 65

OVERDUE ACCOUNTS.

This is a time of year when the retail merchant may with profit attend to collecting overdue accounts. It will be good policy to get in touch with people whose accounts are of long standing and demand payment. It can be done without giving offence, if the retailer considers it desirable to avoid doing so. A little talk, face to face, will have effect; but if you can't get cash, at least demand a note, bearing interest.

HANDLING COMPLAINTS.

A time and place where good judgment and cheerfulness are necessary is in the handling or treatment of complaints. For the few customers who will bring complaints to headquarters, there are many who will say nothing, but will deal elsewhere and many more who will complain elsewhere. Some people are habitual complainers and should be treated as courteously and cheerfully as possible, yet, without waste of time. A complaint of reasonably minded people should always be carefully looked into. Mistakes will happen in any business and the quicker they are remedied, the less harm they will do.

Easter Demand Helps Fruit and Vegetables

But Weather Has Not Been Altogether Favorable — Florida Celery Much More Reasonable In Price—Will Mean Increased Consumption—Tomatoes Firmer At Primary Points — More Spanish Onions Arrive—Steadiness In Potatoes.

Demand in anticipation of Easter trade helped movement of fruits and vegetables somewhat this week. The touch of the festive season which surrounds this day naturally works for a better demand, especially for the fancy lines. Florida celery and tomatoes have been the favorites in the vegetable list this week, with other new green goods running as close seconds, while in fruits honors have been divided among oranges, strawberries and pineapples.

Warmer weather would be welcomed by fruit and vegetable men. It would no doubt instil greater activity into these lines. "Don't forget to bring warmer weather next time you come," was the final comment of one dealer. "We need it in our business."

Florida celery prices, as we pointed out last week could be expected, have experienced a sharp break this week and have come down to a quite reasonable level. Shipments have been on a much larger scale and thus the easier feeling. This will mean a much larger consumption of this line, for high prices that have prevailed for some time have prevented the public appetite for this line from being appeased. Florida tomatoes have, however, been moving in opposite direction on primary markets under smaller offerings. The stock that has been coming to Canadian markets has been of excellent quality and has consequently been well taken up.

Another shipment of Spanish onions arrived on Eastern Canadian markets this week. This will probably be the last shipment of season. Egyptian onions have not yet arrived but are expected to be fairly reasonable in price this year when they do come along.

Potato values were easier for a time under large arrivals of English and Irish stock but with a smaller quantity of these arriving steadiness has set in. Although a considerable quantity of potatoes have been imported this year, general supplies are on a small scale and some little time yet to run before new stock will become a factor in supply. Holders in New Brunswick are firm in their ideas and are apparently not shading prices, feeling confident of the future. Purchases of potatoes are now in smaller lots than earlier in the year. There is quite a demand for potatoes for seeding purposes.

MONTREAL.

GREEN FRUITS.—Green fruits are still active; imports are coming freely. The market prices generally show declining tendencies resulting from increasing supplies. Easter call has livened the situation.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	....	3 00
Oranges—		
Florida	....	3 50
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Floridas, cases of 24	5 75	6 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

VEGETABLES.—Vegetables offer a lively market. Shipments are free as a result of milder weather. Some prices declined during the week while others show declining tendencies. Celery, sweet potatoes and spinage are the declining features for the week.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery	5 50	6 00
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	....	0 50
Sweet potatoes, per basket	....	2 25
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	8 50
Spinage, per bbl.	3 75	4 25
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	4 25
Fancy	....	4 75
Tressez	....	0 20
Turnips, per bag	....	1 00

TORONTO.

GREEN FRUITS.—More interest, as pointed out last week, has developed in apples which dealers report moving out fairly freely. There is considerable stock still held, however, although some of the more fancy lines, as it natural at this time of year, are not plentiful. No. 1 Spies are quoted at $5 per barrel. No. 1 Ben Davis may be had at $4. Box apples are meeting with considerable demand at $1.50 to $1.75 for ordinary varieties. A year ago box apples were being brought in from across the line but are not needed this year.

Florida strawberries are easier at 60 cents, while the same tendency is present in pineapples. Lemons are moving fairly freely at steady prices, as are also oranges and grapefruit.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	3 00	3 50
Tangerines, strap of 2 boxes	....	6 00
Grapefruit—		
Florida, case	6 00	6 50
Cuban, case	5 50	6 00
Grapes, Almeria, per keg	4 00	6 00
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Northern Spies No. 1	....	5 00
Pineapples, case of 34	5 00	5 50
Pineapples, cases of 30	4 50	5 00
Florida Strawberries, box	....	0 60

VEGETABLES.—Weather at beginning of week was rather adverse to vegetable trade but movement was better towards latter part in anticipation of Easter demand.

The lower prices, which it was pointed out last week could be expected, in Florida celery have arrived with arrivals on a larger scale. From $3.75 to $4.50 is the ruling price. One dealer quoted 8's at $3.25 and 4's and 6's at $3.75. Lower prices will mean a much larger consumption.

Another, and probably the last shipment for season of Spanish onions, arrived on Monday. First shipment of Egyptian onions has not yet arrived. Tomatoes are moving out freely and prospects apparently are for firmer prices as that is tendency on primary markets.

Easier feeling in potatoes is disappearing and steadiness setting in. That New Brunswick dealers are firm in their ideas is shown from fact that offer received from that province on Monday would mean laid down here practically the price that is being asked retailer now.

Asparagus, large	....	0 65
Asparagus, small, doz.	....	2 00
Cabbage, new, per crate	....	5 50
Canadian beet, per bag	....	1 00
Carrots, bag	....	1 75
Cauliflower, Cal., case	....	3 50
Celery, Cal., per case, 6½ to 10 doz.	....	7 50
Celery, Fla., per case, 5 to 8 doz.	3 75	4 50
Turnips, bag	....	0 00

Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	....	1 25
New radish, per dozen	0 40	0 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 75
Onions—		
Green onions, dozen	....	0 35
Spanish, case	4 00	4 50
Spanish, half cases	....	2 25
Canadian, 75-lb. bags	....	3 00
Parsnips, per bag	....	1 75
Potatoes, N. B.	....	1 80
Potatoes, Ontario, bag	....	1 70
Potatoes, Irish	....	1 65
Tomatoes, Florida, crate	4 00	4 50
Sweet potatoes, hamper	2 00	2 25

Making Savings in Freight in Summer

What Opening of Navigation Means to Dealers in Western Canada and in Lake Port Towns — Advantage Not Always Taken of This—Waking of The Great Lakes Expected End of April.

April 15 is the standard time for throwing open the flood gates for navigation on the Canadian Great Lakes. This year, however, the opening time will be probably nearer the end of the month. At any rate we shall soon see the waking of the waters to greet the big freighters that ply on our great bodies of fresh water.

Where the Merchant Comes In.

What has this got to do with the retail or wholesale merchant?

With many it hasn't much association, but with those doing business at lake points as well as those in Western Canada, it gives an opportunity of saving $7 or $8 freight in a car load of goods.

The bulk of the groceries that go by freight is placed in classes four and five —that is they are scheduled as either 4th or 5th class goods. There are, of course, first, second and third class goods as well, but the major portion goes into either one or the other above mentioned classes.

"It is difficult to understand," remarked a representative of a lake freight line to the Grocer the other day, "why wholesalers do not take more advantage of the lower water rates in summer. A number of them do; they always anxiously await the opening of navigation holding many shipments for that time, but the majority continue to pay the higher rates."

Means Considerable Saving.

As a matter of fact the saving on a shipment of fourth class goods means a saving of three cents per hundred pounds over railway rates from Montreal, Toronto, Hamilton, etc., and all intermediary points and from any of these ports to points on Lake Superior where goods are transhipped to the railways for the Western market. On fifth class goods the saving is two cents per cwt.

On first class—such as bottled fruit—it is five cents and on second and third four cents.

It looks therefore, as if retailers who have to pay freight and whose places of business are in Western Canada, or at Laek Ports or within easy access of them, would save a good deal of money in a year by taking advantage of the lake freighters to have their goods shipped.

Saving on a Car Load.

On 33,000 lbs. or 330 hundredweight —approximately a car load— at three cents per hundred the saving would be more than $9; at two cents it would mean almost $7.

The question of expediency in handling this freight by lake freighters may arise. But acording to the representative of one company they are able to handle it quite freuqently to better satisfaction in this respect than the railways. There can be no such a thing as congestion or freight tied up anywhere. The lakes are two wide for that.

The port of Toronto alone can supply sufficient tonnage to carry 12,000 tons of freight a week and with evident inefficient railway facilities at times during the year it would appear that much saving of time could be frequently effected.

Up to Retailers.

With these points in view, retailers, who are favorably situated, can well afford to go into this question. By ordering goods early, so that they do not need to be expressed, they can frequently save money during the summer months. If wholesalers do not offer suggestions in shipping by water retailers could stipulate that the goods be sent by water when sending in or giving their orders.

Opening of navigation is expected during the last week of April. Where advisable, orders could be held for shipment until that time.

Retailer's Troubles Collecting Debts

Dealer Tells of Case Where Woman Who Owed Him Grocery Bill Refused to Pay Him Because She Had to Buy Coal—References to High Cost of Living.

Lindsay, Ont., Apr. 4.—(Special)—"Really I cannot understand how the poorer people of Lindsay, (or for that matter any other town of its size) are standing the high prices these days."

The above remark was made J. E. Adams, of Adams Bros., retail grocers, Continuing, he said, "If any person told me last year at this time that the grocers of Lindsay would be importing potatoes from Ireland and New Brunswick and selling them at a profit I would have told him he was crazy, but yet it is true. These Irish potatoes have been selling at $2 per bag, and we cannot meet the demand. It has been surprising the number of unusual prices this year, many articles, which are usually sold at reasonable prices are beyond the reach of the average housekeeper. Many of the people cannot pay their bills and this is where the grocer suffers. For instance, we are lenient with them and give credit, but the same woman will go to the coal man and lay down her $7.50, simply because she cannot get credit. Why should this be?

"The other day a woman entered the store, who had but $5 in her purse and when asked to pay her grocery bill she demurred and said that she simply had to pay her coal bill, and consequently we had to let our bill stand. The prices for many articles are high, and as I said before I cannot understand how many of the poorer families are living. The merchants also suffer, that is, where they give credit. Its too bad we could not force payments like the coal men do."

Mr. Adams further stated that he was perfectly in sympathy with the idea of giving no "tick." Thousands of dollars were lost annually in this manner, and if merchants in other lines of business could force or demand cash payments then, he maintained, the grocers should demand like concessions. Mr. Adams would like to see the matter brought up before the retail associations.

CATALOGUES AND BOOKLETS.

The T. A. Lytle Co., Toronto, have just issued a handsome catalogue of their products. Prominent on the covers is the "Sterling" trade mark of the Company in three colors. The different bottles containing their products are shown in original colors both as to the label and contents. For instance, the pickles have a green tint, catsup red, extracts in yellow, pink and red tints, etc. The booklet is certainly an attractive production.

Final Bid for Fish Business Being Made

Good Lenten Season Is About to end—Trade Will Return to Regular and Even Channels—Fresh Fish Will Be In Greater Prominence as Season Advances—Prices Hold Steady

Final bid for fish business during rush period is now being made. Soon another Lenten season with its accompanying big demand for fish will have passed into history. With passing of Lent, fish trade will return to regular and even demand, with fresh caught varieties coming into greater favor as the season advances.

General satisfaction is expressed with the season now about to close. Lent started off with marked briskness, and although demand slackened off somewhat along about the third and fourth weeks, this was to be expected, as retailers like to clean their stocks up to a safe margin. The last week has been quite up to the standard, Good Friday being a day when a large quantity of fish is consumed.

For a goodly portion of the success of the season, the weather man has to receive credit. Conditions have been ideal for the selling of fish with minimum expense and trouble, and this has helped a great deal, as it always does.

Even now on the eve of the quieter season, prices on fish are holding steady with most wholesalers' stocks cleaned up to safety mark. This is a contrast to some other years when a break in prices of some varieties in order to clean them up, has not been uncommon.

Oyster trade is at a rather low ebb, many retailers having given up the sale of this line for the season. There are still many, however, who are selling them, and still getting considerable trade. Stocks are still coming along to Canadian markets in first class shape.

QUEBEC.

MONTREAL.—Fish dealers were again rushed this week filling the Holy Week demand. Prices remain firm on all varieties; but shortages in some lines are perceptible.

FRESH AND FROZEN.		
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	0 09	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 06½
Pike, dressed and headless, lb.	....	0 06½
Steak, cod	....	0 07
Mackerel	....	0 10
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 00
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	0 00	0 10
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.	
Boneless cod, in blocks or packages, lb..	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	5 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 00
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½

SMOKED.	
Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 13
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 25
Smoked salmon, per lb.	0 25

SHELL FISH.	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal, $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Last week of Lenten season is here and about to pass into history. First of week did not find any special briskness in demand, but as Friday approached business showed more activity. With mild weather dealers operate on safe side, believing in getting shipments oftener and in smaller quantities. With passing of Lent trade will revert back to steady and regular channels, turning more to fresh caught as the season advances.

Prices hold steady even on the brink of the passing of the fast season, showing that stocks held are well on the safe side.

Fresh halibut is offered this week.

FROZEN FISH.		
Gold eyes	....	0 05
Pike	....	0 05
New pink sea salmon	0 09	0 10
Whitefish	0 09	0 11
Halibut	0 09	0 10
Smelts, extra, per lb.	....	0 15
Red salmon, headless and dressed	0 11	0 12
Mullets	....	0 04
Bluefish	0 11	0 12
Steak, cod, per lb.	....	0 06½
Flounders, per lb.	....	0 05
Tullibees, per lb.	....	0 05

FRESH CAUGHT FISH.		
Steak, cod	0 08	0 09
Haddock	0 07	0 09

SMOKED.		
Kippers, per box	....	1 15
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 85
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch haddies, per box	....	1 50
Scotch kippers, per box	....	1 65

PICKLED.		
Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Labrador herring, half bbls.	3 25	3 40
Shrimps, 1-gallon cans	....	1 25

PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 30
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

CANADIAN CANNERS ADMITTED.

It has been decided by the executive of the National Canners' Association of America to admit as members Canadian canners. The latter have frequently made requests to be admitted and their eligibility has been finally agreed upon.

STARTED LIFE WITH A SMALL CAPITAL.

John R. Booth, the Ottawa lumberman, started life with a capital of $9. But he had energy and ideas and is today one of the leading capitalists of the Dominion. Some interesting incidents of his career are related in "Booth, the Timber King," published in MacLean's Magazine for April, a copy of which may be secured from the MacLean Publishing Co., University Avenue, Toronto. The sketch tells how he revolutionized the lumber industry, how he made his influence felt in big business deals and throws some unique side-lights on his personality and career.

J. J. Fisher, of Fisher & Stait, Port Arthur, Ont., has bought out Wansen & Kotanen, grocers, corner of Bay and Algoma streets.

Canadian Grocery News of the Past Week

Changes in Business Numerous—New Wholesale Grocer in Prince Rupert—Another Brush Factory in the Maritimes—Stratford Merchant's Association Deal With Donations—London Grocers Complain of Hucksters' Methods.

Western Canada.

W. P. Yeo, general merchant, Lloydminster, Sask., is succeeded by Yeo & Greening.

McDonald Bros., grocers, Edmonton, Alta., is succeeded by D. J. Chapin.

Rebecca Lockwood, grocer, Winnipeg, is succeeded by E. H. Rogers.

F. Jaynes, grocer, Greenwood, B.C., has sold to W. E. Brown.

M. Brown, grocer, Cardinal and Winnipeg, Manitoba, has sold to John Smith.

Fred. G. Dawson has opened a wholesale grocery establishment in Prince Rupert, B.C. He has been in the brokerage and manufacturers agency business there for four years. His place of business will be on Railway Avenue, where he has leased two floors 50 x 50 feet each of the Piercy-Morris warehouse.

The new grocery store of J. Holmes, Cardston, Alta., has been opened. The building presents a neat appearance with its nicely painted interior and the large show windows facing the street. The building proper is of brick veneer, while a large frame warehouse has been erected at the rear. The business of the new firm will be conducted under the personal management of Mr. Holmes while the other store at Glenwood will be in charge of Mr. Savage.

Quebec and Maritime Provinces.

Henry Daoust, grocer, Montreal, has sold to H. Lefebvre.

Brosseau & Collerette, grocers, Montreal, have registered.

Langevin, Phillipe & Cie, grocers, Montreal, have registered.

P. Carroll, who has been for the past twenty years with the T. S. Simms Co., Ltd., St. John, N.B., has severed his connection with that firm to take up his duties with the Canada Brush Co., Ltd. He has left on an extended trip through the principal brush manufacturing centres in the United States. The Canada Brush Co., Ltd., expects to have their factory in operation about May 1st. The employes of the brush department of Messrs. Simm's factory, as a mark of their regret at Mr. Carroll's departure, presented to him a handsome travelling bag, accompanying the gift with many warm expressions of good will.

Dr. E. S. Kirkpatrick, former trade commissioner for Canada with the West Indies, was in St. John, New Brunswick, this week in connection with his organization of the Canada West India Co. Its aim is to develop trade between Canada and the West Indies and its capital is one million dollars. He now has offices open in Woodstock, N.B., and expects by next fall to open a suite in St. John, where it is proposed to have the headquarters.

Lewis Connors, a member of Connors Bros., Ltd., of Black's Harbor, Charlotte county, N.B., was in St. John, N.B., last week and spoke interestingly of matters connected with fishing in that vicinity. Up to the present, he said, the unfavorable weather has been practically prohibitive to lobster fishing but with better weather conditions a fair catch might be expected. At present the men were engaged in dragging for scallops, digging clams, and trawl fishing. The latter is expected to be quite satisfactory, and line fishing, including cod and haddock, appears indicative of good prospects. Owing to the large amount of stock carried over, the outlook for sardines is only considered fair

Ontario.

A. M. Rosa, grocer, Niagara Falls, is succeeded by F. A. Berryman.

T. E. Hanna, general merchant, Rosemont, Ont., has sold to R. W. Hadgraft.

Bain & Adams, grocers, Hamilton, have dissolved, A. G. Bain continuing.

E. Lees, grocer, Hamilton, has sold to E. House.

Mary Condy, grocer, Markham, Ont., has sold to E. C. Urquhart.

J. J. McCabe, wholesale fruit broker, Toronto, has sent out a neat blotter containing the April calendar and an attractive illustration entitled "Apple Blossoms," by Kenyon.

A meeting of wholesalers in Hamilton, Ont., presided over by Fred. T. Smye, was held last Thursday in connection with the Canadian Credit Men's Association.

W. H. Thompson, Hamilton, Ont., who has been with The F. F. Dalley Co., Limited, for the past six years has resigned. He has covered the entire United States field for that firm.

O'Donnell Bros., Peterboro, Ont., have purchased the grocery business of R. P. Carey at the corner of Hunter and Aylmer Streets.

Campbell & Pinkerton, who for 21 years have conducted a general store in Pinkerton, Ont., have dissolved partnership, J. B. Campbell retiring and leaving Albert Pinkerton in control. The former is going west.

A short time ago it was announced that a pork packing factory would be erected in East London, on the site of the one destroyed by fire some years ago. The project has fallen through, it is now stated.

The Merchants' Association of Stratford, Ont., has decided to adhere to its rule in regard to canvassing for charity in the stores. The question of allowing representatives of the Salvation Army and Children's Aid Society to solicit subscriptions was raised, and it was thought better for all concerned that the merchants be approached in their homes.

C. A. McNeill, grocer, Ingersoll, Ont., died suddenly last week. While at work in the store he fell to the floor behind the counter and was dead when medical aid arrived. Death was due to heart failure.

A deputation from the butchers and another from the Retail Grocers' Association of London, Ont., have grievances which they aired at the last meeting of the Fire, Water and Light Committee. The meat men protested against the removal of the present market house, while the grocers condemned the practice of huckstering on the market, and asked for relief. Their repretentations will be considered at the special meeting of the council regarding the market

Frank Menzie, who has been with The F. F. Dalley Co., Limited, of Hamilton, Ont., for 18 years, has severed his connection with that firm and will in a few months time manufacture a shoe polish in both Canada and the United States. Mr. Menzie was for six years sales manager of the above company in the United States.

NOT CONNECTED WITH CHEESE FACTORY PROPOSITION.

The Editor of The Canadian Grocer.—Numerous inquiries having made it evident that the name of this company is associated in the minds of many people in respect of the activities of a concern reported in several papers in the West as arranging to acquire and incorporate cheese factories throughout the country, we take this opportunity of stating that the MacLaren Imperial Cheese Company has no interest whatever in these undertakings, nor has any director or officer of this company any connection with them, or any interest in the sale of milk here or elsewhere.

Yours very truly,
MacLaren Imperial Cheese Co., Ltd.
Henry Wright,
Pres. and General Manager.
Toronto, April 2, 1912.

ANNUAL R. M. A.

The annual meeting of the Retail Merchants' Association of Canada will be held in Toronto on April 8 and 9. All members of the association are urgently requested to be presented.

Produce & Provisions

What Will Week Bring Forth in Eggs?

Dealers Wondering How Supply and Demand Will Measure Up at End of Week—Hogs Hold Steady—Firmer Feeling in Provisions and Lard—Hams and Bacon Sold Well for Easter—No Material Change in Butter as Yet.

While most of the orders for Easter provisions were taken some time ago, late last week and beginning of this week was marked by appearance of a considerable number of belated orders sent in by those dealers who hold off to the last moment. Last few days of this week, the retail dealer will find a good demand for hams and bacons and now that Lent has passed there will be much greater general activity in provisions which should warrant a little more than usual attention to this department.

Live hogs in past month have made a considerable upward movement in price. Since early in the year certain dealers had been looking for a let-up in the hog supply but it was only until about a month ago that this became apparent. Combined with a good demand from packers as Easter with its heavier demand was approaching, prices made a substantial gain. Demand will hardly be so keen when Easter has passed although supplies of porkers will probably continue on the short side.

In symjathy with higher prices for hogs on the hoof and a good demand induced by Easter, provisions have held a steady and firm tone with advances announced from some centres. Lard has been in good demand and is firm and in some cases higher.

This is a big week in eggs and also a somewhat critical one, through the uncertainness of how supply and demand will measure up at the end of the week. First of the week showed no drastic changes from values ruling last week but it was uncertain what the end might bring forth. It was claimed at certain centres that supplies were being held back in anticipation of higher prices as Easter approached. It is probable that bad roads have interfered considerably with shipments but no doubt every effort will be put forth to get supplies to market for the Easter demand. Consumption has shown a wonderful increase since prices became more reasonable.

What can be said of butter? The old make is well cleaned up, and while the new make is increasing, it has not, however, made any gain as yet over demand. Bad roads in the country have interfered with bringing of butter to market as well as sending milk to factories, so that some centres have experienced slight pinches on odd days. This week will find many more factories commencing on the new season's make and a more material increase can be expected from now on. As pointed out before the tendency is to easiness when increase in new make becomes substantial enough.

MONTREAL.

PROVISIONS.—Lard continues in demand at steady prices and stocks are kept quite closely cleaned up. Provisions still continue a little on quiet side; values are stationary. Some firmness is noted in hams, probably due to the fact they will shortly be in brisker demand.

Long clear bacon, heavy, lb.	0 16½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14½
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 11½
Rolled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 50 7 65
Hogs, dressed, per cwt.	10 25 10 50
Pure Lard—	
Boxes, 50 lbs., per lb.	0 13¾
Cases, tins, each 10 lbs., per lb.	0 13¾
Cases, tins, each 5 lbs., per lb.	0 13¾
Cases, tins, each 3 lbs., per lb.	0 13
Pails, wood, 20 lbs. net, per lb.	0 13¾
Pails, tin, 20 lbs. gross, per lb.	0 13¼
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 375 lbs., per lb.	0 12¼
One pound bricks	0 13¼
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09¼
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09¼
Pails, wood, 20 lbs. net, per lb.	0 09¼
Pails, tin, 20 lbs. gross, per lb.	0 08¾
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 375 lbs., per lb.	0 08¾
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER. — High prices still hold. Market stocks are still decreasing with no prospects of getting much further snupplies from New Zealand or the Old Country. The United States markets are in pretty much the same shape and can offer little assistance. Dealers must depend on the home manufacturers to relieve the situation.

Creamery	0 38	0 38½
Dairy, tubs, lb.	0 30	0 32
Fresh, dairy rolls	....	0 34

EGGS.—Effects of the mild weather can readily be seen in the market. Prices under freer shipments are again declining and can soon be expected to reach the 25 cent mark. Business has increased to fill the Easter demand.

New laids	0 27	0 29

CHEESE.—"Not moving" is said of the cheese market. The same lack of interest prevails with no signs of becoming active.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 30 lbs.	0 17	0 17½
Old cheese, large	0 16	0 16½

POULTRY.—Poultry is again featureless. No change in price or demand has developed; but a change can soon be expected with the opening of navigation.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—There is a fair business being done in honey, with no particular market features at present.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 09½

TORONTO.

PROVISIONS—Hams, bacon and other pork products have come into greater prominence of late. While most of the orders for Easter trade were taken some little time ago, there was a certain number of belated ones that made their appearance this week.

Live hogs have held steady at last week's figures. Stinted supplies combined with a good demand has caused recent upward movement. Whether small receipts of hogs is temporary or not is a question but demand with passing of Easter will hardly be so keen.

Pork products have taken another general upward movement during week. Hams and backs are 1-2 cent higher. Lard is stronger at 13 to 13¼ for pails

with some firms asking a little higher figure. Short cut pork and cooked hams are also firmer.

Smoked Meats—		
Light hams, per lb.	0 16	0 16½
Medium hams, per lb.	0 15½	0 16
Large hams, per lb.	0 15	0 15½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 16	0 17
Roll bacon, per lb.	0 11½	0 12
Shoulders	0 10½	0 11
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 12	0 12¼
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	19 00	20 00
Cooked hams	22 00	24 00
Lard, tierces, per lb.	0 12½	0 12¾
Lard, tubs, per lb.	0 12¾	0 13
Lard, pails, per lb.	0 13	0 13¼
Lard, compounds, per lb.	0 09	0 09½
Live hogs, at country points	....	7 50
Live hogs, local	....	7 80
Dressed hogs	....	10 50

BUTTER.—While time continues to roll on, butter situation shows no material change. "In just about same situation as a week ago, waiting for a bigger increase in new make" was one dealer's summing up of the situation. Old stocks are well cleaned up, and while new make is certainly showing an increase, it has a difficult problem in keeping ahead of demand and there have been slight pinches on odd days. However, when new goods increase enough, tendency will be downward. Bad roads in country are interfering with delivery of milk to factories as well as with shipments of butter.

	Per lb.	
Fresh creamery print	0 36	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 33	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—First of week found no change in egg prices but dealers were wondering just what the week might bring forth. Demand has been on a large scale measuring well up with receipts and it has been hinted that those at producing sections were holding up receipts in anticipation of better prices with the big Easter demand. Some dealers report considerable difficulty in getting enough eggs to supply the demand. Receipts are no doubt being held up to some extent by bad roads. This is a big week in eggs. The last few days of it will find a big demand for the new laid. How will receipts compare with demand? That is a question which only time can answer.

New laid eggs	0 24	0 25

CHEESE.—Prices are unchanged but hold firm. Stocks are comparatively small and firmness likely to continue. Some interest is being directed towards the new make now.

Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½

HONEY—"Routine trade at unchanged but steady prices," sums up the situation.

Honey—strained—		
White clover, 60-lb tins, per lb.	....	0 12
White clover, 10-lb. tins, per lb.	....	0 12½
White clover, 5-lb. pails, per lb.	....	0 13
Dark clover, 5-lb. pails, per lb.	....	0 12
Amber honey, 60-lb. tins, per lb.	....	0 08
Buckwheat, 60-lb. tins, per lb.	....	0 07
Comb white clover	2 25	3 00

POULTRY.—Business in poultry is on a small scale. Receipts are not large and prices vary considerably. Poultry has been in quite keen request this week by Jewish population as this is Passover week.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese	....	0 13
Turkeys	....	0 13

Dressed, 2 cents per lb. more.

Fancy Cheese on the Canadian Market

Something About the Varieties Not Generally Pushed but Which Carry a Good Margin of Profit—Details on Such Cheese as Limburger, Edam, English Stilton, Gorgonzola, etc. — Prices to Retail Trade.

While every grocer is well enough acquainted with the common Canadian cheese, there are many who do not know fancy cheese so well, and to whom some information on this variety will be both interesting and helpful.

The sale of fancy cheese in Canada is steadily on the increase. Grocers are beginning to recognize that a substantial trade can be built up in this line by a little pushing. The better profit on many lines is also an inducement to handle them.

Roquefort a Good Seller.

Roquefort cheese is principally made at Roquefort in the South of France. It has shown a great advance in price, both on account of the excessive drought and the disease which set in among the cattle in that country. To the retail trade it has advanced about 10 cents per pound from the prices quoted last year. It is packed in cases of 12 cheese, weighing about 4½ to 5 pounds each.

Gorgonzola From Italy.

Gorgonzola cheese is an Italian manufactured cheese and like Roquefort, during the past few months has shown quite an increase in price, and market still has an advancing tendency. Gorgonzolas are usually packed in baskets or small tubs weighing about 20 pounds.

Gruyere cheese (Swiss) is principally made in Switzerland, although there is a considerable quantity made in the United States called "Swiss type," or "American Swiss." It usually comes in large tubs, four cheese to the tub, weighing about 150 pounds per cheese. This also has shown a considerable advance compared with other years, which only goes to show that the terrible heat which was experienced in Canada last year was universal.

Uses of Edam Cheese.

Edam cheese is a Dutch cheese, largely used for grating purposes and is made in the shape of a cannon ball. They come in a case containing 12 cheese weighing about 4 pounds each.

Genuine imported Camembert cheese is made in France, but it is also largely made in the States and called "Camembert type." It is usually packed in wooden boxes weighing about one-half pound. It also comes in tins of about the same weight.

The Famous Limburger.

Limburger cheese is a line which has previously been largely brought from the United States and is called "imported Limburger," but on account of the domestic made cheese having attained such a state of perfection this is largely replacing any imported cheese. It is put up also in 1-pound bricks which are easily handled by the retail trade.

Dealers say that English Stilton cheese is gaining favor in this country, possibly on account of the number of English people who are migrating here and who bring the taste for it with them. This cheese weighs about 12 pounds each and is packed in cases of six and twelve cheese to the case.

A Cheese Made by Monks.

Oka cheese is a line similar to Camembert in make and is made by the Trappist, Monks of La Trappe, Quebec. They weigh about 5 pounds each and are packed 6 to the case.

Neufchatel cheese is a popular line, especially in the United States, but is growing largely in this country. It is a facsimile of cream cheese, only made from skim milk.

Brick cream cheese is a line which is not very familiar to the ordinary retail trade, but is especially made for the Jewish trade. It is usually packed 10 or 14 bricks to a case, weighing about 5 pounds each.

Pimento cheese is a new line on the market which is selling well.

Those dealers who will put a little time and effort behind their fancy cheese department should reap good results. A substantial and profitable trade may be built up if the required amount of attention is given.

Prices of Fancy Cheese.

The following are the prices of the above fancy cheese to the retailer on the Toronto market: Roquefort, 35c. in 4 case lots and 36c. in single cases; Gorgonzola, 22c. per pound; Gruyere (Swiss), 26c. in tubs and 27c. in wheels; Edam, $10 per case containing 12 cheese of about 4 pounds each; Camembert, $3.25 per dozen; English Stilton, 37 cents per pound; Oka, 23c. per pound; brick cream cheese, 20c. per pound.

Imported Limburger is worth 24 cents per pound. The domestic is 20 cents. The supply of domestic at present moment is practically exhausted. There will be no more to offer for the next week or so.

BOUTILIER'S Smoked Fillets

Here, Mr. Grocer, is a line you can do a good trade in ALL THE TIME, and we would advise you to consider it. You can easily start a good fish department and work it successfully. Make a selection from our lines. Instruct the driver or delivery clerk to tell your customers that you are open to handle their fish orders; or get out a neat circular (a few dollars will cover the expense) and send it round. The results will be good, because the housewife likes to give her order for everything to one store and dislikes having to go here for her groceries and there for her fish.

BOUTILIER'S SMOKED FILLETS

1. LARGE
2. PLUMP
3. FLESHY

OCEAN BRAND

HADDIES KIPPERS BLOATERS

Three more good lines with three strong points in their favor.

"Canada" Brand Pure Boneless Cod Fish

ASK US ABOUT THESE GOODS.
WE HAVE AN INTERESTING PROPOSITION FOR YOU.

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL

YOUR PROFIT

Mr. Manufacturer, depends considerably on the extent of your sales, and to increase these you must necessarily have ample representation over the large field at your disposal. The Hustling Canadian West offers a splendid market for the manufacturers and shippers of Eastern Canada, Europe and United States, and our intimate knowledge of the commercial conditions, combined with conscientious and adequate service, gives you unequalled facilities to enter this field of opportunity.

WRITE US RE YOUR ACCOUNT FOR THE GREAT WEST.

NICHOLSON & BAIN,

Wholesale Commission Merchants and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 60
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each 0 04
100 books and over...each 0 03½
500 books to 1,000 books.. 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 38
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26

LARD LOGIC

—Gunns Quality holds trade and brings new business—

PON-HONOR GUNNS FOOD PRODUCTS

Standards of Excellence

Maple Leaf Brand Pure Lard

Our Quality Brand Kettle Rendered Pure Leaf

Easifirst Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers **WEST TORONTO**

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

½-lb pkgs, White Moss .. 0 27
¼-lb pkgs, White Moss ... 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs, asstd... 0 27½
½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 12	0 21	0 17
Best shredded..	0 18	....	0 17
Special shred...	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon . ..	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and Toronto

	Per Case
Eagle Brand, each 4 doz...	$6 00
Gold Seal Brand, each 4 dz.	5 25
Challenge Brand, each 4 dz.	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co., Per case.

Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 65
Canada First Medium (20 oz.) Evaporated Milk ...	4 40
Canada First Hotel Evaporated Milk	3 90
Canada First Condensed Milk (sweetened)	5 05
Rose Bud Condensed Milk (sweetened)	4 90
Beaver Condensed Milk, (sweetened)	4 15

REINDEER LIMITED.

"Jersey" brand evaporated milk, family size, per case, (4 doz.).....	$3 75
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80
"Reindeer" Condensed Coffee, in glass jars, case..	6 20

ST. CHARLES CONDENSING CO.

Prices—	
St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00
Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha Package Coffee.	0 19
Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.	
Presentation (with tumblers) $3 per doz.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

BRANSON'S SHEKEEF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.

Small size..... $1.45 per doz., net

Large size..... $2.85 per doz., net

In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices per doz.

Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25

MacLaren's Roquefort—

Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40

MacLaren's Canada Cream—

Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.

"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz. ..	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3. flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case ...	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL, Case—

12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25

Tins—

5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.

Case 25 lbs., 11-lb bars, lb	0 07½
Cace,12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs, 11-lb bars, lb..	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts....	5 00
Sparkling Cider, 24 pts. ...	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23. $4.50.

Post Toasties—No. T3, $2.85.

Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45

	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz...	1 85

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	09⅝
Tubs	09⅝
Pails, 20 lbs.	09⅞
Tins, 20 lbs.	09⅝
Cases, 3 lbs., 20 to case..	10⅝
Cases, 5 lbs., 12 to case..	10¼
Cases, 10 lbs., 6 to case..	10⅛

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 85
2-lb. glass, doz.	3 30
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 25
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box .	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard," box	0 30

MAGIC BAKING POWDER MAGIC BAKING POWDER

Read The Label

Magic Baking Powder is guaranteed to be composed of the ingredients named on the label—and none other. It is the only baking powder manufactured in Canada that has all the ingredients printed on the label. There are several brands of Alum baking powder being offered that are labeled and advertised as containing "No Alum." This is unfair and is a direct misrepresentation. See that all ingredients are printed on the labels.

MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG

MAGIC BAKING POWDER
WHOLESOME
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD. TORONTO, ONT.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

HAMS

are already advancing in price and will undoubtedly be higher before Easter. We expect a keen demand for them at that time. Place your orders early.

We have cheaper cuts of Sugar-cured Smoked Meats, such as Shoulders and Rolls, both very acceptable and attractive in the present high run of prices.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap.
GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons,	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs. bbls., No. 1, white	.06½
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c. higher.	

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.05¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case	.08¼
6 lb. toy drums, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c. higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case $2 40
5-lb. tins, 1 doz. in case, per case 2 75
10-lb. tins, ½ doz. in case, per case 2 65
20-lb. tins, ¼ doz. in case, per case 2 60
Barrels, 700 lbs. $0 03⅜
Half barrels, 350 lbs. 0 03½
Quarter barrels, 175 lbs. . 0 03¾
Pails, 38½ 1 75
Pails, 25 lbs., each 1 25

Lily White Corn Syrup.

Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz. in case	$2 75
5-lb. tins, 1 doz. in case	3 10
10-lb. ins, ½ doz. in case.	3 00
20-lb. tins, ¼ doz. in case	2 95

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

	Case
2-lb. tins, 2 doz. in case	$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 65

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 25
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCHSTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90

H. P. Pickles—

Cases of 2 doz. pints	$3 25
Cases of 3 doz. ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5 1-3 to lb.	36
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	60
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale R't'l.
Brown Label, 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s	.36 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s 24 30

Every Little Purchase
Should Have a Profit All Its Own.

When buying tea, Remember **LUDELLA.** This is the tea that not only insures your trade with your customer, but with every sale you make a reasonable profit.

Orange Label Ludella Tea,			**-**	**1s, 23c, retails**	**30c.**
Orange Label	do	do		**½s, 24c,** do	**30c.**
Brown Label	do	do	**1s and**	**½s, 28c,** do	**40c.**
Green Label	do	do	**1s and**	**½s, 35c,** do	**50c.**
Red Label	do	do		**½s, 40c,** do	**60c.**

Packed in 30, 60 and 80 lb. cases. We allow the freight on case lots or over.

ENGLISH JAMS

At this time of year most of the cupboards are bare of the good old home-made Jam, but we have a brand of English Jam, the quality of which is so fine that once tried even Mother would sit up and take notice.

"Chivers" Raspberry and Strawberry, cases,
4 doz. 1 lb. tall glass jars at - - $2.25 doz.

PRUNES

Some of the trade bought prunes at rather fancy figures. On account of bashfulness we refrain from publishing our prices, but if you are in the market to buy let us hear from you and we think our quotations will prove interesting.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Orange Label, 1's	23	30
Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's...	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	.20
Black Label, ½-lb. retail at 25c	.21
Blue Label, retail at 30c ...	.24
Green Label, retail at 40c ...	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c .	.42
Gold Label, retail at 80c ...	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Florida Tomatoes,

CABBAGE and CELERY

arriving fresh every few days.

Our VOLUNTEER Brand Navels is as usual giving good satisfaction, two cars of this brand arriving each week, this enables us to fill your orders with latest pack.

Full lines of Lemons, Nuts, Figs, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

Butter, Eggs

AND

Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

"ST. NICHOLAS"

are always

VERY FINE

It will pay you to insist on this Brand.

J. J. McCABE

AGENT

TORONTO, : : ONT.

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

NO RISK

WITH OUR FRESH TOMATOES

OUTDOOR GROWN

Supplies Guaranteed All Winter

6 BASKETS TO THE CRATE

Under the "Crown" Brand every Tomato is carefully examined and all green or poor ones are removed.

Good Color

Clean

Firm

Every Crate Guaranteed

Something Unusual

WEST INDIES FRUIT CO.

30 William Street, Montreal

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor

A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

Fancy Florida Tomatoes

This is the season when one wants to buy the best Florida Tomatoes.

The crop is only 25% and generally poor quality. We are handling only the celebrated

Peters Pack

Acknowledged to be the very best leaving the State.

We have 15 cars of this pack contracted for, so our trade are assured of getting top-notch quality in these goods.

WHITE & CO., LIMITED
Dealers in Fancy Fruits, Vegetables and Fish
TORONTO and HAMILTON

Tomatoes--New Cabbage--Celery
Lettuce--Cucumbers--Radish
Rhubarb--Green Onions
Spinach

These are some of the things you should be selling just now. Your trade is looking for nice fresh green vegetables. But they must be fresh and of the very best quality. This is why you should order here.

ORANGES LEMONS BANANAS
PINEAPPLES GRAPE-FRUIT

THE HOUSE OF QUALITY

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

FRATELLI FOLLINA'S
BUSTER BROWN
LEMONS

IF ONLY ONCE THIS BRAND YOU'LL TRY.

WE'RE SURE THESE LEMONS YOU'LL ALWAYS BUY.

"WE KNOW THE REASON"

FRATELLI FOLLINA, PACKERS
Palermo, Messina

W. B. STRINGER
Can. Agent Toronto

ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton; The Young Co., Limited, North Bay and Sudbury.

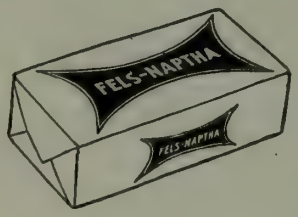
MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA

"What It Does"

Put Fels-Naptha soap "where it is"—on a firm foundation of popularity with women—and the same qualities keep it there. After all the only thing that counts is "satisfaction."



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW.

W. P. Downey
MONTREAL, QUE.

Mooney's Perfection Cream Sodas

Satisfying and delicious—satisfying from the point of "Quality" and "Price." Delicious because they are rich, of that creamy flavor. They are packed in air-proof packages, keeping them always crisp and tasty. Never suggest a substitute because there can be no substitute as good when "Perfection" have once been used.

The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. **Winnipeg, Man.**

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

Get Down To Date

Carry A Stock of

MAPLEINE

to meet the popular demand for a staple that's better than maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

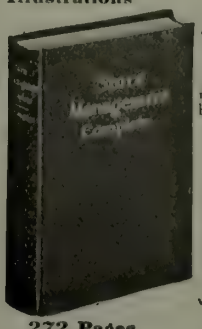
Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

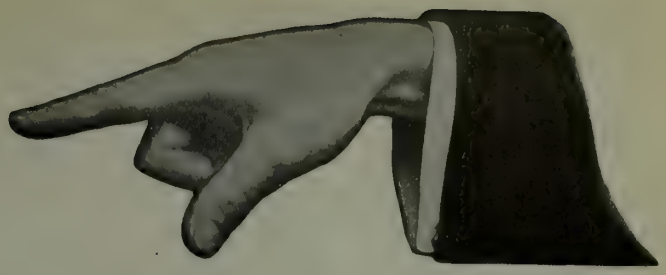
Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

FISH FOODS

In consequence of the extraordinary late winter Fresh Fish of all descriptions will be very scarce. We have provided a choice lot of WINTER CAUGHT WHITEFISH to tide over until fishing opens up. These fish are practically fresh-caught. Taken through the ice and frozen alive, they offer a substitute hardly surpassed by summer-caught fish.

We offer

FROZEN WHITEFISH
" GOLDEYES
" TULLIBEES
" COHOE SALMON

FRESH CAUGHT HALIBUT
" HADDOCK
" COD

CISCOES KIPPERS DRY COD BLOATERS SHRIMPS FINNAN HADDIE OYSTERS

The F. T. James Co., Limited

Church and Colborne Sts., Toronto

CLASSIFIED ADVERTISING

ARTICLES FOR SALE

FOR SALE—STIMPSON COMPUTING SCALE 30-lb. capacity, in first-class condition; and Arctic refrigerator, valued new $80. Would sacrifice; also No. 14 Enterprise coffee mill and other fixtures. H. Richardson, 144 Dundas St., Toronto.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY, BAKING AND CONFECTIONERY business for sale. Owner going west. Apply W. C. Britton, Newcastle, Ontario.

GROCERY BUSINESS—BROADVIEW DISTRICT, Toronto. Good location in growing residential section. Doing profitable business. Owner going west. Box X, Grocer.

GROCERY BUSINESS FOR SALE IN BEST city in interior of British Columbia. Stock and fixtures about $4,500, all first-class; no old stock. Sales, $2,500 monthly, best class family trade. Business conditions most congenial. Delightful climate. A dandy and money maker. For particulars apply Box No. 421, Canadian Grocer.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

COMMISSION LINES WANTED

WANTED TO HANDLE LINES ON COMmission basis, good storage facilities. Travelers cover most of Alberta and Northern Saskatchewan. Apply Box 420, Canadian Grocer.

SITUATION WANTED

WANTED. SITUATION AS MANAGER OR Assistant, 6 years manager in present occupation. Available May, 1912. Box 82, Canadian Grocer, 88 Fleet Street, London, England.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOKKEEPING STAFF IN ITSELF, DOing the work with machine precision and accuracy. The National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto..

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

The Warm Days Coming Mean—

A Move From The Kitchen Stove

Yes, the housewife will soon find it warm enough in the open without hanging over the stove or range, and anything you can do to keep her in an even frame of mind will work to your benefit later on. Suggest the use of

THE

Ermaline Cooking Bag

and point out how it makes cooking easier, saves time and does away with the "watching" part. The food can be placed in the bag and left in the oven to cook and there is no need for anyone to stand by and watch it.

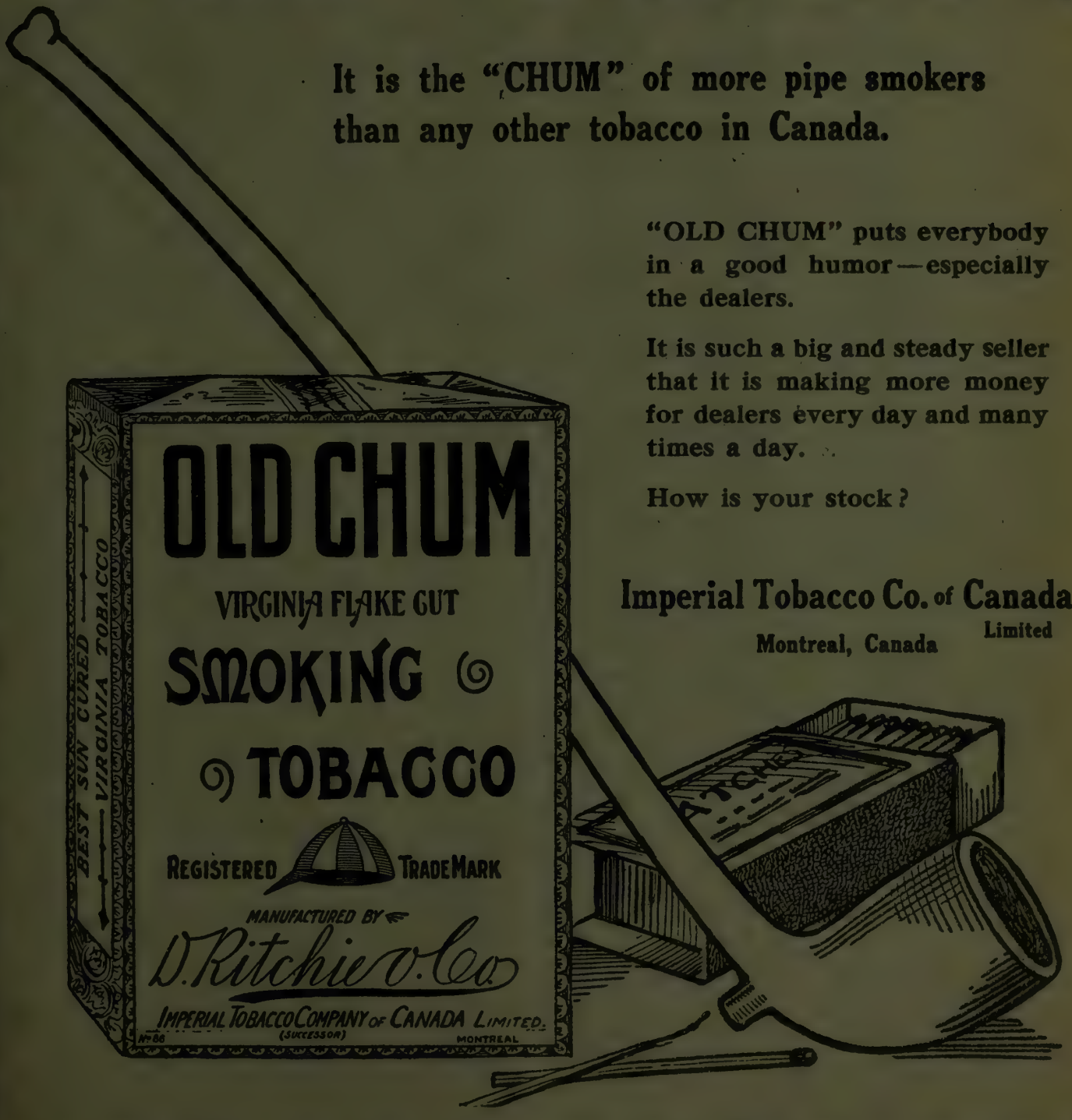
The Ermaline Bag will be a money maker during the summer months. Take a tip.

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal

EVERYBODY SMOKES

OLD CHUM

It is the "CHUM" of more pipe smokers than any other tobacco in Canada.



"OLD CHUM" puts everybody in a good humor—especially the dealers.

It is such a big and steady seller that it is making more money for dealers every day and many times a day.

How is your stock?

Imperial Tobacco Co. of Canada Limited

Montreal, Canada

Keep Your Tobacco Department to the Front!

You will find that a Tobacco Department runs itself, providing you sell good cigars, which give the smoker value for his money. Profits which accrue are larger than you make in any straight grocery line. Feature

7-20-4 CIGARS

They are a known brand with a high reputation. It has been our aim to manufacture cigars that for quality cannot be surpassed. Using the very best tobacco and employing only skilled help, make possible the fulfillment of our ambition. If you are not handling **7-20-4** in your Cigar Department

WRITE US TO-DAY—DON'T WAIT.

The
Sherbrooke Cigar Company
Sherbrooke, Quebec

It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised what you can do with

Maple Sugar Chewing Tobacco
King George's Navy "
Master Mason "

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.
Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

The sale of

REINDEER Condensed Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED

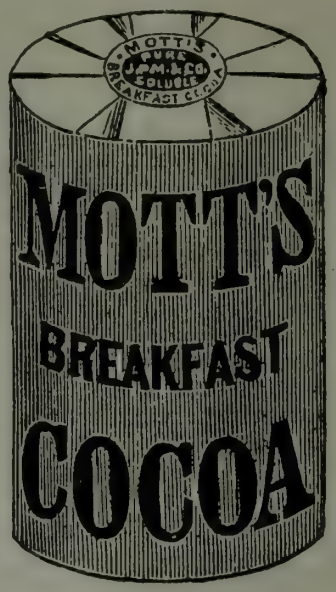
TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:
W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

CHILDREN

grow sturdy and strong on

ABSOLUTELY



PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

No More Soap Troubles.

Quaker Soap

Is Soap everybody wants—
It's all soap.

100 double wrapped bars to box without even prizes or premiums at the lowest price good soap can be sold for.

YOU HAD BETTER WRITE NOW OR ASK OUR TRAVELLERS.

Mathewson's Sons

Wholesale Grocers
MONTREAL

THE ARCTIC REFRIGERATOR IS A TRADE-PULLING FORCE

The above cut represents one of our new designs, ideal for the butcher, attractive in appearance and up-to-date in use. The side panel, distinct from the refrigerator proper, is designed to fill out the total width of store, making a complete unbroken front or may be fitted and used as an office. We guarantee the lowest temperature and perfect circulation.

The grocer's needs may be equally as well supplied here. Write for our new catalog NOW.

Representatives in West:
Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., Limited

TORONTO, ONTARIO

MUCH EASIER TO DO THAN YOU MAY THINK

No article that you sell will so well repay you for a little extra effort as 40c. Red Rose Tea.

We doubt if there is anything sold in the grocery store that is so fully worth to the consumer the small extra cost as 40c. Red Rose, while at the same time giving the merchant a much better profit.

Within a very few months nearly any merchant could, by a little but persistent effort, change his 30c. tea trade to 40c., and when once changed he will only wonder that he had ever sold any tea but the 40c. Red Rose.

It is a very easy way to make a little more profit in your business this year.

Branches:
156 Lombard St., Winnipeg, Man.
322-6 Ninth Ave. W., Calgary, Alta.
Head Office: St. John, N.B.

T. H. Estabrooks Co., Limited
7 Front Street East, TORONTO, ONT.

NATION'S CUSTARD
POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

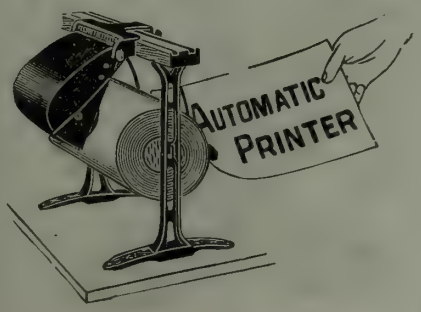
Nation's Egg Powder

AGENTS:
C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd. Edmonton, Alta.
Ayre & Sons, Ltd., St. John's Newfoundland
J. M. Crosswell & Co. Kingston, Jamaica

Samples free by post.

IF
You want to advertise your store
You want to advertise your service
You want to stamp your name on paper
You want to stamp your name on bags
You want to save 90% on your advertising bill

Ask us about the



It's a wonder, and does everything we claim for it.

PAYMENT LIGHT.
SATISFACTION HEAVY.

Send your name into every home every day.

UTILITIES LIMITED
MONTREAL

Listen!

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

SPANISH PEPPERS,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
HARICOT VERT,

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

It's delicious.

H. E. VIPOND & CO.
MONTREAL

Everybody says

H-O Ammonia Powder

is the best and does its work better than any other.

LEITCH ANCHOR BRAND OAK LAKE

This Checker is Crowned

In playing the game of Baking, your first move is good flour. **Anchor Brand Flour** has already been crowned, holds first position and works all ways. It will clear the board for you.

Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

WORLD RENOWNED BRAND STUHR.

C.F. St.&Co

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

That "Fussy" Customer

of yours should always be made to feel that yours is the store that handles the highest grade and always reliable food products.

The choice of these critical judges of quality has always fallen on the "E.D.S." Brand of government inspected Pure Fruit Jams and Jellies or other vegetable products. Handle the best.

MADE ONLY BY

E. D. SMITH

WINONA, ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

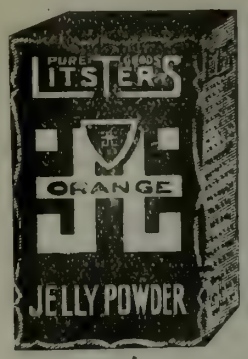
If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



PURITY SATISFACTION

GOODS

WORTH PUSHING

You can safely recommend Litster goods because of the measure of satisfaction they always give. Quick, easy sellers because your customers know and depend on the Litster quality.

Litster goods not only pay you a good profit now but strengthen your hold on the better class of trade

Anything LITSTER'S is good

PURE FOOD LITSTER'S

DON'T OVERLOOK THESE LINES

Sold From Coast to Coast

BULLDOG AMMONIA POWDER
BULLDOG LIQUID AMMONIA
BULLDOG CHLORIDE OF LIME
BULLDOG LIQUID BLUEING
BULLDOG BORAX
BULLDOG LYE
BULLDOG CRESOLEUM
(for disinfecting purposes)

Special prices on 5 and 10 case lots.

Ask your jobber's salesman.

The John B. Paine Co., Limited

Getting In On Good Prices Means Big Profits

Make no mistake about this space, Mr. Grocer. We're out to make money, admittedly, but we give you special prices which enable you to get "yours" from every sale. Watch our list every week and benefit.

FEYRET & PINSAN

Bordeaux, France.

We have in stock choice goods from these celebrated packers of Meats, Vegetables and Fruits.

Get quotations on:—Anchovies, Cherries in Maraschino, Spinach, Mustard, Cepes (a highly delicious mushroom). Also

Pate foie gras, Gibier and Sardines

JAM—Bar le Duc 2 ozs. & 4 ozs.

ALIMENTARY PASTES

Macaroni, Vermicelli, Spaghetti, Small pastes.

MINERVA BRAND OLIVE OIL

A good seller. Certificate of purity is attached to each bottle or tin, and bottle is enclosed in handsome carton.

DRIED FRUITS

We still have a fair stock on hand of:—

PEACHES and **APRICOTS** in boxes of 25 lbs.

APPLES in boxes of 50 lbs.

CALIFORNIA PRUNES, sizes 60-70 to 100-120, in boxes of 25 lbs.

OREGON PRUNES, sizes from 30-40 to 80-90, in boxes of 25 lbs.

CURRANTS

Cleaned, in cases of 36 1 lb packages.
Loose, in cases of 25, 50 and 80 lbs.

ENGLISH PEELS

The new stock will undoubtedly be 2c. or 3c. higher than the present price, so get in on the ground floor and buy now.

Lemon Orange Citron

Laporte, Martin et Cie.

LIMITÉE

MONTREAL **Telephone Main 3766**

INDEX TO ADVERTISERS

A

Adamson & Co., J. T. 20
Allison Coupon Co. 21
Aylmer Condensed Milk Co. 76

B

Balfour-Smye & Co. 16
Banner Mfg. Co 26
Barr Register Co. 15
Benedict, F. L. 21
Bickle, J. W., & Greening 12
Borden Condensed Milk Co. 3
Brown Mfg. Co 21
Bull Dog Ammonia Co. 74

C

Campbell Bros. & Wilson 73
Canadian Cocoanut Co. 26
Canada Sugar Refining Co. 23
Canadian Salt Co. 81
Can. Shredded Wheat Co. 31
Carr & Co. 14
Catelli, C. H. 18
Chivers & Sons 4
Church Bros. 17
Church & Dwight 11
Clark, W. 29
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 8
Common Sense Mfg. Co. 21
Connors Bros. 65
Continental Bag & Paper Co. 63
Crescent Mfg. Co 64

D

Dalley, F. F. Co. 17
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 28
Dominion Register Co. 31
Dominion Salt Co. 10
Downey, W. P. 64

E

Eby-Blain, Limited 32
Eckardt, H. P 59
Edwardsburg Starch 34
Eno, Ltd., J. C. 8
Enterprise Mfg. Co. inside back cover
Estabrooks, T. H 71
Escott, W. H. Co., The 20
Eureka Refrigerator Co. 12
Ewing & Sons, S. H. 27

F

Farrow & Co., Jos. 16
Fearman, F. W., Co. 59
Fels & Co. 64
Furuya & Nishimura 18
Fussell & Co. 11

G

Giffin-Hobbs Co. 17
Gillard, W. H., & Co. 18
Gillett, E. W., Co., Ltd. 59
Golden Ray Co. 8
Gorham, J. W., & Co. 2C
Gorman, Eckert & Co. 16
Granger Freres 28
Gray, John 12
Gun-Munro outside front cover
Gunns, Ltd. 57

H

Halifax Cold Storage Co. 55
Hamilton Cotton Co. 64
Heinz, H. J., Co 9
Henderson, Thos. 62
Hillock, J. 70
Hodson Sumner 26
Holbrooks, Ltd. 19
Hutchison-Omand & Co. 72

I

Imperial Extract Co. 29
Imperial Tobacco Co. 67
Irish Grocer 21
Island Lead Mills Co. 26

J

James, F. T. 65

K

Kessel Co., F. 21
Kilgour Bros 26
King, Frederick 13

L

Labrecque & Pellerin 10
Lambe, W. G. A. 20
Laporte, Martin & Cie. 74
Lau entia Milk 15
Law, Young & Co 22
Lawrason, S. F. & Co 31
Leitch Bros. 72
Lemon Bros. 62
Lind Brokerage Co. 20
Lindner & Renner 32
Litster Pure Food 74
Lloyd, Ltd., Edward 66
Lovells Bag and Packet Machinery Co. 9
Lytle Co., T. A. 11

M

MacLaren Imperial Cheese Co. 20
MacLure & Langley 20
MacNab, T. A., & Co. 20
McCabe, J. J. 62
McDougall, D., & Co. 21
McLaren, W. D. 9
McLeod & Clarkson 21
McWilliam & Everist 62
Magor, Son & Co. 34
Malcolm, Jno. & Son 9
Maple Tree Producers 24
Marshall Brokerage 20
Mathewson's Sons 70
Mathieu, J. L., Co. 15
Menard Motor Car Co 10
Midland Vinegar Co. 22
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 64
Morton & Sons, David 24
Mott, John P. & Co. 70

N

Nation, E. J. 71
Nelson, Dale & Co. 14
Nicholson & Bain 55

O

Ontario Peoples Salt & Soda Co. 26
Oshawa Canning Co. 75

P

Paine Co., John 74
Patterson Wylde & Co. 27
Patrick, W. G. & Co. 20
Peek, Freen Co. 7
Perrin, D. S. 2
Pickford & Black 72

R

Raymond Bros. 26
Reindeer, Ltd. 70
Richards & Brown 61
Richards Pure Soap Co. 76
Robinson & Co., C. S. 21
Rock City Tobacco Co. 69
Rowat & Co. 18
Royal Baking Powder Co. 57

S

St. Charles Condensing Co. 14
St. Croix Soap Mfg. Co inside front cover
St. Lawrence Flour Mills Co. 22
St. Lawrence Sugar Refining Co. 17
St. Vincent Arrowroot Growers and Exporters' Association 6
Salada Tea 33
Sanitary Can Co 3
Sapho Mfg. Co. 27
Smith, E. D. 73
Sherbrooke Cigar Co. 69
Silver, H. R. 20
Simpson & Co., R. 25
So-clean Mfg. Co. 30
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 6
Stevens-Hepner Co. 11
Stewart, I. C. 21
Stringer, W. R. 63
Stuart, Foster Co. 32
Stuhr, C. F. 72
Symington Co., T. 17

T

Taylor & Pringle 31
Telfer Bros. outside back cover
Thum Co., O. & W. 62
Tiger Mfg. Co. 20
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 69

U

Utilities Limited 71

V

Vipond, H. P. 71

W

Waite & Fuller 8
Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 63
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 72
West India Fruit Co. 62
Western Distributors, Ltd. 20
Western Salt Co. 13
Wethey, J. H. 59
White & Co. 63
White Swan Spice & Cereals, Ltd. 14
Wiley, F. H. 20
Willis Mfg. Co. 26
Wilson, Archdale 4
Wilson, Jos. R. 24
Woods & Co., Walter 2
Woodruff & Edwards 12
Wondershine Ltd. 13

WHEN YOU ARE READY

to place your next order of Jams or Preserves you naturally want the best for your money. You, as a progressive, modern merchant, want something different to what is usually offered.

The delicate, natural fresh fruit flavor of Kitchener Brand canned goods gives that welcome addition to any table menu that will make your customer come back for more.

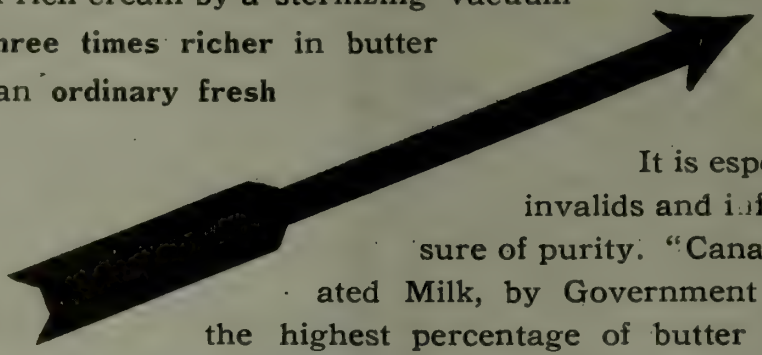
This is good business—get in line.

OSHAWA CANNING CO., Limited

OSHAWA - - - - ONTARIO

From the Cow to the Can

"Canada First" Evaporated Milk is full cream milk, reduced to the consistency of rich cream by a sterilizing vacuum process. It is **three times richer** in butter fats and solids than **ordinary fresh milk.**



It is especially suitable for invalids and infants. You can be sure of purity. "Canada First" Evaporated Milk, by Government analysis, showed the highest percentage of butter fat and solids in excess of legal standard and high percentage of genuine food value.

A Canadian product—from the cow to the can.

There is plenty of demand, Mr. Grocer, and the profit is a good one.

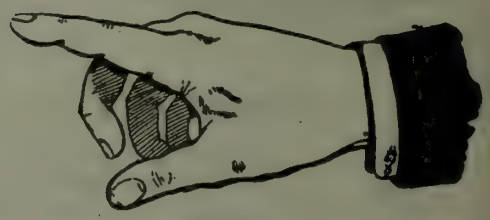
THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.

Head Offices, HAMILTON, ONT.

5 Cases at $4.15
with 20 bars Naptha free.
10 Cases at..... $4.05
with 40 bars Naptha free.
25 Cases at..... $4.05
with 150 bars Naptha free
FREIGHT PREPAID
Net 30 days. 1% Cash.
Assorted or otherwise.

The best 5c. line.

An extra good margin of profit.



A fifty-year-old favorite.

The Quality Trio

Trade Winners

Telfer's Reception and Vanilla Wafers win the hearts of the women customers of your store, by pleasing the palate. They are delightful for afternoon tea, or to serve a dainty lunch in the evening. Give them a chance with the feminine department of your trade—they will make good—and you will be amply repaid.

Telfer's Oatmeal Crackers

need no further introduction other than to say that a package of Telfer's contains more crackers to a box than can be had at the price among other brands. The packing is done with exceeding carefulness, ensuring a uniformly crisp and wholesome cracker.

We manufacture all kinds of fancy biscuits—get our price list.

Telfer Bros., Ltd., Collingwood, Ont.

Branches at Toronto, Winnipeg, Hamilton, Fort William.

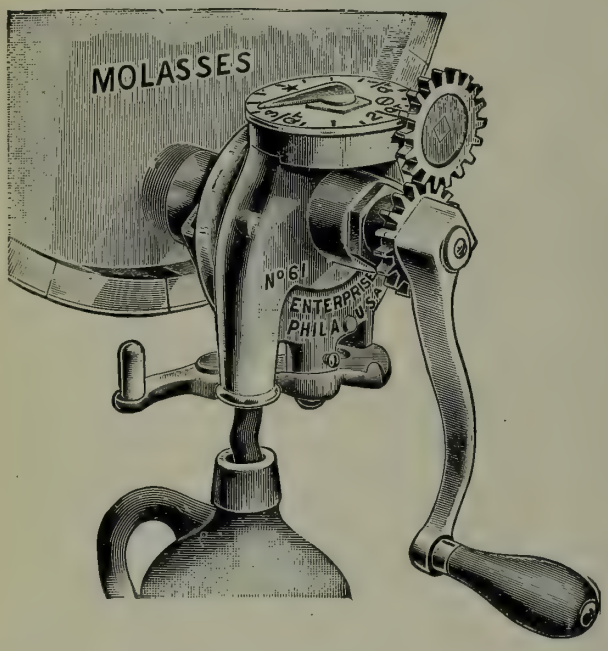
There isn't a grocer in the land who can afford to be without one of these two trouble savers

Many dealers, who know that their trade demands that they sell molasses by the quart or gallon, would *like* to dispense with it altogether because it is *troublesome.*

Here are the devices that take away the difficulties—that make the drawing and sale of molasses both profitable and convenient.

ENTERPRISE

IMPROVED PATENT SUCTION AND FORCE MEASURING FAUCET

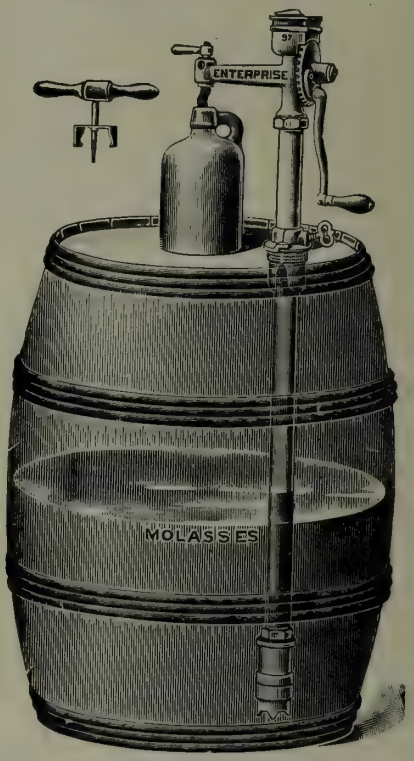


THE ENTERPRISE IMPROVED PATENT SUCTION and FORCE MEASURING FAUCET draws molasses both summer and winter directly into the jug or bottle and without the use of a funnel. It is cleaner and dispenses with the use of measures; does away with the fly and dirt nuisance.

It will draw a gallon of molasses in winter in one minute. It is the only measuring faucet that has shown that it can stand the wear and tear of service.

You simply open the nozzle gate, turn the crank until the register hand indicates the quantity you desire to draw. Eight revolutions draw a quart—absolutely without fail. We warrant this faucet to measure according to United States Standard.

SELF PRIMING AND MEASURING PUMP



THE ENTERPRISE SELF-PRIMING AND MEASURING PUMP draws molasses at the rate of four revolutions to the pint. It is equipped with our new total register device. Just put the pump into the barrel and it is ready to use. The new total register device shows you precisely how much you have left in the barrel, so that you can order before your supply is exhausted.

Bear this in mind. Our pump will not agree with any inaccurate measure. It measures. It measures a gallon, which weighs just the amount that a gallon should weigh, and every time you test it you find it right. Use one of these Enterprise devices and do a satisfactory molasses trade. Like all Enterprise articles—Meat and Food Choppers, Cherry Stoners, Fruit Presses, Sad Irons—these are made to give you absolutely satisfactory service. There isn't a part that is not made to the highest standard. Send for the Enterprise catalogue.

THE ENTERPRISE MANUFACTURING CO. OF PA.,

Patented Hardware Specialties

PHILADELPHIA, PA.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco 24 W. Lake Street, Chicago

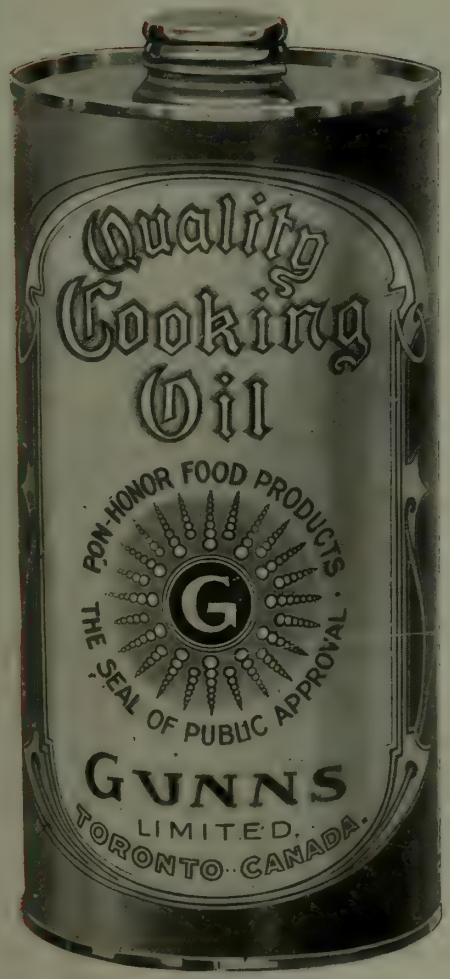
CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, APRIL 12, 1912 No. 15

PON-HONOR UNNS FOOD PRODUCTS

20 YEARS BEHIND



NOT GUNNS LIMITED—but the people of Canada are 20 years behind the countries of the world in adopting and giving preference to vegetable oils for salad and cooking purposes.

Of all vegetable oils

Cotton Seed Oil Stands Pre-eminent

**for NUTRITIVE VALUE,
DIGESTIBILITY,
SHORTENING VALUE,
HEALTHFULNESS.**

Ripened under the cloudless skies of the Sunny South.

Absolutely free from animal matter.

Better than olive oil for SALAD DRESSING. Goes one-third farther than lard and about fifty per cent. farther than butter as a shortening.

Prepared by our exclusive processes in our plant, West Toronto, under Government inspection.

Put up for high-class family trade in handsomely lithographed 2-lb. tins, 25 to a case.

BE UP-TO-DATE—STOCK AND PUSH SALE OF GUNNS COOKING AND SALAD OIL.

WRITE TO-DAY.

GUNNS LIMITED

Packers, Cotton Oil Refiners

WEST TORONTO, ONT.

PON-HONOR UNNS FOOD PRODUCTS

Surprise Soap

gives

Valuable Cash Prizes

HOUSE CLEANING COMPETITION MARCH 15th TO MAY 15th, 1912

A window can be put in at any time between these two dates. Competition is for—

A HOUSE-CLEANING WINDOW, consisting of any or all the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap, given a good display and prominent position.

1st PRIZE	-	**$50.00**	**6th PRIZE**	-	**$10.00**
2nd PRIZE	-	**35.00**	**7th PRIZE**	-	**10.00**
3rd PRIZE	-	**20.00**	**8th PRIZE**	-	**10.00**
4th PRIZE	-	**15.00**	**9th PRIZE**	-	**10.00**
5th PRIZE	-	**10.00**	**10th PRIZE**	-	**10.00**

In addition to these prizes every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class pocket-knife, free, by mail.

Prizes will be awarded as soon after May 15th as the judges can make the awards.

Conditions of the Contest are:—

(1) The Window must be a general House Cleaning Window Display. As this is the season for advertising this line, a good display of anything that is needed for House Cleaning or doing Washing, either material or apparatus, may be included.

(2) **IT IS NECESSARY IN ORDER TO PARTICIPATE IN THE CONTEST THAT THE "SURPRISE" SOAP WINDOW DISPLAY MATERIAL BE USED; AND "SURPRISE" SOAP BE GIVEN A PROMINENT POSITION IN THE WINDOW. (SEE MAILING COUPON BELOW.)**

(3) We will furnish on application "Surprise" Soap Window Display material, with full instructions on how to display. It is simple and easy to put up.

(4) Method of Judging Contest.—By Photograph of Display. Every competitor is to have a Photograph taken of the Window Display; and on the back of the Photograph, or attached to the Photograph, a description of the Window should be given, telling how it is made up, the color scheme, and any other items that it is desired to mention to give full description of the Window Display, as well as your name and address.

A small Photograph will answer the purpose, taken either by yourself or friends. It must be plain and distinct.

(5) JUDGES.—The Judges of this Competition will be Mr. H. C. McDonald, Pres., and Mr. J. L. Maude, Secy., of The Canadian Window Trimmers' Association, who have full power to award Prizes according to Section No. 4, that is, Judging will be done from Photographs sent in and Prizes awarded accordingly.

(6) Photograph should be mailed to "Surprise," 69 Front Street E., Toronto, Ont.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

.....

.....

Width of Window

Feet .....

Inches .....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

"Canned by Griffin & Skelley"

Until you break the shell of a nut you are wholly in the dark as to the quality of the meat therein. A fair exterior often covers an unsatisfactory interior. Quality depends largely upon reputation—you've got to be guided by that. Be guided, then (if seeking highest quality in Canned Fruits), by the name "Griffin & Skelley," and you'll be absolutely safe.

Griffin & Skelley's Canned Fruits

Canned Apricots, Canned Peaches, Canned Grapes, Pears, White Cherries, Black Cherries, Blackberries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples—fruits of recognized canned excellence. By the name "Griffin & Skelley," you shall know these products as safe canned fruits to buy and sell.

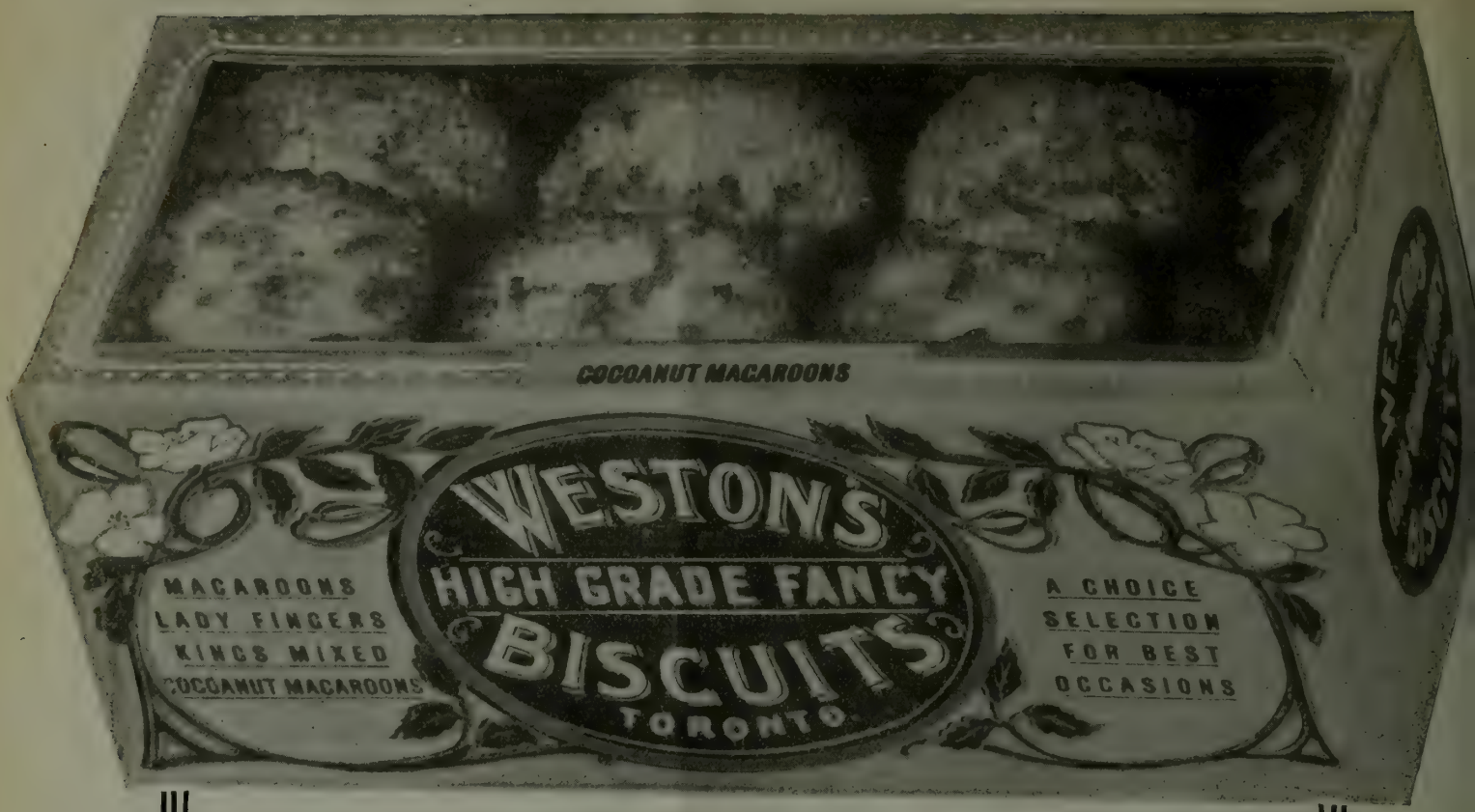
Sterilized Prunes

Griffin & Skelley pack **only** Sterilized Prunes—Sterilized with hot steam—Not dipped—No abnormal shrinkage—No living animal matter—No bacteria or germs—when 'Sterilized' in this way.

The Best Only
Always the Best

ARTHUR P. TIPPET & CO., AGENTS

8 PLACE ROYALE, MONTREAL *84 VICTORIA ST., TORONTO*



They Are Trade Getters

The Weston Fancy Biscuit line bring the trade to the merchant who makes prominent this popular line of choicest quality biscuits. The idea of packing fancy biscuits in glass front tins as shown in the illustration appeals to the purchaser every time as they see and know what they are getting. This feature also helps display the goods to the fullest advantage and every aggressive dealer sees to the fullest his opportunities with this packing.

Weston's Cocoanut Macaroons

Fancy Macaroon, King's Mixed and Lady Fingers—four varieties packed in these glass-front tins, also in plain tins and bulk, are baked with the usual Weston carefulness with the highest quality ingredients.

IT'S UP TO YOU.

Geo. Weston Limited, Toronto

THERE is no better Magnet to draw and hold the best trade in your neighborhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL

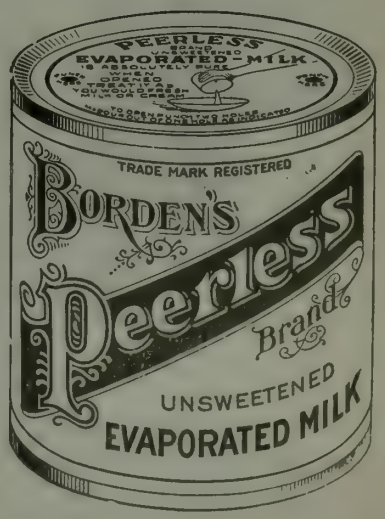
BORDEN'S
EAGLE BRAND CONDENSED MILK
EVAPORTED MILK
PEERLESS BRAND

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857



Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

All house cleaning work is, to say the least, tiring and tedious, and the housewife is constantly looking for labor reducers.

SOCLEAN

The Dustless Sweeping Compound

lessens the labor of sweeping by one-half, besides being a disinfectant and carpet saver.

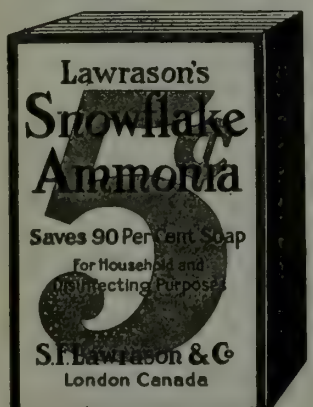
SOCLEAN is very economical to use and may be stocked for all classes of trade, being put up in handy sized lithographed pails, convenient for household use, to sell at 25c, 50c and $1.00.

Order from your jobber or direct.

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

The Equal of Soap—With More Profit!



THE GIANT
5-CENT PACKAGE

Lawrason's Snowflake Ammonia takes the place of soap in scrubbing, washing, etc., and is much more desirable for certain uses of household spring cleaning, such as scouring sinks, bathtubs, or painted woodwork, or putting new lustre to glassware.

There is missionary work for you in educating your trade to the usefulness of ammonia. It is profitable business handling

LAWRASON'S SNOWFLAKE AMMONIA

The package is the largest on the market for the price, and the ammonia is as pure as the driven snow is white.

Push it now—the spring cleaning season makes the sales numerous. You can make an army of satisfied customers by selling Snowflake Ammonia.

S. F. LAWRASON & CO., LONDON, ONT.

SIMCOE BRAND BAKED BEANS

satisfy all classes of your trade for baked beans. Advertise that 3's Family size contain the most beans at the lowest price—a better quality at a low price. Combined with proper cooking, and right amount of flavoring ingredients the "SIMCOE BAKED BEANS" have become the popular table commodity with all classes. They are cheaper, more superior in quality and nutritive powers than "high priced" potatoes.

The opportunity for a grocer to suggest a good meal to his customers.

Dominion Canners, Limited
HAMILTON CANADA

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

TRADE MARK.

Small's Maple

IS STANDARD FOR PAST 32 YEARS.

THROUGH ALL JOBBERS. Stock carried by Standard Brokerage Co., Vancouver; Nicholson & Bain, Calgary, Edmonton, Saskatoon, Regina and Winnipeg; MacLaren Imperial Cheese Co., Toronto, and T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.

TRADE MARK.

Small's Syrup

ALL COUNTRIES, INCLUDING THE ORIENT.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG

WARM DAYS WILL SOON BE HERE

Now is the time to lay in a stock of

CLUB LEMONADE

to quench those thirsty throats. The demand for this line is great and you can make it greater. This line is one that brings your customers back, not to complain, but to buy more. Act now and get the first trade; do not wait for someone else to take the lead.

SOLD THROUGHOUT CANADA AND THE COLONIES

S. H. EWING & SONS

MONTREAL TORONTO

Rarer than Radium! Quality with Quantity.

"OCEAN" is an adjective of quality and quantity in laundry blues. 5 cents is little enough to pay for both, but sufficient. Three most highly concentrated, readily dissolved great big squares, or two surprisingly large bags, of "OCEAN" Blue, ready to put a perfect finishing touch of whiteness and brightness upon the clothes, in exchange for 5 cents! Can anybody wonder that it is always included with the soda, soap, and starch by the grocer keen on keeping custom.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.
Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO.

Quaker Soap

Is Soap everybody wants—
It's all soap

100 double wrapped bars to box without any prizes or premiums at the lowest price good soap can be sold for.

YOU HAD BETTER WRITE NOW OR ASK OUR TRAVELLERS.

Mathewson's Sons

Wholesale Grocers
MONTREAL

ANTI-DUST!
ANTI-DUST!
ANTI-DUST!

Remember the name. The housewife will use this and no other, once you introduce it to her. It is **different**, more up-to-the-minute than any other make. Not an imitation but a discovery.

Deodorizes Disinfects

and "plays the dickens" with all germs and microbes. Try it in your own store and see how sweet a smell it will leave behind it.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., Limited
MONTREAL

Link Arms With The Winner!

We are busily engaged manufacturing a line of soap that has outdistanced all competitors. It is a good, honest piece of bar soap that gives your customers 16 ounces to the pound and satisfaction enough to make them return and tell their friends also.

N. P. BAR is the name. Let us quote you prices.

David Morton & Sons, Limited

Victor Sop Works HAMILTON

YOU CANNOT AFFORD

to be without a supply of

Carter's Tested English Seeds

Your customers will ask for them. Why not stock them? They are a profitable line, and they will be placed in your store at no expense to you.

Not only high-grade garden seeds, but finest pedigree FARM SEEDS as well; and the quality, the name and the *price* sell them for you.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

A postcard will bring you full information.

Address the Sole Distributors for Canada:

PATTERSON, WYLDE & CO.

P.O. Box 532, Toronto

HEAD OFFICE:
Chamber of Commerce Bldg., Boston, Mass.

Who Would Have Believed

a few years ago, that it would ever be possible to KEEP MILK IN PERFECT CONDITION in every respect for an indefinite length of time without the assistance of chemical ingredients.

Laurentia Milk and Cream

realizes to the letter these conditions. HOMOGENIZATION, a purely mechanical operation, thoroughly mixes the milk and cream so that the cream can not rise to the surface. The milk is sterilized in air-tight bottles, rendering it free from bacteria and germ life.

SOLD BY ALL FIRST-CLASS GROCERS.

LAURENTIA MILK & CREAM CO.

Limited

371 Queen St. West, - TORONTO

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S

PRICES AND SAMPLE ON APPLICATION.

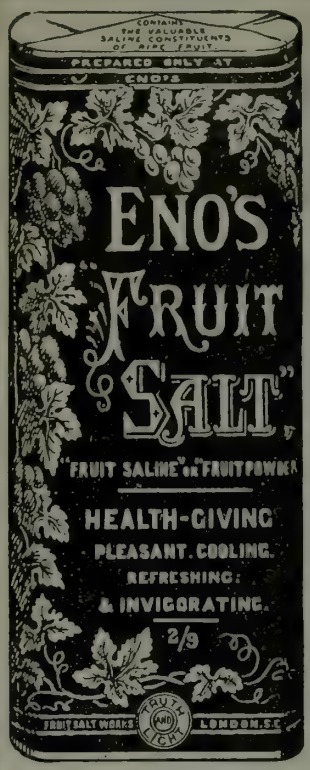
ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309-311 King Street West, Toronto.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers

LONDON, ENGLAND



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

S. Perrin & Co., Limited

DON CANADA

An Ideal and Healthy Food

Quality unsurpassed. Test the flavor and crispness

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

BJELLAND'S SMOKED HERRINGS IN BOUILLON

Are you handling the above splendid, new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening
(J. A. HENDERSON)
Canadian Agents, Hamilton

Eureka Canada's Sanitary **Refrigerator**

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

WORTH all You Pay and Then Some.

No Matter What You Pay for My Set of ONKEN INTERCHANGEABLE YOUNITS as Fixtures for your Show Windows.

You Will Positively Get Your Money Back in 30 Days

If I could meet personally every Grocer who is willing to spend from $21.00 to $36.00 on new show window fixtures, with a view of improving his windows, I am sure I could convince that Grocer in 20 minutes that all he needs is a set of my interchangeable Wood Window Fixture YOUNITS to accomplish the desired results.

Right in my salesroom I have at my fingers' ends hundreds and hundreds of letters from enterprising and successful merchants who have invested in my YOUNIT Window Fixtures, who say they are so very well satisfied with the way they simplify window trimming and with the wonderful improvement they add to the appearance of their windows that they would not part with them for from twice to ten times their cost (that is, provided they could not get another set).

These letters are open for inspection to the prospective purchaser, and for those at a distance I publish one herewith—after reading it, bear in mind, if you purchase a set of my interchangeable YOUNITS, you will write me a letter just as gratifying.

Each set is put up in a **Hardwood Hinged-lid Storage Box** (oiled finished). Fixtures are made of a fine quality of weathered oak, in a soft mellow waxed finish.

A book of designs showing many beautiful window trims covering all lines goes free with each set sold.

CLEMENTS, LIMITED, General Merchants
Vegreville, Alberta, Canada, May 1, 1911.

The Oscar Onken Co., Cincinnati, Ohio.

Gentlemen,—

We have received your set of Onken Wood Window Fixture Younits. Our window trimmer is delighted with them. We find that he can make twice the window display changes with the same ease as heretofore.

The value of this is evident to any merchant, especially should he have a sunny window where displays require most frequent change.

We would not be without your fixtures after giving them a fair trial.

We have almost totally discarded our nickel work fixtures.

Yours truly, CLEMENTS, LIMITED

My Three Sets

GROCERY SET NO. 14 has 125 YOUNITS—Good for two large grocery windows and, besides, inside store use on counters and cases. This set will display Groceries, Packages, Bottles, Fruits, Candies, Cigars and Fancy Goods. **$36.00**

GROCERY SET NO. 14½ has 65 YOUNITS—Good for one large grocery window and, besides, inside store use on counters and cases. **$21.00**

SET NO. 4 has 110 YOUNITS—This set is made for the general store trade. This set can be used for displaying Groceries, Furnishings, Clothing, Shoes, Dry Goods and Hardware. A good all around set. **$28.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border. Shipments made at once. Every set guaranteed.

THE OSCAR ONKEN CO.

Established 32 Years

No. 788 Fourth Ave.,
Cincinnati,
Ohio,
U.S.A.

Order Through Your JOBBER or DIRECT

The Oscar Onken Co., 788 4th Ave., Cincinnati, O.
Send me your Window Fixture Booklet
Firm.....
City.....
Business.....

31

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade?

Carr's Biscuits

are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.: L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

High Price is not an Infallible Indication of Quality.

When you buy coal that gives you the maximum heat efficiency for $8 a ton, you won't pay $16 to another dealer simply because he needs the money.

You can get the maximum efficiency out of a COLES' coffee mill.

That's why a COLES is the final choice of the level headed buyer. He makes sure he is getting the utmost when he's buying.

We have been making all kinds of coffee mills for the last 25 years, and all at reasonable prices.

Write for our catalog now. It tells you just what you want to know.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

IT HAPPENS TOO OFTEN

YOUR CUSTOMER requires Molasses but has forgotten the Container.

YOUR DELIVERYMAN makes a special trip and secures it.

YOUR CLERK in filling the Container places ten per cent. of your profit on the ground floor plan.

YOUR WHOLESALE DEALER collects for say ninety gallons, but owing to these losses, you collect for about eighty gallons.

YOU PERSONALLY are undecided as to what profit, if any, was made on that last puncheon.

Who derives any benefit from this lack of Modern System? Think it over carefully, and then think of—

DOMOLCO

Ah! that's different

This high grade Molasses sold in the Sanitary Can means—

A POSITIVE PROFIT FOR YOU,
INCREASED EFFICIENCY OF YOUR STAFF,
A FULL MEASURE OF SATISFACTION FOR EACH CUSTOMER.

Write Your Trial Order To-day.

The Dominion Molasses Co., Limited

HALIFAX, NOVA SCOTIA

Tartan BRAND
THE SIGN OF PURITY

We are winding up our bookings for

TARTAN Brand Canned Goods

for this fall shipment. If you have not handled TARTAN Brand you do not know the joys of having the best. Our quality is always the highest standard. See our travellers, write for particulars or phone

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ontario

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

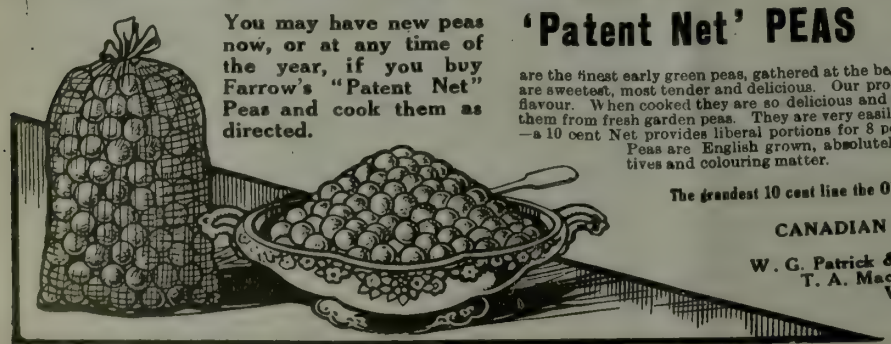
are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.
LIMITED
LONDON, Ont. WINNIPEG, Man.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence **Granulated**

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, ONT.

JAMES DOME BLACK LEAD

THE BEST STOVE POLISH YOU CAN BUY

SELLS EASILY

PAYS WELL

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Japan Teas

FURUYA & NISHIMURA

MONTREAL CHICAGO NEW YORK JAPAN

EAT——

Purple and Gold Brand

RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.
PICTON, ONT.

Old-Fashioned Sticky Paper

can't be compared with the modern fly exterminator, WONDER FLY KILLER, as a fly eradicator. Wonder Fly Killer will satisfy the most exacting trade. It is worth your while to push this neat little tray that is so destructive to flies.

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

Pride of Canada

Maple Syrup **Maple Sugar**

When innumerable official tests have failed to detect adulteration, don't you think you can stake your bottom dollar on this purest of pure Maple Syrup? Sure, then order your pure goods now.

Get your requirements on record at once.

Maple Tree Producers Assoc., Ltd.
Montreal

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

has more real quality, more real soap superiority, than any other cake of soap ever sold, and it has the enormous selling power of our extensive advertising back of it.

Women everywhere know the slogan "HAVE YOU A LITTLE FAIRY IN YOUR HOME?" and grocers everywhere know that it means sales for them if they carry FAIRY in their stock.

FAIRY SOAP—the oval cake—almost sells itself; all you need to do is to mention it—our advertising does the rest.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

THE DEMAND FOR

Elgin Brand

SMOKED MEATS

is increasing all the time, which proves that the public are exacting in their taste and know choice meats.

LARD

Our Elgin Brand Lard is as pure as lard can be made, and our other grades are Pure Lard, Lard and Beef Shortening and Baker's Friend. We also make a specialty of Yellow Rose Cooking Oil.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Pork, Pork Products and Beef, Butter, Eggs and Cheese
ST. THOMAS, ONT.
Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books

BIG SPRING TRADE

Your receipts will doubtless be increased if you make room on your shelves for the dainty

"MEADOW-SWEET" CHEESE

package. Veritably the "King of all Package Cheese." A rapid and profitable seller.

10 CENTS RETAIL

OUR AGENTS

for Manitoba and Saskatchewan are LANG BROS., 307-309 Elgin Avenue, Winnipeg.

A large fresh stock is always carried at this office for our customers' benefit.

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, - MONTREAL

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

Escott & Harmer

Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - - MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

TORONTO

STEPHENS' PEELS FOR QUALITY

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND MANUFACTURERS' REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 78

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B

Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

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MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

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F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It drives them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

TRY A
Condensed Ad.
IN
This Paper

20th Century Retailing DEMANDS the Use of
ALLISON'S COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

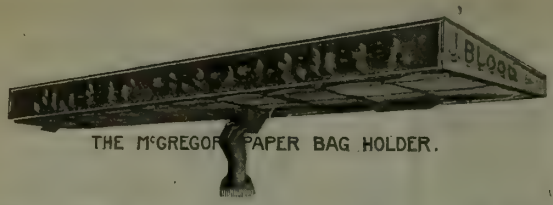
THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

Supplied by Appointment to the House of Lords
O.K. SAUCE
Delicious
Fruity
Appetizing
Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.
Ask your Jobber or apply direct
Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

FOR
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

When writing to advertisers, kindly mention this paper.



THE McGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

WHITE MOSS

That's the name of McLean's Cocoanut. Absolute purity has made it popular with all classes. Do you stock it?

McLEAN is the name.

McLean | THE CANADIAN COCOANUT COMPANY, - MONTREAL | McLean

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
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Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

A Salt For All Purposes

ONTARIO PEOPLE'S SALT has made a permanent place for itself in every locality. The housewife wants this salt, no other is good enough. This is the salt you should sell. For prices, etc., address

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

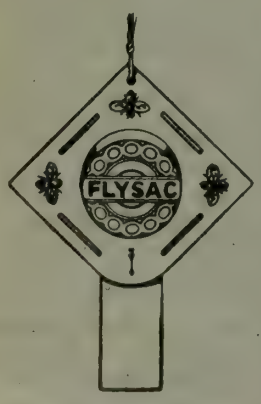
Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

Figure Out For Yourself

the loss that is occasioned by allowing the sun to beat upon fruit or other perishables which you display, and the low cost of an awning protection. You will realize the necessity of this addition which will add to the appearance of your store and retain the freshness of your stock—making it always saleable

Write us for quotations for this fast approaching season.

Raymond Bros., - London, Ont.



FLYSAC
Flycatcher

GET IT NOW. It is the lowest priced catcher on the market, yet it is the best. NO EQUAL.

WRITE

Hodgson, Sumner Co., Limited
MONTREAL

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

Get Ready for Spring

Just as sure as there is a sky above—will the housewives of your locality have reason to purchase a polish that will redeem tarnished brass or copper to its original new color.

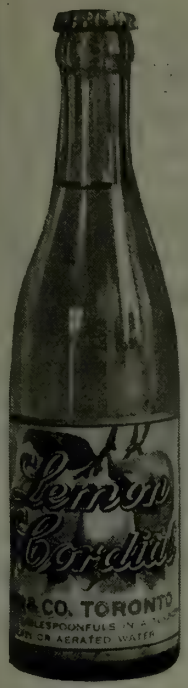
VENAUTO METAL POLISH

is your best seasonable stock. There is sure to be a demand for a polish of this nature. Don't let the household trade find you unprepared.

STOCK UP NOW

BANNER MFG. CO., Box 35, Station C, Montreal

Our Quotations



LEMON CORDIAL
10 oz. bottle $10.80 per gross. Qts. $27.00

LEMON SQUASH
10 oz bottle $10.80 per gross. Qts. $27.00

LIME JUICE CORDIAL
10 oz. bottle $10.80 per gross. Qts. $27.00

ORANGEADE
10 oz. bottle $10.80 per gross. Qts. $27.00

FREIGHT PREPAID ON ORDERS $25 AND OVER.

GREEN & CO. Manufacturers, TORONTO

Are you on the lookout

for more profitable lines? Your observation tells you that the most successful men in the grocery business are those who are constantly looking for something more profitable than they are handling at present. Don't rest content with your present lines—get our prices on Fancy Biscuits, St. Lawrence Cream Sodas, Chocolates and Confectionery of all description. You will find our prices right and the quality of goods unbeatable.

ABBOTT, GRANT & CO., Limited

BROCKVILLE, ONT.

ADVERTISED BY ITS ADMIRERS

¶ You only need to display BRAND'S "A-1" SAUCE to find that it is already known to the most of your trade.

Every bottle of

BRAND'S "A-1" SAUCE

maintains the reputation of this delicious relish for fish, flesh or fowl as a tonic and digestive—a reputation founded by a generation's use on English tables, from those of Royalty down.

There is always a demand for Brand's A-1 Sauce. It has become a world-wide necessity.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along--

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto, Montreal, Winnipeg, Man., and Vancouver, B.C.
R. B. Seeton & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng

H.P. SAUCE

Trade Mark of Quality

Make Every Customer a "Come Back"

That's what you want—the steady, satisfied trade.
That's what you get, when you handle our products.

SWEETHEART BRAND BAKING POWDER
OUR SPECIALITY

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed Sales Assured

IXL SPICE & COFFEE MILLS, Limited
LONDON, ONTARIO

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

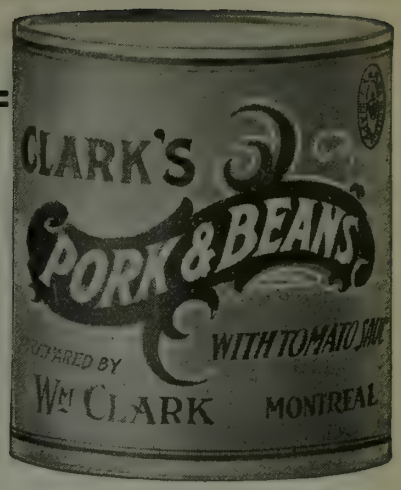
SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.



Pork and Beans sell when they're

CLARK'S

¶ Your customers know when they buy Clark's Pork and Beans that they are getting a delightfully nourishing food, properly cooked and easy to digest.

¶ The Sauces, either Tomato, Chili or Plain, are inimitable natural flavors, only obtained through years of experience.

DON'T LET YOUR STOCK OF CLARK'S PORK AND BEANS RUN LOW. IT WON'T BENEFIT YOU, BESIDES YOU CAN ALWAYS GET WHAT YOU WANT IF YOU ASK FOR IT.

W. CLARK, Montreal

Manufacturer of High-Grade Food Delicacies

ARE YOU AWAKE

to the opportunities BANNER BRAND Jams and Jellies are offering you in keeping your patrons interested in your store as the place to get pure and high quality goods. L. & B. BANNER BRAND is the unequalled popular line that increases trade.

SEND FOR PRICES

Lindner & Benner, - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

For Spring Housecleaning

MAKE A LEADER ON

"ANCHOR" Brand AMMONIA POWDER

The finest quality that it is possible to produce.

10c pkgs., cases 3 doz. - $2.25 per case

5 case lots, prepaid - 2.00 " "

The "ANCHOR" coupons will make the sale easy.

We Have A Complete Line of Brushes, Woodenware, etc. at Attractive Prices.

A Special Line in Bamboo Handle BROOMS

4 strings—exceptionally fine quality—$4.00 doz.

EBY-BLAIN, LIMITED Wholesale Grocers TORONTO

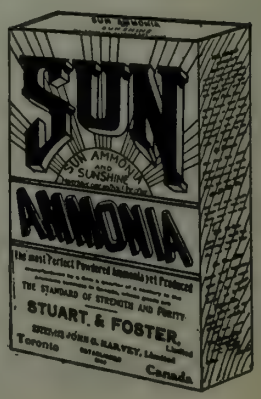
SUN AMMONIA

(HARVEY'S)

For 25 Years

the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO



THE IMPORTANCE OF FRESH TEA

The flavor of tea is contained in an essential oil. With age the oil decays. This affects the flavor and is quickly detected by the consumer. Tea keeps better when not exposed to the air, but it deteriorates, more or less, under any circumstances. **Fresh tea** is as necessary to a successful tea trade as **fresh butter** to a successful butter trade. No retailer should keep a pound of tea in his stock for more than **four months,** and he should be sure that wholesalers are not supplying him with old goods which they have had on hand **for years.**

In Ceylon, tea is picked every week in the year, and you always get it **fresh and fragrant** in "SALADA."

If any retailer—anywhere—at any time—has any "SALADA" in stock that is over six months old, let him ship it back to us—freight collect—and we will refund the full purchase price. We back up our belief in the paramount importance of **fresh tea** by this sweeping guarantee.

"SALADA"

TORONTO **MONTREAL**

Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptive to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning $10.00, $12.00 and $15.00 per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to

The MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE : : : : TORONTO, ONT.

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.

Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY

403 St. Paul Street, MONTREAL. 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA.

You Can Help Sales When You Remind the Mothers That

hungry little boys and girls are always fond of of sweets; the only difficulty is to find wholesome sweets for them. Remind their mothers that

CROWN BRAND CORN SYRUP

is good for them—pure, wholesome and nourishing, and that no matter how other sweets or syrups disagree with them they can eat freely all the Crown Brand they want to.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

An Ontario R.G.A. Has Been Organized

Formation Meeting Held in Hamilton on Good Friday—Legislature Will Be Asked for Charter—Officers Elected, With D. W. Clark as President—Date and Place of Annual Meeting Decided on—The Annual Fee.

Staff Correspondence.

Hamilton, Ont., Apr. 11.—The Province of Ontario can now boast of an Ontario Retail Grocers' Association. It was formed here on the afternoon of Good Friday, when between fifty and sixty retail grocers from Toronto and Western and Northern Ontario assembled in the Board of Trade rooms and went into the question of organization.

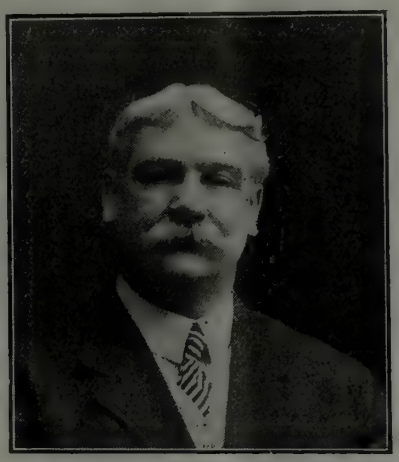
That the new Association has gotten off to a good beginning was well demonstrated by the enthusiasm of the gathering and the strong list of officers who have been elected to guide its destinies for the first twelve months of its career.

Visiting retailers were in attendance from Windsor, Woodstock, London, Stratford, Brantford, Paris, Toronto and Barrie, while the secretary reported communications from Belleville and Colborne, in Eastern Ontario. Already there are four local retail associations in affiliation with the new organization —those of London, Brantford, Hamilton and Toronto—but it will be strongly urged by these that other towns and cities in Ontario organize, and they will be requested to lend their assistance in promoting the aims of the Ontario body.

What Lead to Organization.

While the new association has been talked of by Ontario retailers for a number of years back, and while some moves were made to organize it, no strong concerted action was taken until representatives from the four city associations, already mentioned, met in Toronto after the retail grocers' banquet on February 28, and informally talked the matter over. It was decided then to send out circular letters to Ontario retailers to get their views.

E. J. RYAN, LONDON,
First Vice-President.



D. W. CLARK, TORONTO,
The First President of the Ontario Retail Grocers' Association.

After the Brantford R.G.A. banquet on March 27, members of the same four bodies, with others, met and determined on Good Friday as the date of the organization meeting, and Hamilton as the place. The result in brief has already been given.

The Meeting Begins.

D. W. Clark, of Toronto, who had been appointed chairman of the committee on organization, occupied the chair and opened the meeting, which was destined to evolve into an Ontario Retail Grocers' Association at 3.15. He expressed his appreciation of the large attendance, and trusted much good would come of the gathering. W. C. Miller, Toronto, who was secretary, pro tem, read the minutes of the first preliminary meeting in the Iroquois Hotel, Toronto, and the second meeting at the Bodega Hotel, Brantford. These minutes were adopted in the usual way.

J. A. McIntosh, of Hamilton, who has been a strong advocate for a long time of provincial organization, had the honor of moving that the meeting resolve itself into an association to be known as the Ontario Retail Grocers' Association. The resolution was carried unanimously.

Number in Executive.

A motion was made as to what offices would be formed. It included President, three vice-presidents, secretary, treasurer, and five of an executive committee. Before this was put to the meeting a discussion, introduced by E. J. Ryan, of London, was held as to the best method of getting all sections of the province interested. This opened the way to retailers from Barrie, Paris, Stratford, Woodstock and Windsor expressing their views. The sum total of this evidenced the fact that these retailers wanted an Ontario association, and were willing to lend their assistance. Among those who spoke were Bruce Allison, of Windsor; J. D. Wisdom, Barrie; W. J. McCully, Stratford; Jno. Scott, Woodstock; Chas. McCausland, Paris; Jno. Forth, Hamilton; W. J. Mellen, Brantford; J. A. McIntosh, E. J. Ryan, and others.

The consensus of opinion was that nine instead of five should constitute the executive committee, and that if organization and election of officers were proceeded with those towns and cities not represented would join hands later.

Mr. Allison, of Windsor, stated that he knew of some Chatham grocers who were anxious to see the organization go through, while other speakers told of the sympathies of dealers they knew.

The First Officers.

The election of officers was then proceeded with, and resulted as follows:—

President—D. W. Clark, Toronto.

First Vice-President—E. J. Ryan, London.

Second Vice-President—Jas. Main, Hamilton.

JAS. MAIN, Hamilton.
Elected Second Vice-President.

Third Vice-president—W. J. Mellen, Brantford.

Secretary—W. C. Miller, Toronto.

Treasurer—Thos. Shaw, London.

Executive Committee — Jas. Burns, Brantford; Bruce Allison, Windsor; J. O. Wisdom, Barrie; W. J. McCully, Stratford; Jno. Scott, Woodstock; Chas. McCausland, Paris; W. L. Bailey, Colborne; J. A. McIntosh, Hamilton, and John Diprose, London.

Auditors—Jno. O. Carpenter, Hamilton, and Neil Carmichael, Toronto.

To Obtain a Charter.

On motion of J. A. McIntosh and W. C. Miller, the new organization decided to apply to the Ontario Legislature for a charter of incorporation as the Ontario Retail Grocers' Association.

The date of the first annual meeting was next before the chair. A motion that it be held on the second Wednesday of April was made. An amendment that the annual meeting be held on Good Friday, made by Jas. Laurie, of Hamilton, and D. Bell, of Toronto, was carried. J. A. McIntosh, who made the original motion, claimed that since the grocers did not have many holidays during the year they should not meet on Good Friday. The majority, however, favored the holiday, as they concluded they could get away better.

Toronto was decided upon as the date of the annual meeting of 1913.

The drawing up of the constitution and by-laws was left in the hands of a committee composed of the officers elect. E. J. Ryan's motion that each association be allowed to send representatives up to five to the annual meeting was carried.

A Legislation Committee.

John Forth, of Hamilton, was appointed chairman of the Legislation Committee, with power to add four associates.

W. C. MILLER, TORONTO,
Elected Secretary of the New Ontario R.G.A.

This committee is considered one of the most important to be connected with the Association. Its duties will be to watch all legislation that tends to be unfair to the retail dealer, and to have amended such legislation now on the statutes that is considered unjust. One of the early reforms that will be attempted will be a change in the Scale Inspection Act, where retailers now have to pay for inspection whether scales are right or wrong.

The Annual Fee.

The operation of the financial end of the organization brought out considerable discussion and differences of opinion. This, of course, was quite natural, as this is the most important feature. It was considered that without finances no organization can have a lengthy life, and therefore much time was devoted to getting the views of the majority.

There were two chief propositions advanced—one that each of the four associations already in existence contribute $25 this year, and each new association, when formed, $10; and the other that each local association be assessed one dollar per member, as well as any individual, where there is no association. The latter carried, and the organization meeting was soon after brought to a close.

Among those from out of town were the following:—

BRANTFORD—W. J. Mellen, A. Coulbeck, J. Burns, F. Hartley, Geo. Bickle, R. Gowman, and J. E. Church.

STRATFORD—W. J. McCully.

LONDON—E. J. Ryan, Thos. Shaw, Jno. Diprose, G. B. Drake, and J. A. McFarlane.

TORONTO—Robt. Davies, D. W. Clark, W. C. Miller, and D. Bell.

WINDSOR—Bruce Allison.

WOODSTOCK—Jno. Scott.

PARIS—Chas. McCausland.

BARRIE—J. D. Wisdom, and S. G. Caldwell.

Note and Comment.

And now for a year of hard work.

Parliamentary rules will be closely followed while D. W. Clark is in the chair.

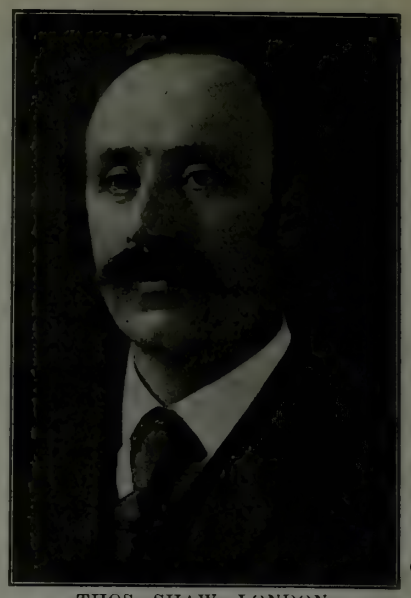
In E. J. Ryan, Jas. Main, and W. J. Mellen, the president, has a strong coterie of assistants.

Before the gathering dispersed shortly after six o'clock, Secretary W. C. Miller had several dollars in membership fees forced upon him.

"Bay" Hill, secretary of the Hamilton R.G.A., was a busy man arranging for the entertainment of the visitors.

The retailers present were photographed on the steps of the Court House. These pictures will be highly prized—the gathering at the organization meeting of the Ontario R.G.A.

In "Billy" Miller the association has



THOS. SHAW, LONDON,
Who Will Look After the Treasury.

a live secretary, and in Thos. Shaw a safe man to carry the key of the treasury.

The visiting dealers were guests of the Hamilton Association at dinner in the Waldorf. Later they were entertained in the parlor of the hotel.

A section of the London delegation missed the early train for home. They philosophically resigned themselves to their fate and returned to enjoy the fun.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—I would be grateful if you could through your columns give me any information as to the handling of Limburger cheese which in this atmosphere hardens and dries very rapidly. What is the best method of keeping it moist and is there any method of restoring moisture to limburger which has become hard?

READER.

Edmonton, Alta., Mar. 29, 1912.

Editorial Note.—Dealers in limburger cheese say that it is next to impossible to restore moisture to cheese that has become hard. It is suggested that wrapping it in a cloth wrung out of salt water might help somewhat to restore it.

This class of cheese, and indeed all varieties of cheese should be kept in a cool dry part of the cellar. Dealers sometimes store it close to the heating apparatus and of course it dries out and hardens quickly. It should also be kept wrapped in its original container until needed.

Of course when put on display it should be shown under a glass cover.

The Annual Meeting of the R.M.A.

Taxing Mail Order Houses a Question Discussed at Much Length—Wholesalers Selling Direct—Resolutions Respecting Legislation—Should Retail Merchants Come Under Employers' Liability Legislation?

(Staff correspondence.)

Toronto, April 11.—On Monday and Tuesday of this week the annual meeting of the Retail Merchants' Association of Ontario was held in the board room at the head office, 21 Richmond street. While the attendance was not as large as was desired, those present were enthusiastic in their deliberations. One of the main questions which arose for discussion was that of a proposal to tax mail order houses sending catalogues to consumers. It was felt by those present that such legislation was required to bring to a fairer basis the methods and operating expenses of mail order concerns as compared with those of retail dealers throughout the country.

Results From Associations.

At 3.30 p.m. on Monday the meeting was called to order, and in the absence of the president M. Moyer, of Toronto, was appointed chairman. In opening the meeting he regretted the comparative smallness of the attendance and expressed himself as at a loss to understand why the attendance was not larger. "For," said he, "if the merchants were acquainted with and fully realized the good that can be done by proper association work, they would not fail to attend these meetings and give to the association their best support. I am safe in saying that the Retail Merchants' Association's work has meant millions to the merchants of Canada. It appears, however, to be the labors of a few to keep the trade in good condition for the benefit of the many. The country is said to be in a prosperous condition, but the question is 'are the retail merchants securing their share of this prosperity?' A community can never prosper unless the retail trade in that community is first prosperous. Those engaged in the retail trade therefore need to be of the best."

Secretary's Report.

E. M. Trowern, Toronto, secretary of the association, then presented his annual report in part as follows:—

Gentlemen,—I am pleased to again meet you on this the thirteenth Annual Meeting of our Association. Each year seems to bring with it further responsibility, and it should impress upon us the wisdom and foresight of those who inaugurated the organization of the retail trade. It is not my intention in this report to dwell upon the many things that have been accomplished during the past thirteen years, as they are, or should be, well known to the members by this time.

"During the past year a great deal of time has been taken up securing finances to assist us in defeating the co-operative society legislation which was introduced, and also to secure an amendment to the Criminal Law to enable us to meet and consult with wholesalers and manufacturers. It am pleased to report that we have not only met with much success in securing funds for this purpose but have been strongly commended by all commercial classes for our effort in taking the forefront position and pointing out to our legislators the need of a change in the law. It will be remembered that through our efforts the Combines and Investigation Act was placed upon the Statute Books and that was a great step towards what we have been endeavoring to secure for many years. Having secured this it is all important that the amendment should be secured so as to enable us to finish our work, and give us an opportunity to still further strengthen our section work.

"Our membership throughout the province has increased this year over last which should be gratifying, but I would strongly recommend that a change be made in the conduct of the branches. Our custom has been to send organizers into the various cities and towns and form branches. These branches would then be left to carry on their local work, and as in many cases local jealousies have crept in and prevented the holding of meetings, or those who have been elected to fill the offices have been too busy or too indifferent, and when the branch was inactive the members estimated that the whole Association of the province was doing likewise, and the Ontario and Dominion Boards have suffered for the sins of the local branches. I would recommend that an active organizer be appointed and one who is familiar with the retail trade and have him visit the merchants in every city and town and secure their membership fee, explaining to them that we want their direct financial and moral support, and if they contribute this it will enable the head office to pay its expenses and continue to do the work. And if they should choose to form a local branch among themselves that would be a matter for them to act upon locally, but the life or death of a local branch should not in any way interfere with the activity of the head office.

"Another matter that I think should receive our attention is the necessity of educating the merchants up to understand that no matter what other trade association they may belong to, if they want to defeat injurious legislation or secure legislation to improve the retail conditions they should support this Association irrespective of the claims of any other, and that by so doing they would not only be helping themselves, but also strengthen any other trade association they may belong to. In other words, this Asociation should be the main support of all other associations and no conflict should be considered or should exist between them. We have a distinct mission to fill and the retail merchants should be so seized with this fact that its support should be considered as part of the running expenses of every properly conducted retail business.

"With the plan and the necessity for such an organization as ours it is now self-evident that the merchants everywhere should awaken to their opportunities and each should take an active and important part in impressing it upon his neighbor.

"Before closing I would like to impress upon you that there is a great part for the retail man to take in the future development in Canada. He is gradually finding himself hedged in between organized labor on one side and the large capitalist on the other and the tendency of the Government to enter into competition or allow others who require special legislation to do so, and if he wants to fortify himself and be ready for the defence when the time comes he must strengthen himself by strengthening his organization now."

Appointing of Organizer.

N. Cameron, of Goderich, Ont., thought it important, as suggested in the secretary's report, that an organizer should be appointed to maintain the interest in the association. "The retailers of this province," he declared, "are gradually being hedged in and they must take some action before their bread and butter is altogether snatched from them. In our town of Goderich we feel as if we would like an organi-

zation if there was only someone to start it. There is where an organizer would come in."

"A great thing in every organization," said F. C. Higgins, of Toronto, "is a good organizer. The dealer is apt to get careless and indifferent unless he is kept awake and made to realize the situation. It is seemingly difficult to arouse this interest in the merchant. You may complain about your grievances but that will not do you much good. It is no good to complain that wholesalers are selling hotels, etc., unless merchants are able to bring pressure enough to remedy it. They should be organized so that they can select those dealers selling direct and refuse to buy from them."

The financial report of the association was presented by Provincial Treasurer M. Moyer, who stated that their liabilities had been reduced considerably during the year and to those who understood the work which had been done, the financial standing would be considered satisfactory.

Resolutions Dealt With.

Eleven resolutions to be discussed during the convention and dealt with were read by Secretary E. M. Trowern. It was decided to deal with them one at a time. The mail order question was the first to engage attention. Mr. Trowern in opening the discussion said: "The mail order question is a much more serious one than many dealers imagine and there are many vital reasons why it needs the consideration of the retail trade and right away too. There is at present an agitation for parcel post or lower rates on certain classes of mail. It is said that the postal service of our country is a paying proposition, but I think I am safe in saying that if examined into, it would be found that it is not. I have gone through the government records and find that a big percentage of the present expenses of the postal department are charged to the public works and that is how the postal receipts are said to be above the expenditures. Now they want to add still greater cost by giving lower rates to the benefit of the large mail order houses and the detriment of the country stores."

Work of the Newspapers.

"The newspapers," said F. C. Higgins, of Toronto, "are boosting the idea and catering to public sympathy by telling the people that with parcel post they will be enabled to get their butter and eggs shipped from country at low cost. These two articles would make little difference to the retailer, but these lower rates are apparently for the mail order houses. The only way to defeat this measure is to show that the post office department cannot afford to lower the rate."

Taxing Mail Order Houses.

N. Cameron, of Goderich, father of the idea to tax mail order houses, said: "As a retailer I have been watching the mail order question closely. About two months ago I took a step in bringing it before the Goderich Board of Trade. It was adopted and sent to Boards of Trade in other towns and cities throughout the province and the answers from Ontario have been encouraging indeed. I have also had several letters from Saskatchewan and Alberta.

"This is a new country and the mail order houses are getting a hold on the people before the retailer can. This question is a deeper one than it looks on the surface. I am making no suggestion whatever to come between the consumer and the mail order houses but if I have to pay taxes in Goderich why should not other men who do business there be taxed, whether they do it direct by mail or aeroplane.

"If a man starts in business he must pay taxes to maintain schools, walks, etc., but the mail order house escapes. I contend that it is bad for the town, because the retail merchants are the backbone of every town. With the present order of legislation we have absolutely no power to get after the mail order house.

Law Against Transients.

"At present we have a tax against transient traders. What is the law for? It was passed to protect the municipality. It was felt that if they were allowed to come in they would destroy the trade of legitimate dealers and when you take the legitimate dealers away there is no town. If it is fair to tax the merchants who reside in the town and help to maintain it, surely those from the outside should be taxed even heavier.

Merchants In Legislature.

"The securing of this looks like an easy proposition. It should be easy. We have 14 merchants in the Ontario House and find that members of other professions recognize the fairness of the idea. I do not see that mail order houses will offer much objection. I interviewed the president of one of the biggest mail order houses, and asked him if he had any reason why he should not pay taxes where he got good business. He said he had not.

"This is something in which the wholesaler and manufacturer should be deeply interested. They have now two sources of output for their goods—the M. O. H. and regular retailers. Mail order business is now getting into fewer hands and they will soon be able to dictate to wholesaler and manufacturer. They will force them to sell at a certain price. Manufacturers will have to reduce the wages of laborers to make at that price, so that the consumer is certainly going to be worse off.

I have a circular of a mail order house in Ontario, offering sugar at $4.40 which costs $5.35 in Montreal to-day; 25c. boxes of biscuits at 15c, a regular 10 cent shoe polish at 5c, and a 10 cent cleanser at 6 cents. What is their motive in doing this? This is their method of advertising. They intend to chase the retail merchant out of business, and then they will sell at the price they wish. It is surely time the retail merchant was doing something."

An Educational Campaign.

Further interesting discussion marked with vim and earnestness took place. M. Moyer advocated the education of the public as a remedy to the mail order evil. He would show the people that it was to their own interests to purchase their goods in their home town. If possible he would work this educational campaign through farmers and agricultural societies. "And above all," he said, "never should the retailer admit to his customers that the mail order houses can sell cheaper than he can, for they can't."

"If people can buy cheaper from the mail order houses," said F. C. Higgins, "let them, but if they are not getting better value, quality and service considered, they should not. People like to think they are getting a bargain and the big stores make them believe they are."

Advocated Tax of 1 per Cent.

N. Cameron's addition to the mail order resolution proposing to tax these houses was next discussed. It was explained that it was sugested that the tax be placed at 1 per cent. to begin with and that later it could be regulated as seen fit. The method of collecting it was to have the mail order houses make a sworn declaration as to the amount of their sales, the same as hotels have to do in regard to their bar receipts. It was finally decided to leave the matter over to the next day for further discussion.

THE TUESDAY SESSION.

The resolution respecting mail order house taxation was discussed further on Tuesday and the question gone thoroughly into with Mr. Cameron. His resolution was amended making the per centage five per cent. instead of one and with some other changes will be redrafted by the secretary who will submit it to the merchants of Ontario for their opinions. If approved of by them legis-

(Continued on page 39.)

Suggestions for Selling Maple Syrup

Window Trim of a Stratford Dealer Which Brought Good Business—Forest Scene Represented With Maple Tree, Leaves, Hanging Kettle, etc.—The Time to Sell Syrup and Sugar.

The sap has been running for some time now and this is truly maple syrup time. Wise dealers are taking advantage of the possibilities presented and are making hay while the sun shines by pushing the sale of this line and the one associated with it, namely, maple sugar.

Not only are dealers heralding forth the virtues of the delectable liquid from counter and advertisement but many are bringing it into prominence by window display. With this line some very original and attractive as well as suggestive window trims that cannot fail to bring business may be arranged. Window displays of this line may be made particularly interesting from the fact that actual maple syrup making may be depicted, or at least represented in the window. Such a realistic touch is of much more value in creating demand for this line than a common arrangement of the goods would be.

Stratford Dealers' Method.

The Barnsdale Trading Co., of Stratford, Ont., is one firm that has taken advantage of the possibilities in this regard to push the sale of maple syrup and sugar. In fact nearly every year they attempt to have something original along this line and find that it is good business.

This year's display with its realistic touch was one that attracted a great deal of attention in Stratford and the trimmer of it, B. T. Williamson, reports that it brought a good deal of business and well warranted the time spent in arranging it.

It of course attracted a large number of the younger generation and so great was their interest that many would come in and get the clerks to tell them how maple syrup was made.

How Window Was Made.

A small tree, with a sap pail hanging from it, formed one of the important factors of the display. Then there was a long pole held up at one end by crotched sticks. From the elevated end of this hung the sap kettle by a chain, the representation of a fire being placed underneath. A pyramid of maple syrup in cans was built up at the back corners. In the centre of the background was a pyramid of packages of buckwheat flour with a show card, "Just a suggestion—pancakes and maple syrup."

The floor was covered with sawdust and besides two piles of maple sugar cakes were scattered about on it. In the centre was a high bottle filled with maple syrup that customers might see the color of it. Maple leaves strung across the top of the window added to its appearance. A show card tacked on the tree read "Sap is running," while a larger one read, "We don't make it but we know who does and can recommend it."

The Clerk's Originality.

A great scope is given to the trimmer's originality in making a display of these lines. The idea is to make the window as realistic and suggestive as possible. Herewith is another suggestion from which the trimmer may glean some ideas. As shown here, some high class stores in order to turn out an attractive display go to the extent of having a painted background showing a forest scene, with wildcats, owls and other birds. The trimmer may use a real tree and probably have stuffed owls and birds to improve the idea.

The sap kettle and representation of a fire is a needed addition to the trim, while the maple syrup and sugar may then be arranged to the best advantage. It would also be well to have suggestive show cards.

Maple Syrup and Sugar Window Suggestion. Now is the Time When Something Original Will Sell Considerable of These Articles.

THE CANADIAN GROCER

Established - - 1886

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John Bayne MacLean - - President.

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ADVANCE IN ROLLED OATS.

Following firmness which was noted in our market reports in last issue, rolled oats advanced 15 cents per sack, or 30 cents per barrel, during the week. At the advance, values are 50 cents per bag above those ruling one year ago.

The reason that present prices are so much above those of last April is explainable by small supplies of raw material, the result of last year's small crops. Canadian production was not so unfavorable as that of United States, but high values across the border naturally firmed prices here.

Substantial gains were made in rolled oats during last fall. Then, under a price-cutting war, prices went down 30 cents per sack during December. A reaction of 20 cents per sack occurred during first two months of the year. For some time back now raw material has been moving upward, and the higher prices on the finished product is the result.

Values are steady at present level under a continued firm raw material market. Demand continues good for oats. United States buyers are in the market here, and are willing to pay fifteen cents duty per bushel in addition to market price, so scarce is the commodity on other side of the line.

TAX ON MAIL ORDER HOUSES.

At the annual meeting of the Retail Merchants' Association of Canada, report of which appears elsewhere in this issue, was a lengthy discussion on the mail order question.

N. C. Cameron, of Goderich, Ont., has been making an extensive study of this problem, and he claims to have a solution in a tax or license on houses which sell by catalogue outside of their own communities. He says the law could be enforced in the same manner as the liquor license law, where the Government collects a percentage of the bar receipts. Each hotel proprietor must give a sworn statement of his bar receipts. Mail order houses would, under Mr. Cameron's plan, be obliged to make sworn declarations to the Government of the amount of business done in each municipality. The tax would be a certain percentage of that amount, and would go to the coffers of the various municipalities.

That there will be much opposition to such a measure is beyond a doubt, and it is a question which should be given much thought before a definite proposition is presented to the Legislature.

A number of other important discussions took place, chiefly on Legislative matters, and these discussions certainly demanded a larger attendance. If, as one of the members expressed himself, merchants could have known what was on the bill-of-fare, more would have been present.

WHERE CUSTOMERS ARE LOST.

"I haven't been back to that grocer since."

Does the dealer realize what it means when one woman makes such a statement to several others? Not much chance of having the confidence of anybody in that gathering, is there?

The trouble was all over some withered lettuce. The housewife had ordered it the night before. She would take it with her, as she wanted to place it in water so that it would be fresh for next day. Company was expected. There was a luncheon on.

The grocer asked to have the privilege of keeping the lettuce over night. He would see that it was placed in water and kept fresh.

Next morning it came with the remainder of the order. But it was withered. That accounted for the loss of the customer. The dealer had lost her confidence, and once that occurs, sooner or later the orders drop off. And it is just such simple matters as this that frequently cause the trouble.

Now that grape fruit is wearing off the market, grocers should be careful not to sell "punk" fruit. It is liable to cause the loss of a customer. In fact, a case is known to the writer where such has happened. A little attention to small matters will often save a good many dollars.

A SIXTY PER CENT. ADVANCE.

A manufacturer who has made a study of the subject, declares that the building done in Canada last year was 60 per cent. in advance of that ever done before. Indications, he declares, are that another increase will be noted this year, though following a banner season it is doubtful if any such honor mark as 60 per cent. will be achieved.

Building like this means a great deal to a country—especially when operations are rendered necessary by a natural growth, as has been the case here. Such extensive operations means a large and growing trade for the retailers.

It means that the country is prosperous.

SPRING NUMBER NEXT WEEK.

The next issue of The Grocer will be our big annual Spring Number. As usual it will be dressed in special attire, and the thousands of dealers who are acquainted with our past big numbers will appreciate what that means. The others will know next week.

In this Spring Number, the editors have endeavored to place before our readers a magazine that will be kept for reference. The central feature is "Creative Salesmanship," and the majority of our articles deal with ways and means the merchant has at his command to increase his business. Actual interviews with some of Canada's progressive dealers are given, showing how these men have made two blades of grass grow where there was only one before. The creating of new busi-

ness is the main theme, and those who are anxious to expand will do well to study our annual number thoroughly. It will be profusely illustrated as well.

Apart from the reading matter, there will be a wealth of informative material in the advertising section. This section will be read because of attractiveness of the advertisements and because of the fact that they supply information about the goods the dealer handles—and the more one knows about the goods in stock the more efficient salesman he becomes.

Watch for the big Spring Number next week.

THE ONTARIO R. G. A.

Those who have been following our news columns of the past month will not be surprised to learn of the formation in Hamilton last Friday of the Ontario Retail Grocers' Association. Full particulars of the meeting appear on another page of this issue, and should be read by all those interested in association work.

The meeting was largely attended, and particularly so inasmuch as many had not received notice in time to make preparations to go to Hamilton. In enthusiasm it was a decided success. The majority had something to say as to the methods of organization and when such interest is taken, it can safely be said that men who will work are behind the proposition.

The Grocer strongly believes in the principle of unity and association of merchants. No two dealers can get together and converse on a trade subject without learning something. The more frequently they talk with one another, the broader will be their conception and knowledge of trade matters. Unity is practically the only way in which legislative reforms can be carried out, and it certainly behooves all grocers and other merchants to assist in association work when there are so many legislative matters to look after.

It is the desire of all in the trade that the new organization just launched, as well as all other similar Canadian organizations, should prosper; but to do this men in the trade must sacrifice a little time, a little energy, and last, but of most importance, a little money. These will all be returned ten-fold when the association is on a sound working basis.

TRADE WITH WEST INDIES.

The Minister of Trade and Commerce has announced a trade agreement between Canada and the British West Indies. The terms have not yet been made public, and will not until ratified by all the Governments and Legislatures concerned. The only general statement made is that the agreement is of comprehensive scope in regard to the freer exchange of nearly all the items of exchange between Canada and the West Indies. It is expected that it will come into effect on January 1, 1913.

Provision is made for including the Bahamas, Bermuda, Jamaica and British Honduras in the reciprocal trade arrangement at any time they so desire.

It includes exchanges of products on a wide and generous scale, and is based on a preference to the products of each country in the markets of the other.

The questions of improved cable and steamship communications between Canada and the West Indies were considered, and the views of the conference were embodied in resolutions unanimously passed. The objective of these resolutions is to effect an up-to-date and adequate cable and steamship connection, based upon the cooperation of the West Indies colonies, the Dominion of Canada, and the Government of Great Britain.

Jamaica, one of the chief of the British West Indies, was not represented at the conferences held. It is claimed that the chief reason of this is Jamaican politics and policy are largely affected by the wide and contiguous market of the United States. It looks also as if Jamaica has been influenced by the threat of certain public men of the United States that in the event of the Island granting a preference to Canadian products to the detriment of the United States, reprisals would be forthcoming from the big neighbor.

An interesting feature in connection with the signing of the new agreement is that during the past week a prominent New York lawyer, representing the United States milling interests, has been in Ottawa endeavoring to block the portion of the agreement giving a preference to Canadian flour and its products in the West Indian markets. The United States millers fear that their present virtual monopoly of the West Indian trade will be seriously damaged by the new treaty, and hence endeavored to interfere in the consummation of the family agreement between Canada and the West Indies. The arguments presented by the lawyer, however, were not sympathetically heard, and he left somewhat crestfallen.

HIGHER PRICES FOR CORN SYRUP.

Corn syrup prices have been advanced 15 cents per case during the week. This applies to both the light and dark-colored syrup.

Two weeks ago, in our market reports, we pointed out that starch had been advanced, and as same conditions affected syrup, it was regarded as holding a strong position. Market for raw material continued strong, and the advance followed. Even at higher price, situation is quite strong, as the advances made by corn during past month have been substantial indeed.

Since early last fall there has been a record demand for corn syrups, and manufacturers were often considerably behind in orders during the winter. The continued cold weather was favorable indeed to a large consumption of this line.

Even if we are now on the brink of spring, retailers should not neglect this line. Warmer weather may not work for quite so large a demand, but those dealers who maintain stocks and push this line will find that a good trade may be done during spring and summer. The day when corn syrups are neglected as soon as the snow begins to disappear is past and gone. Syrup is now an all-the-year-round seller. The wise grocer regards it as such.

EDITORIAL NOTES.

The procession still goes on. Rolled oats and corn syrups are up this week.

• • •

Next week's issue will be the big Spring Number. You can bank on something good.

• • •

Butter still sticks to the high spots. The old, well-known sentence in the public school grammar: "I sometimes butter my bread on both sides," is now obsolete. Dr. Sneath will have to expurge it.

• • •

What effect will the trade agreement between Canada and the British West Indies have on sugar? is a question many are wondering. It is understood that the latter countries want Canada to purchase all their sugar from them.

Corn Syrups High---Sugar is Weak

Corn Syrups Adanced in Sympathy With Higher Raw Material—Demand Still Continues Good—Raw Sugar Holds Weak Position — Easier Tendency in Prunes Continues at Several Centres—Opening of Navigation Will Bring Greater Activity in Groceries.

QUEBEC MARKETS.

POINTERS—

Syrup—Advanced.

Sugar—A little weaker.

Montreal, March 11.—There is little change to report in trade for the week. Business for spring is setting in early and dealers are confident of a good season. The floods caused by rising waters blocked trains on some lines causing considerable delay in shipments.

Syrup is again offering the feature to the market; prices advancing this week.

SUGAR.—Sugar situation is inclined to be weak. Values for week have not changed; but New York markets are declining so as to take advantage of the Cuban raws. Canadian markets may do likewise. Demand is reported fair.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—Market as regards syrup is strong. Demand is heavy and prices have advanced, in sympathy with the high price of raw materials, 15 cents per case on tins and ¼ cent on half and quarter barrels and ½ cent on barrels.

Molasses has offered no feature. Trade is seasonably quiet, buying being of hand to mouth order.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—Conditions in market are usually quiet at this time of year. Trade is moving a good deal of stock into consumption but retailers are simply using up what they have on hand. The tone of the market is easy on some lines with no quotable price changes to record.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08½	0 09½
Currants, fine filiatras, per lb., cleaned	0 07¾	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¼
Prunes—		
29-30	....	0 13
30-40	....	0 12½
40-50	....	0 11½
50-60	....	0 11½
60-70	....	0 10½
70-80	....	0 10
80-90	....	0 9½
90-100	....	0 07
100-120	....	0 06
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Tea market is steady with a fair amount of business being done. Stocks are about at last year's level and will most likely retain present values.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee remains unchanged. All grades of Rio and Santos are firm but prices for week are unmoved. Demand is favorable under existing conditions.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Spices are beginning to show signs of activity. The spring trade has livened market; orders are heavy; but as yet prices rule unchanged.

Allspice	0 13	0 18
Cinnamon, whole	0 14	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 28	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Market for nuts is quiet. Values on all varieties remain the same. Peanut market is beginning to show signs of activity.

In shell—		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 33	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 12	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 23	0 25

RICE AND TAPIOCA.—Movement of rice is still routine. Business for the week has been quiet, no special features being offered.

Tapioca shows no change in either price or demand.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS—

Corn Syrups—15c. per case higher.

Sugar—Weak.

Prunes—Still easy.

Canned Pineapple—Rather scarce.

Toronto, April 11.—One of the changes of week is upward move in corn syrups of 15 cents per case in sympathy with the much stronger market for raw material which has been making substantial gains of late. Sugar holds a weak position while prunes also continue easy with different firms quoting various prices on certain sizes.

Trade is still on quiet side. Easter demand for cetrain lines worked for a slight improvement last week. Some

jobbers express opinion that city trade is somewhat better but bad roads in country districts are no doubt having an adverse effect on trade. The frequent dips in temperature are not conducive to housecleaning, so that demand for housecleaning lines is not as good as it would be under more favorable conditions. Warmer weather and opening of navigation should work for greater activity.

Great deal of complaint is heard at present time regarding delayed transportation of goods at this point, trouble being found with both incoming and outgoing shipments. Last week's Teamsters' Strike was a short-lived affair, but still it added somewhat to congested condition as did also the Easter holidays. Facilities for handling goods with rapidity at this point are apparently far from adequate. For past two years there was always congestion during spring and fall rush but it is now getting to be a chronic condition.

SUGAR.—Sugar is weak in sympathy with same conditions existing in market for raws. Sugar situation in United States is unsettled, causing a weakness that is reflected on this side of line. There are three big factors depressing market at present time. There is the financial depression by reason of English coal strike, talk of tariff revision on sugar in United States, which has weakened ideas of holders of Porto Rico raws, while third is favorable outurn of Cuban crop, which points to full 1,800,000 tons estimated if suitable weather for grinding continues.

Meanwhile refined trade continues of a hand to mouth order.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUP AND MOLASSES. — Corn syrups have been advanced this week. It will be remembered that two weeks ago we pointed out that starch had been advanced and as the same conditions affected syrups, they were regarded as holding a strong position. The corn market has been making big jumps upward and this week quotations on both dark and light colored syrup were raised 15 cents per case. The advance on barrels is ½ cent per pound, and ¼ cent on quarters and halves. Trade in corn syrups still continues quite good and under the big advances in corn, syrups are still regarded as holding quite a strong position.

Maple syrup is moving well, a substantial trade being done in new make at many points.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 35
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 80
Molasses, per gallon—	
New Orleans, medium	0 30 0 33
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Easier feeling by reason of good sized stocks being carried and lack of brisk demand still continues in prunes and some further declines are recorded by a number of firms. Apparently some jobbers find themselves carrying larger stocks of this line than they care to for the season and thus values in buyer's favor. It is, however, difficult to get an exact line on prune values as different firms find themselves differently situated on certain sizes. "I don't see any reason for any big break in prunes," said one buyer. "The season of big demand is just opening up and it must be remembered there are several months' demand yet to supply."

Other lines of dried fruits hold steady position. Dates are in rather small supply while figs are not over plentiful. Currants on primary market are firmer. Local jobbers are carrying fairly good stocks.

"Currants should be going out well now," said one dealer. "You know that during past couple of years they have come into great favor as material for pie." Currants are not only comparatively reasonable but make excellent pie and no doubt many retailers could sell a good deal more by bringing this fact before customers. This is the time of year when housewife is rather in a quandary as to material for pie, and all suitable lines should be pushed.

Coast dried fruit market continues weaker and lower, both prunes and raisins included.

30 to 40, in 25-lb. boxes	0 14	0 15
40 to 50, in 25-lb. boxes	0 12	0 13
50 to 60, in 25-lb. boxes	0 11½	0 12
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 08½
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Slabs	....	0 20
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapnets	0 04	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 08½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		

Raisins—		
Sultana	011	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 09
Seeded, 16-oz. packets, choice	....	0 08½
New Dates—		
Hallowees—		
Full boxes	....	0 06
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 08½	0 07

TEA.—Large supplies of inferior stalky teas both from India and Ceylon during last two months have caused lower quotations for common tea; only, however for undesirable teas. Demand for all grades has never been stronger and with really good quality, buying has been keen. Russians have been strong buyers and appear to have no limits at all for teas they want. Leaf teas therefore, with flavor have all been disposed of at firm prices.

COFFEE.—Strong market still continues in coffee, but no changes have been recorded in local quotations. Prices are already high and dealers under such conditions do not expand values unless absolutely necessary. Considering high prices, trade on whole is reported fair.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Prices on spices show little or no change and general market conditions remain about same as those outlined in past issues. Trade is routine and likely to continue so until spring advances further and navigation opens.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

NUTS.—New Brazil nuts are being pushed by some retailers to advantage. Fact that they are new helps in their sale. On whole trade in nuts is not brisk, although shelled varieties are moving well.

Tendency in most lines is to steadiness except Brazils which are quoted lower for May delivery.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	....	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

RICE AND TAPIOCA.—Spring is good season for sale of rice and tapioca and consumption of these lines should be on a good scale. There are no special market features to report.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal		3 45
Rice, standard B., f.o.b. Toronto		3 55
	Per	lb.
Rangoon	0 03¾	0 04
Fancy rangoon		0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat		0 08
Medium pearl	0 06½	0 07
Flake		0 08
Seed	0 06½	0 07

BEANS.—Values unchanged but quite strong with good demand still in evidence.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 08

CANNED GOODS.

TORONTO.—Demand for canned goods might be described as fairly good for season. Many lines are moving quite slowly. Others are fairly brisk. In fruits, strawberries, raspberries and blueberries are the lines in scant supply, some firms reporting complete clean-up.

In vegetables, tomatoes, even in face of present high prices seem to be line that is moving most briskly. Peas are quiet and have been, the high price curf tailing the demand.

"There are many firms carrying larger stock of peas," said one firm, "than I believe they can reasonably get rid of. I wouldn't be surprised at a weakening before season ends."

"Yes, there was a small delivery of peas last year," said another, "but you must remember that in view of previous year's experience, most jobbers bolstered up orders considerably last year and while the delivery was small, the pack was much larger than the year before. Added to this high prices have curtailed demand."

On account of high prices on peas this year, a number of firms have introduced soaked peas.

Stocks of pineapples are rather scarce at present but winter pack of Hawaiian pines will arrive in couple of weeks. One firm quotes Hawaiian 0s. at $2.45, and Singapore 1½s. at $1.65 to $1.75.

MANITOBA MARKETS.

POINTERS—

California Fruits—Weaker.

Corn Syrup—Up 20c case.

Winnipeg, April 11.—One of the features of the market this week is a weaker feeling in California dried fruits and an easing off in some varieties at any time would not be a great surprise.

As regards the general outlook, March collections have been none too good, but business is active and outlook considered excellent. Farmers are busy on the land, the recent snow storm having caused but little delay in operations.

New business openings in new towns are numerous and are likely to be an important feature of the season.

In Winnipeg there are no unemployed and the season promises to be the most important yet in both civic and private enterprise. Should labor disputes not intervene everything points to a year of great development and prosperity.

SUGAR.—Last week's decline of 10 cents per cwt. brought refined prices in sacks down to $6 per cwt. Outlook of market as yet somewhat uncertain.

Montreal and B. C. granulated, in bbls.	6 05
Montreal and B. C. in sacks	6 00
Montreal, yellow, in bbls.	5 40
Montreal, yellow, in sacks	5 60
Icing sugar, in bbls.	6 25
Icing sugar, in boxes (25 lbs.)	6 40
Powdered sugar, in bbls.	6 20
Powdered sugar, in boxes	6 20
Powdered sugar, in small quantities	6 00
Lump, hand, in bbls.	6 90 6 95
Lump, hard, in half-bbls	7 00 7 05
Lump, hard, in 100-lb. cases	6 90

SYRUPS.—A fairly good trade continues in syrups. Stronger feeling in corn syrups has resulted in an advance of 20 cents per case. It will be remembered that starch was advanced in price two weeks ago and as syrup is governed by the same conditions, the advance was not unexpected.

Syrups—		
24 2-lb. tins, per case		2 53
12 5-lb. tins, per case		2 93
6 10-lb. tins, per case		2 81
3 20-lb. tins, per case		2 89
Half barrels, per cwt.		4 05
Barbadoes molasses, in half bbls., per gal		0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

Dried Fruits.—Prices are unchanged but an immediate reduction of 1 cent all round is expected. Reports of low stocks were seemingly without foundation in many cases.

		Per lb.
New Prunes—		
90-100s, 25s, s.p.		0 10¼
90-100s, 10s, s.p.		0 10¾
80-90s, 25s, s.p.		0 10¾
80-90s, 10s, s.p.		0 11¾
70-80s, 25s, s.p.		0 11
70-80s, 10s, s.p.		0 11¼
60-70s, 25s, s.p.		0 11¾
50-60s, 25s, s.p.		0 11¾
40-50s, 25s, s.p.		0 13
Cooking Figs—		
Choice boxes		0 05¼
Half boxes		0 05¼
Half bags		0 04¾
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box		2 30
Fine selected, 28s, s.p., per box		2 35
4-crown layers, 28s, s.p., per box		2 45
4-crown layers, 14s, s.p., per box		1 30
4-crown layers, 7s, s.p., per box		0 75
Ne plus ultra, 28s, s.p., per box		2 40
Currants—		
Dry, clean, per lb.		0 07½
Washed, per lb.		0 08
1-lb. package		0 08¾
2-lb. package		0 17¾

NUTS.—Trade in nuts is only normal. Shelled varieties move fairly well. Shelled walnuts in small quantities are worth 28½ cents and 27½ in 55-lb. cases.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 33
Almonds, shelled, less than 28-lb.	0 34
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20½
Brazils	0 18
Nutmegs	0 20

COFFEE.—Coffee is still high. Green Rio is quoted ½ cent higher.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 18¾

BEANS.—No further changes reported, prices firm and demand good.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NEW BRUNSWICK.

St. John, April 10.—While business during past week has been promising and well within the standard for Easter, the markets have seen few changes. Sugar last week declined ten cents in all grades, due to uneasiness and nervous condition of southern markets and conflicting reports, while beans are remarkably high, both yellow eye and white. Both compound and pure lards are higher and show tendency to advance still more and same may be said of barrelled pork, domestic and United States.

Country market was liberally stocked for Easter with eggs, ham, bacon and other articles, and the meat supply, beef and veal in particular, was exceptionally good. As was expected, eggs, being plentiful, sold cheaply but the demand was very brisk.

Bacon	$....	$0 15
Beans, hand picked, bus.	2 60	2 70
Beans, yellow eye, bus.	2 65	2 75
Butter, dairy, per lb.	0 26	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17½
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 75
Cornmeal, bbls.	....	3 65
Eggs, hennery	....	0 24
Eggs, case	0 22	0 23
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 55	6 80
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 13¼	0 13½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 50	23 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes	7 25	7 80
Sugar—		
Standard granulated	5 60	5 70
Austrian granulated	5 50	5 60
Bright yellow	5 40	5 50
No. 1 yellow	5 10	5 20
Paris lumps	6 65	6 90

NOVA SCOTIA MARKETS.

Halifax, April 11.—Wholesale and retail grocers report business good during Easter week. With exception of sugar prices most lines have tendency to go higher. At the present time there is practically a butter famine in Halifax. Quantity of local made butter coming to market is limited. Some dealers here have imported butter from Quebec during week and others are using New Zealand. The situation here is unprecedented.

There was some evidence of a "corner" in eggs during week but it was only partially successful. Stocks were held back and wholesale price was moved up to 25 cents per dozen, an advance of three cents. Country vendors then

came in and began to retail eggs at 25 cents, and wholesale price eased off to 22 cents.

Extra standard granulated sugar is now quoted at $5.50, United Empire $5.40, and Bright Yellow $5.30.

Beans are also advancing. Prime are now quoted $2.50 and yellow eye at $2.80.

ANNUAL MEETING OF THE R. M. A.

(Continued from page 32.)

lation will be asked to have it become law.

Transient Traders' Law.

The following resolution was another considered:—

"That it is the opinion of this meeting that a full enquiry should be made into the many conditions that exist in the various parts of this province regarding peddlers and transient traders, and that an Act should be prepared suitable to the various conditions and every effort should be put forth to have it made law at the next session of the Ontario Government."

It was carried with the following amendment: "And we recommend that all parties who solicit or take orders for any articles of merchandise direct to the consumer be included in the peddlers' act and they be treated the same as peddlers."

A suggestion to add a clause that wholesalers who sell to consumers in local places should also be licensed was made and this will be gone into by the executive.

The question of wholesalers selling direct to consumers was considered at some length. "When I know of any selling direct," remarked one member, "I simply cut him off."

J. W. Burgess of Bala, Muskoka District, was one of those who had many complaints to offer in this respect.

Employer's Liability.

The next resolution was as follows:—

"That whereas there is now before the Ontario Legislature a proposal to bring in a measure to be known as The Employers' Liability Act, and from such information as can be gathered it appears to be the intention of such act to make employers financially responsible for accidents that occur to their employes; if this should be the intention of this proposed Act we recommend that retail merchants should be exempt from its provisions."

This was explained by E. C. Matthews and E. M. Trowern, the latter pointing out that down in Quebec, the retailers had to fight hard to get retail dealers exempt from liability in case of accident to their employes. The bill principally referred to manufacturers. When the new bill is drafted by the Legislature it will be watched closely by the association and if this exemption is not made it will be fought as strongly as possible.

Rights of the Trade.

A resolution respecting the rights of the trade was:—

"That in view of the fact that a further amendment is necessary to the Criminal Code in order to enable the retail trade to consult with and make fair arrangements with the wholesale trade and with manufacturers we therefore again urge upon the Dominion Board the necessity of securing the necessary amendment from the Dominion Government."

Mr. Trowern stated that at the present time no body of retailers can get together and agree among themselves to decline to deal with a certain wholesaler who may, for instance, be selling direct to the consumer.

"But this association under our charter can acquaint its members of the fact that some wholesaler is selling direct and can advise all the members not to purchase from that wholesaler. Our charter gives us this power but the power is confined only to this association. My object in getting the amendment referred to in the resolution is to be able to confer with wholesalers to get them, for instance, to agree not to sell direct and if one does sell direct, to be able to take the matter up with the wholesale trade and say to the wholesaler who breaks his agreement, 'We'll cut you off.'"

The resolution was adopted and will be forwarded to the Dominion Board.

Other resolutions adopted were the following:—

"That inasmuch as mail order and catalogue houses depend entirely upon securing their trade through the publication of catalogues, we deem it to be in the best interests of the public and those merchants who desire to do an honest business to have a law passed making it a criminal offence to falsely advertise any article."

"That we recommend that the Dominion Board of our Association consider the advisability of pointing out to the Government that in the event of a Tariff Commision being appointed that one of the members of said commission should have a ful knowledge of the retail trade."

Educational Campaign.

"That inasmuch as retail merchants have a knowledge of merchandise that is unknown to the general public, and as the public are misinformed as to the real nature and value of the majority of goods offered for sale through catalogues by mail order houses, it is the opinion of this meeting that the Executive should use all the means in their power to educate the public up to the knowledge that they can be better served and their community greatly improved by spending their money in their own home town."

Opposition to Bulk Sales Act.

N. Cameron opposed the Bulk Sales Act now before the Legislature on the grounds that a merchant shouldn't have to get the consent of 51 per cent. of his creditors if he desired to sell out. "The moment a prospective buyer sees such a statement it would probably end the negotiations, even if the seller were an honest man."

E. C. Matthews pointed out that while the bill would prevent in many cases honest men from selling, the dishonest man could sell privately in pieces and defeat the purpose of the legislation.

It was decided to oppose the principle of the bill.

The New Officers.

The new officers were elected as follows:—

President—A. Weseloah, Berlin.

1st Vice-Pres.—E. C. Matthews, Toronto.

2nd Vice-Pres.—N. C. Cameron, Goderich.

Secretary—E. M. Trowern, re-elected.

Treasurer—M. Moyer, re-elected.

John McClellan, of Bowmanville, was elected a representative to the National Exhibition Association. The five officers above elected will represent the association on the Dominion Board.

Place and date of next annual meeting will be left to the executive.

FOOD LEGISLATION.

A meeting of the baking powder manufacturers of the Canadian Manufacturer's Association was held in Toronto on Thursday last to discuss the new standards for baking powder proposed by the Dominion analyst, A. McGill. A number of them will go to Ottawa on Friday of this week to see Mr. McGill regarding the proposed standard.

Island Fisheries, Limited, has been incorporated at $20,000. The head office is at St. John, N.B.

The firm of W. H. Escott Co., wholesale brokers and manufacturers' agents, was changed on April 1st to Escott & Harmer. Mr. Harmer will take charge of the office department.

Rolled Oats 15c. Per Sack Higher

In Sympathy With Upward Trend of Raw Material—Cornmeal is also Firmer and Higher at Some Centers—Spring Lull has Had Little Effect on Cereals—Retailers Who are Pushing Flour Getting Good Results.

An advance of 15 cents per bag or 30 cents per barrel was made in rolled oats during the week. This is in keeping with the predictions in these columns during the last two weeks, marked firmness having been noted.

For some time now raw material has been climbing to a higher level and naturally the finished product followed in the same direction. Previous to advance many mills booked considerable business ahead, so that trade is fairly well supplied at the lower level of prices.

Cornmeal continues firm in sympathy with trend of raw material both here and across the line and some further advances are noted at some centres in this commodity. One manufacturer of cornmeal in packages has advanced the price 10 cents per case of two dozen 10-cent packages.

It is usual for some slight slackening off to occur in demand for cereals when warmer weather puts in an appearance, but millers report that spring lull has as yet had little effect. It depends to a considerable extent on the retail grocer. If he continues to display and push cereals he will find that consumption will be much better than if he suggested it as an unseasonable line by failing to keep it before customers.

Flour trade is reported as fair but by no means overly brisk. This is another line that should not be neglected at this season. Those grocers who are putting some effort behind flour are finding good results. With wheat showing a stronger front, flour is regarded at moment as holding a quite firm position.

Freight congestion which has been holding back both raw material and finished product from reaching their destination does not appear to be quite so serious as was the case some time ago.

MONTREAL.

FLOUR.—Flour is firm with business reported up to the mark. Stocks still hold good with prices, however, tending to advance.

Winter wheat, fancy patents, in bags	....	5 20
Straight rollers, in bags	4 80	5 00
Manitoba 1st Spring wheat patents, bags	....	**5 70**
Manitoba straight patents, in bags	....	**5 20**
Manitoba strong bakers, in bags	....	**5 00**
Manitoba second, in bags	....	**4 60**

CEREALS.—Rolled oats were advanced 15 cents per sack or 30 cents per barrel during the week following trend of market for raw material.

Millers find difficulty in getting raw material, while dealers are blocked by poor shipments. The demand is still pressing and partly cause the advancing prices.

Fine oatmeal, single bag lots	....	2 90
Standard oatmeal, single bag lots	....	2 90
Granulated oatmeal, single bag lots	....	2 90
Bolted Cornmeal, 100 bags	....	2 15
Rolled oats, jute bags, 90-lb., single bag lots	....	2 65
do., cotton bags, 90-lb., single bag lots	....	2 70
Rolled oats, barrels	....	5 55
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—A moderate demand, marked by no special activity but considered fair for the season is generally reported. Those retailers who are pushing the sale of flour are finding an appreciably demand.

Manitoba 1st patents in car lots are bringing $5.60 and there appears to be no special tendency to market, although steady.

Ontario millers using water power are having some difficulty by reason of floods and spring freshets. Offerings of Ontario flour are rather on the scanty side with prices steady.

Manitoba Wheat.		
1st patent, in car lots	....	5 60
2nd patents, in car lots	....	**5 20**
Strong bakers, in car lots	....	**5 00**
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	**4 00**
Blended	4 80	5 00

CEREALS.—The emphasis given to strength and firmness in rolled oats last week was well warranted as is shown by the advance of 15 cents per bag in price during the week. Raw material has for some time now been moving gradually upward, making a rise in finished product necessary. There was a good percentage of business booked by most firms at the lower figure previous to the advance. Consumptive demand on this line should still be on a good scale.

Cornmeal is firm at present price in sympathy with raw material, some firms having firmer ideas than reflected in quotations. Ten cent packages have been advanced 5 cents per dozen by one firm.

Rolled oats, small lots, 90-lb. sacks	....	2 65
Rolled oats, 25 bags to car lots	....	2 55
Standard and granulated oatmeal, 98-lb. sk.	....	2 80
Rolled wheat, small lots, 100-lb. bbls.	....	**2 90**
Rolled wheat, 5 barrel to car lots	....	**2 80**
Cornmeal, 100 lb. bags	2 10	2 25

Rolled oats in cotton sacks, 5 cents more.

MILL FEED.—Still a good demand for bran and shorts which are quoted in car lots at $25.00 and $27.00 per ton, respectively. Offerings of shorts are a little more plentiful than bran.

WINNIPEG.

FLOUR.—Flour prices remain unchanged but as wheat prices are quite bullish there is a quite steady tendency to market. Trade is regarded as fair for season.

1st patents, cwt	2 95	3 00
2nd patents, cwt.	2 65	2 75
Strong bakers', cwt.	....	2 35

CEREALS.—Following strong tendency in oats, rolled oats advanced during week, prices on 80-pound bags being moved up 10 cents. Seasonable trade is reported in cereals.

Rolled Oats—		
80 lb. sack	....	2 35
40 lb. sack	....	1 21
20 lb. sack	....	0 63

Tomatoes and Celery Selling Well

Shipments From Florida Showed Marked Increase — First Shipment of Egyptian Onions Arrives—Good Demand for Them—Easter Helped Sale of Fruits but Warmer Weather Needed Before Activity Will Set In.

Tomatoes and celery are at present big sellers, a good trade having been done in them around Easter. Both these lines are coming from Florida and quantity arriving on Canadian markets has shown a marked increase of late. The quality of tomatoes arriving is good but prices are holding at a firm level. Celery has shown little change in the past week or so. Western Canada is taking some California stock but Eastern provinces are using Florida nearly exclusively as the price is more reasonable.

Onion situation has been somewhat relieved by the first shipment of Egyptian onions which are a good crop this year and will be fairly reasonable in price. However, with Spanish closing up and home grown in small compass, the demand is brisk and primary prices are holding quite high at present.

The constant downward dips in temperature is anything but good for the fruit trade. Last week there was a better demand for several lines by reason of the Easter demand but continued warm and bright weather is needed. With more favorable climatic conditions greater activity would shortly develop.

Pineapples are selling for table use only. Price being a little high for a big demand. A normal movement of oranges is in evidence. With warmer weather, banana trade would be better as also would demand for lemons. Market for lemons is quite steady as it will be end of May before new crop Verdelli are ready and before that time a warm spell of weather might bring stocks into small compass.

MONTREAL.

GREEN FRUITS.—Green fruits for week have offered a strong market. Easter trade greatly increased the demand, making room for the new arrivals. Prices remain firm with supplies in all lines reaching the favorable mark.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	....	3 00
Oranges—		
Florida	....	3 50
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Floridas, cases of 24	5 75	6 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

VEGETABLES. — Vegetable situation is active just now. Prices on Florida celery and spinage as predicted last week have offered a decrease. Sweet potatoes have advanced again owing to local shortage, but are expected to fall shortly.

Radishes and leeks are unusually high with advancing tendencies. Demand is brisk in all lines.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery	5 00	5 25
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	0 90	1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	8 50
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	4 25
Fancy	....	4 75
Tressez	....	0 20
Turnips, per bag	....	1 00

TORONTO.

GREEN FRUITS. — Easter trade brought a considerably improved demand for certain lines of fruits. Cold weather still continues to hamper trade at intervals.

Oranges are moving fairly well, California stock being about only variety on market just now. Cuban and Florida grapefruit is offered. Pineapple prices are not yet reasonable enough to induce heavy sales.

Apples as has been noted before are doing better. Spies are in scant supply, barrels ranging $5 to $5.50 for No. 1 barrels, and boxes bringing $2. Some fancy Western Oregon apples are quoted at $3.50 per box.

Bananas	1 25	1 75
Lemons, Messina, new crop	3 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Florida, case	5 00	5 50
Cuban, case	5 50	6 00
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Northern Spies, No. 1	5 00	5 50
Pineapples, case of 34	5 00	5 50
Pineapples, cases of 30	4 50	5 00
Florida Strawberries, box	....	0 60

VEGETABLES. — Egyptian onions have arrived on market and are quoted at $4.25 for 112-pound sacks. They are meeting with a good demand. Beets, carrots and parsnips are practically unobtainable and turnips will soon be in the same boat, some dealers quoting as high as 80 cents per barrel for them. Florida celery is moving out freely at present reasonable prices.

Asparagus is lower this week while new cabbage is down to $5 per crate.

It was pointed out in these columns during past few weeks that potato market could be expected to firm up again. This has been the case and some dealers are asking as high as $2 per bag for New Brunswick stock. Further shipments of Irish potatoes are said to be on the way and will probably have effect of keeping prices from climbing higher.

Trade in new potatoes is on a small scale yet. They come from Bermuda and are quoted at $3 per bushel.

Asparagus, large	....	0 50
Asparagus, small, doz.	....	1 50
Cabbage, new, per crate	....	5 00
Canadian beet, per bag	....	1 00
Carrots, bag	....	1 75
Cauliflower, Cal., case	....	3 00
Celery, Cal., per case, 6½ to 10 doz.	....	7 50
Celery, Fla., per case, 5 to 8 doz.	3 75	4 50
Turnips, bag	....	0 80
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	....	1 25
New radish, per dozen	0 60	0 80

New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 75
Onions—		
Green onions, dozen	....	0 25
Spanish, case	4 00	4 50
Spanish, half cases	....	2 25
Canadian, 75-lb. bags	....	3 00
Egyptian onions, 110 lb. bags	....	4 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	1 95	2 00
Potatoes, Ontario, bag	1 85	1 90
Potatoes, Irish	....	1 75
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new, Bermuda, bbl.	....	9 00
Sweet potatoes, hamper	2 25	2 50
Tomatoes, Florida, crate	4 00	4 50

FRESH FRUITS.—Oranges are cheaper, other fruits unchanged.

Fresh Fruit—		
Oranges, navels	1 76	2 75
Bananas, per bunch	2 75	3 50
California lemons, per crate	4 75	5 50
Cranberries, per bbl.	....	7 50
Grape fruit	....	7 50
Washington apples, box	....	3 00
Apples, per bbl.	4 50	6 00
Grapes	....	8 00
California celery	....	8 50
Cauliflower	....	4 00
Florida tomatoes, crate	....	10 00
California rhubarb, basket	....	2 00
Cucumbers, per doz.	....	1 75

Fruits and Vegetables That Will Sell Now

Pines for Table Use a Popular Fruit—Grapefruits, Strawberries, Oranges and Bananas Among the Other Important Fruits—In Vegetables Dealers Should Push Lettuce, Cucumbers, Cabbage, etc.—A Window Display.

The fruit and vegetable department of the store may be made an extensive and profitable one at this time of year if the proper care and attention is devoted to it by the grocer.

The pineapple season is now opening up affording the dealer further opportunities for extending his total sales of fruit. Just at the present time the pines will be selling for table use only, but by keeping them well displayed and speaking about them to customers, an appreciable trade may be done. The grocer and his clerks should bear in mind that home preserves are in small supply at this season and the housewife is wondering, what she can have for dessert. Here is where the salesman comes in with a suggestion of pineapple. Later on when prices become more reasonable will be the time to commence the campaign to sell pines for preserving purposes.

This is the season of the year when the palate craves for something out of the usual and delicacies meet with a good sale. Strawberries are moving along freely from Florida now and although the price still remains quite high, yet when seen, they are so tempting that many a customer will find her purse large enough to purchase at least a box or two.

A Neatly Arranged Fruit Display Which Could be Duplicated with Profit.

Vegetables That Can be Sold.

Florida tomatoes and celery are also lines that are selling well at the present time. Tomatoes are of excellent quality and fairly reasonable in price, while celery has now reached a level that should work for big sales. Care should be taken with this line to keep it from taking on a withered appearance, as it is the fresh and appetizing appearance that sells it.

The dealer has certainly a goodly array of lines available with which to tempt the purchaser at the present time. In fruits besides pineapples and strawberries, there are oranges and grapefruit, while bananas, now that the temperature is more favorable, will be selling better.

In vegetables there is an extensive list including head lettuce, cucumbers, new cabbage, asparagus, green onions, cauliflower, mushrooms, sweet potatoes and new potatoes.

Use the Window.

Window display is an excellent method of creating demand for these goods. Especially is this true just now as with warmer weather, more people are on the street and a display is more likely to secure their attention.

In arranging a display, one of the chief things to be observed is cleanliness. Displays should be well balanced and symmetrical as far as possible. By keeping an eye to the color scheme in placing the different lines in the window, some very attractive and appetizing display may be made.

MADE SURE OF HIS GUESS.

It was quite a fad a few years ago for grocers to fill quart jars with beans, setting the jar in a window, and offering two dollars or some other prize to the person who guessed nearest the number of beans the jar contained. There were no ends of guesses, the figures being all the way from almost nothing to hundreds of thousands.

There was one man who quietly bought some beans at one of these stores, filled a jar of the same kind with them at home, poured them out and counted them. Coming back to the store, he entered his count among the guesses and got the two dollars. He was a retired man of means with nothing else to do and getting the two dollrs was like finding it. He had made his money by using his head—by figuring, by the right kind of system, if you please.

A peculiarity of the grocery business is that many men have not the enterprise or analytical faculty of counting the beans and thus know what they can do and can't do in the way of profit-making. Every motion they make represents at least one bean, and some things count a good many beans. It is a fact that most men who succeed devote no little time to figuring and calculating.

While system, like everything else, can be overdone, the average grocer does not do as much figuring or calculating as modern conditions seem to make necessary.

Fish Still a Staple Article of Food

Even Though Lent is Over Fish Department Should Not Now be Neglected—Can be Made a Profitable Line—Arrival of Lake Fish Delayed by Heavy Ice on Lakes—Good Friday a Bumper Day in Fish.

Lent is over for another year and judging from reports it has been a satisfactory season this year for both wholesaler and retailer. It has been marked by extremely favorable selling weather and this assists a great deal. The last week of season was also a satisfactory one, Good Friday being a bumper day.

It is quite true that Lent, with its accompanying demand for fish is over but that is absolutely no reason why the fish department or counter of the store should now be forgotten or neglected. There are those dealers ready to consider that with Lent past the fish business is a dead issue. This is not so, for fish is still a staple article of food for the householder and the grocer who maintains his stocks in proper condition will find it still a profitable line.

The end of Lent found stocks on most markets cleaned up to a good safe level. Here and there on some markets an odd line will be found in more plentiful supply than dealers would wish, but these are few.

As the season advances trade will turn more to fresh caught varieties of fish. Already some sea fish are coming along, fresh halibut selling well. On account of the tardiness of the ice in disappearing from the lakes, lake fish will be later than usual this year in putting in an appearance.

QUEBEC.

MONTREAL.—Now that Lenten trade has come to a close, fish again resumes quiet attitude. The decreased demand has allowed some prices to drop and for the week pike, fancy fillets and skippers declined. Halibut is scarce, but supplies at present are sufficient to fill the demand. Business for the present is brisk.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	....	0 12
Herring, frozen, per 100 fish	1 99	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 06½
Pike, dressed and headless, lb.	....	0 06½
Steak, cod	....	0 05½
Mackerel	....	0 10
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 06	0 06½

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50 8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal. $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 30

ONTARIO.

TORONTO.—Lent is over but the fish business is by no means dead issue. It has now returned to a regular and even level with an appreciable trade for the season being transacted. Weather has been very kind at intervals, which has helped considerably.

The end of Lent found stocks in general well cleaned up. Several lines of frozen fish have been cleared off the list completely. Fresh caught halibut from the Pacific Coast is offered at 12 cents per pound and fresh flounders at 7½ cents.

Trade as the season advances will turn more to fresh varieties, but thickness of ice on the lakes will make the arrival of lake fish much later than is usual.

FROZEN FISH.

Gold eyes	....	0 05
Pike	....	0 05
Whitefish	0 09	0 11
Red salmon, headless and dressed	0 11	0 12
Bluefish	0 11	0 12

FRESH CAUGHT FISH.

Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	....	0 12
Flounders	....	0 07½

SMOKED.

Kippers, per box	....	1 15
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 85
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65

PICKLED.

Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 30
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

MANITOBA.

WINNIPEG.—Last week of Lent saw a good finish to rush period. Good Friday was a stellar day for fish departments of most stores. Trade has returned to a more routine character now. Prices rule steady.

Oysters, per gallon	....	2 75
Lake Winnipeg white fish, lb.	....	0 09
Fresh pickerel	....	0 08
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, per doz.	....	0 10
Jackfish	....	0 04
Fresh goldeyes	....	0 04
Kippers, per box	....	2 00
B. C. Frozen salmon	....	0 10
Lake trout	....	0 07
Halibut	0 07¾	0 08
Bloaters, per box	....	1 50
Mackerel	....	0 11
Smelts	....	0 12
Extra smelts	....	0 15
Stoles	....	0 07
Smoked goldeyes, per doz.	....	0 50

NOVA SCOTIA.

HALIFAX.—Last week was a banner one in fish. All dealers report having sales of all kinds. There was only a fair supply of fresh fish landed during week and there was keen competition for it. Large haddock are scarce here, but at some of the shore ports receipts have been fully up to the average. Demand for fish from points inland was heavier than at same time other years.

Sales of smoked haddies and fillets have been enormous. The smoke houses have been working overtime to keep up with demand. Salt herring have been selling freely.

REPLY FROM MR. RYAN.

Question of Methods of Carrying on Association Work Again to the Fore.

Editor Canadian Grocer.—In your issue of the 5th inst. in reply to my previous letter, Mr. Moyer would have me understand that he was 18 years in the retail grocery business in the City of Toronto and was successful. I fail to see why the above qualifications entitle Mr. Moyer to be a judge of what the retail grocers of this province desire.

As far as him being successful, I am sure we are all glad of that, but there are hundreds of retired retail grocers in this province who have been successful, but that does not entitle them to be critics for the retail grocers of to-day. Therefore, I repeat that Mr. Moyer does not know the conditions of the retail grocery business of to-day one-half as well as the men in the business, notwithstanding the knowledge he has obtained through his discussion of conditions with thousands of grocers all over the Dominion. As I stated in my last letter, it is only the man in the business that comes face to face with conditions every day.

Union of Manufacturers.

Mr. Moyer's second question is what has the manufacturer of biscuits in common with the manufacturer of furniture? A great deal. Does he think we cannot see any further than our noses? Why, any sensible man knows that the manufacturers are organized principally to fight for freight rates and better shipping facilities and all other legislation that should come before the railway commission affecting their rights. For instance, the increase in express charges which they fought so successfully in conjunction with the Boards of Trade. But if the manufacturer of biscuits wants to increase or decrease the prices of biscuits, who does he call in to discuss the question? Why of course, the other biscuit manufacturers, so that is why the retail grocer calls in his brother grocer to discuss conditions instead of discussing it with other merchants.

Mr. Moyer seems to be laboring under the delusion that the Ontario Retail Grocers' Association is fighting against the Retail Merchants' Association. Nothing of the kind. We say to the retail grocers, "the proper body for you to belong to, where you can do the most good for yourself and your brother grocers, is the Ontario Retail Grocers' Association." To the other merchants we say "go ahead and organize, if you want to. We wish your Godspeed; we will give you all the assistance we can."

Representing the Grocers.

He gets sarcastic in his letter over the questions of the Retail Merchants' Association having the authority to appear before the Guild. The role does not become him. Just imagine such an answer—"Up-to-date grocers gave me the authority!" What is the meaning of up-to-date grocers? Does it mean, as most people think, the grocer with the most modern fixtures, or the grocer with an automobile delivery, or on the other hand does he mean the most successful grocer or the grocer with a college education who is a good public speaker? However, it does mean this much, according to Mr. Moyer's letter, that the vast majority of retail grocers of this province are not up-to-date grocers. Only the small number that are marching under the generalship of Mr. Moyer are up-to-date. Who are they?—we never hear of them. Name them.

The Legal Right.

Mr. Moyer refers me to your issue of March 29th, on page 48, as his answer to asking the Guild to discontinue selling to consumers. Read his answer, "Make the wholesale houses live up to it through the legal right we have."

Imagine the retail grocers going to law to make the wholesales discontinue selling to consumers. The answer is absurd; we would have just as much chance of gaining our point legally as a camel would have to pass through the eye of an needle. Mr. Moyer's very answer shows how helpless they are in the hands of the Guild. We have the remedy in our own hands if we had all the retail grocers in one organization. Nobody recognizes this more than the Guild. They are well aware of the small number of grocers belonging to the Retail Merchants' Association.

One of the members in his address at the meeting of the Dominion Grocers' Guild, an account of which is published in your issue of Feb. 16th, 1912, says: "The wholesaler should sell only to the retailer (mark the word only) and the retailer should buy from the wholesaler and sell to the consumer (mark the word consumer), and the manufacturer should sell only to the wholesale distributor." To this we say Amen, because we know it is only a prayer which will be answered when the Guild enacts a law in the constitution making the offender liable to a fine for each offence—and they know it could be collected—no member of the Guild would do anything that would endanger his membership or make him liable to expulsion.

If that body would give the retail grocers an answer like the above instead of, "That in view of the differences in conditions existing at different centres, it would be well to leave this matter in the hands of each individual association, as every town has certain conditions peculiar to itself.' Compare the above answer of the Guild with what the member in his address said and you will say with the poet, "consistency thou art a jewel."

If the manufacturer sells the retailer then he is ostracised. But if the wholesaler sells the consumer, that is different; he has excuses by the dozen which do not clear him.

The London Trade.

Mr. Moyer knows only too well that the retail grocers of London do not consider for one moment the men we are doing business with are our enemies. He has attended our banquets and saw something he never saw in any other city or town in Canada. Every wholesale house in the city has a member of the firm at our annual banquet and there are the most friendly relations existing between the two branches of the trade. Furthermore, when we ask the wholesale men to come to our meetings to discuss matters of trade, they willingly come, sometimes at great inconvenience to themselves. It is not the wholesalers that we have to deal with, it is the body to which they belong.

All Branches Must Work.

We must fight for our rights as hard as the wholesaler is fighting for his, for we recognize he has his troubles. He is up against it with the jobbing house that is on the wholesaler's list, which the large majority of our associations think is unfair and should not be so. Then he has the manufacturer selling package tea to retail fruit stores direct. If the wholesaler and the retailer would all come together in every city like we do ocasionally in London it would be better for the trade. Mr. Moyer's letter from first to last is a plea for the other retail merchants outside of the grocery business. We appreciate his kind heartedness, but why should we listen to his appeal? We have our own battles to fight. I admit there are times we could fight together to have certain legislation passed, such as the act re garnishment, and when that time comes we will join hands with them in a common cause.

In conclusion, Mr. Editor, let me answer Mr. Moyer's appeal for watchful officers who should be supported and not hindered. I believe he is sincere and I am sure if he would break away from his associates in office and go back into the business he made such a success of for 18 years that the Ontario Retail Grocers' Association would open their arms and welcome him.

E. J. RYAN,
Retail Grocer.

London, April 8, 1912.

Produce & Provisions

Lard and Provisions Continue Firm

In Sympathy With Stronger Feeling in Raw Material—Higher Prices Quoted on Pork Products at Some Centres—No Quotable Change in Butter Yet, But Easiness Ahead—Enough Eggs to Supply Easter Demand—Dealers Say Prices Should Go Lower.

For past couple of weeks a firmer feeling has prevailed in all lines of pork products, and at several centres values have been increased considerably on some lines. Of course the trouble started with the raw material, the live hogs. Under stinted supplies of the porkers, values moved upward with marked rapidity, and in consequence of this and the better demand for provisions with the passing of Lent, prices began to expand in sympathy, and several lines have been affected.

Lard is one of the commodities which has been enhanced in value the most. For some time now, as we have pointed out, this line under the high price prevailing for butter, has been moving out freely. Stocks were kept closely cleaned up, and with the higher prices for raw material, higher lard was to be expected.

That easier feeling in butter which dealers noted as approaching some time ago, is taking its time about arriving. To the consumer waiting for lower prices before using butter on his bread, it must seem a lengthy period. However, it is on the way. Supplies of new make have been increasing but very slowly. It must be considered that feed is scarce and high, and is probably having some effect. Warmer weather and the appearance of some grass would help a great deal. Receipts of American butter at some centres has created an easier feeling, and as the Canadian new make should shortly show more substantial increase, the near future should hold better prices for the man who has to purchase butter. Meanwhile, demand for this commodity is mostly for small lots.

Demand and supply of eggs measured up fairly evenly for the Easter trade on the whole. Most centres had enough to go around. Some had a quantity to the good. Demand during the last few days of last week was heavy, but all available supplies were sent to market for the occasion. In this line there is also lower prices ahead, but dealers are uncertain just when that easiness will become noticeable. At this time of year and with Lent and Easter past, dealers feel that prices should be lower. At this time other years dealers are commencing to put supplies away in storage, but present prices forbid that this year.

Roads in many sections of the country are in a bad condition, interfering with shipments of butter and eggs to market.

MONTREAL.

PROVISIONS.—A fairly active trade continues to be done in hams, bacon and lard, there being a steady demand from local and country buyers for supplies. Market is moderately brisk, with no noted change in prices. The call for pork is good at repeated quotations.

Long clear bacon, heavy, lb.	0 19½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14½
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 11½
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 50 7 65
Hogs, dressed, per cwt.	10 25 10 50
Pure Lard—	
Boxes, 50 lbs., per lb.	0 13¾
Cases, tins, each 10 lbs., per lb.	0 13¾
Cases, tins, each 5 lbs., per lb.	0 13¾
Cases, tins, each 3 lbs., per lb.	0 13
Pails, wood, 20 lbs. net, per lb.	0 12¾
Pails, tin, 20 lbs. gross, per lb.	0 13¾
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 375 lbs., per lb.	0 13¼
One pound bricks	0 13¾
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09¾
Pails, wood, 20 lbs. net, per lb.	0 09¾
Pails, tin, 20 lbs. gross, per lb.	0 09¾
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 375 lbs., per lb.	0 09¾
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-65 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	9 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Same high market is reported for butter. Prices remain unmoved, but are only likely to maintain same attitude for a short time, when new butter will relieve the situation.

The call for butter is heavy, notwithstanding high quotations.

Creamery	0 38	0 38½
Dairy, tubs, lb.	0 30	0 32
Fresh, dairy rolls		0 34

EGGS.—There is nothing new to relate in eggs at present. Cold weather has curtailed supplies coming in, causing prices to remain steady. Consumptive demand has greatly increased with the drop in prices.

New laids	0 27	0 29

CHEESE.—Cheese market is firm, with no change in prices. Stocks are light, but in good demand. It looks as if market would remain firm for some time, without any further change in price.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—Poultry is practically in same shape as it was last week, the same slow market prevailing, with prices as previously noted. Situation will not vary much until the beginning of May. Then a little more active market can be looked forward to.

Fowl	0 13	0 14
Chickens	0 15	0 15
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—With a steady market and a good seasonable demand, honey for the week remains unchanged. Prices stand in last week's position, and no tendencies towards new developments are perceptible.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 09½

TORONTO.

PROVISIONS.—Values in hogs and pork products have continued firm and slightly higher during the past week.

Hogs have moved up another 20 cents per cwt., and supplies are coming along slowly.

Breakfast bacon, long clear, and lard are the lines which have advanced this week. Especially is this so of lard, which, it has been pointed out for some time, was in good demand, and was kept closely cleaned up. An additional ½ cent has been added to prices this week.

Smoked Meats—		
Light hams, per lb.	0 16	0 16½
Medium hams, per lb.	....	0 16
Large hams, per lb.	0 15	0 15½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 11½	0 12
Shoulders	0 10½	0 11
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 12½	0 12¾
Heavy mess pork, per bbl	19 00	20 00
Short cut, per bbl.	22 00	23 50
Cooked hams	0 23	0 25
Lard, tierces, per lb.	0 13	0 13¾
Lard, tubs, per lb	0 13¼	0 13½
Lard, pails, per lb.	0 13½	0 13¾
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	7 70
Live hogs, local	....	8 00
Dressed hogs	....	10 75

BUTTER.—We often have to look for expected things a long time before we get them. Such has been the case in butter, for while dealers have discerned easiness in the distance for some time it has not yet arrived. While quotations remain unaltered, the situation remains much the same as outlined during the past two weeks. Old goods are cleaned up and new make slowly showing an increase. When increase becomes large enough, prices will break. Production should shortly show a more substantial increase. Bad roads have probably held up receipts somewhat.

	Per lb.	
Fresh creamery print	0 36	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 33	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—Easter found enough eggs to supply the demand on the local market and a few to spare, and as a consequence prices eased slightly during the latter part of week, but this was not marked. Demand as usual was on a large scale, but in anticipation of Easter demand all available supplies were rushed to market.

It seems fairly certain that prices will ease some more. At this time of year dealers usually begin to put away some supplies in storage, but the price is certainly too fancy for that just now, and they feel they should be lower. Receipts are undoubtedly held up to some extent by the state of the country roads.

New laid eggs	0 23	0 24

CHEESE.—There is nothing new to report in cheese. Supplies are small and values remain firm and are likely to continue so. Demand is mostly of a hand to mouth order.

Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½

HONEY.—There is not a great deal doing in honey, but values hold steady.

Honey—strained—		
White clover, 60-lb tins, per lb.	....	0 12
White clover, 10-lb. tins, per lb.	....	0 12½
White clover, 5-lb. pails, per lb.	....	0 13
Dark clover, 5-lb. pails, per lb.	....	0 12
Amber honey, 60-lb. tins, per lb.	....	0 08
Buckwheat, 60-lb. tins, per lb.	....	0 07
Comb white clover	2 25	3 00

POULTRY.—Trade in poultry is at a low ebb. Receipts are on a small scale and quotations nominal.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese	....	0 13
Turkeys	....	0 13
Dressed, 2 cents per lb. more.		

WINNIPEG.

LARD AND CURED MEATS.—Lard prices have generally advanced since last issue. Pork is going up and hog products are likely to go up in sympathy.

Lard—		
Tierces	....	0 12
50 lb. tubs	....	6 15
20 lb. pails	....	2 55
10 lb. cases	....	7 65
5 lb. cases	....	7 70
3 lb. cases	....	7 80
Cured Meats—		
Hams	0 14¾	0 16¾
Bacon	....	0 17¾
Tomato sausage	0 16	0 10
Beef sausage	....	0 09
Pork sausage	....	0 10
Smoked shoulders	....	0 12
Long clear	....	0 13
Bologna	....	0 08
Mess pork, bbl.	....	24 00
Pigs' feet, kits	....	1 10

Making Money From Cooked Meat Dept.

Stratford Firm Features Fact That Meats They Sell are Boneless—Meat Slicer Helps Considerably as it Can Be Operated by Girls—Display Refrigerator Part of Equipment—How Selling Price is Reduced.

"You can't eat bones—our meats are all boneless," reads the sign in the provision department of a Stratford, Ont. store. The idea wished to be conveyed is that only boneless meats are handled in the store, a big trade being done in cooked hams, breakfast bacon and smoked roll. Many other lines including bologna and headcheese are also handled. The provision department in this store is operated to make money for the firm. It is quite a well known fact that the profit derived from this line in many stores is very small for the reason that considerable is lost in slicing, drying out and left over unsalable ends. In fact many grocers do not know whether they are making or losing money on their meats.

Arriving at Selling Price.

"Cost with this store," says the manager, "does not mean the price on the invoice but the price of the goods laid down at the store. In arriving at the price at which a line should sell we allow 1 lb. per ham for shrinkage and waste as we have found from experience that that is about the right amount. It is necessary, too, to make this allowance if the store wishes to make any profit."

Ends of hams and bacon are all cleared out at this store. They are sliced up, put on a plate and a "10c per lb." card placed on them, which price seems sufficiently low to find purchasers.

Meat Slicer Saves Money.

One of the time and money savers in this department in the opinion of the manager is the meat slicer. It was installed about a year ago and has given good service. Slicing without waste is one of its strong points. There is yet another. The meat is sliced properly, and this is appreciated by customers.

"We employ several young women," says the manager. "Now girls prove poor slicers with the ordinary knife but with this meat slicer they can do it just as well as a man. People you know want their goods right."

The meat slicer is also put to another use in this store. They have quite an extensive catering department and the machine is used for slicing bread and does it to perfection.

Have Display Refrigerator.

Flanking the provision department is a large display refrigerator where butter, cheese and other lines are kept at a proper temperature and are still where customers may see them and be thus reminded of these lines.

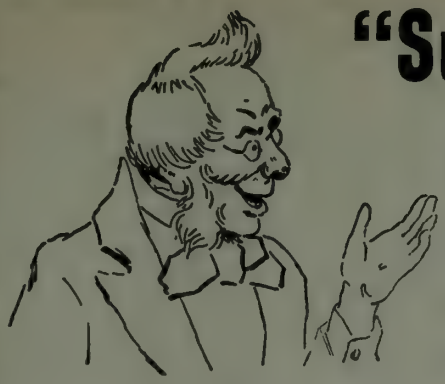
VEGETABLE TIME.

By A. H. H.

This is the time of the year when the vegetable department can be made to look attractive and of such a nature as to create business.

In the first place keep it clean and fresh looking. If a grocer is showing dried vegetables have them clean and free from dust and dirt. Study how to place them so that they may show up to the best advantage. There is a great knack in doing this properly.

Fresh vegetables can be made quite appetizing. Keep the display fresh looking. Crowd it if you want to. You can't overdo a fresh vegetable show. Line your display baskets with white paper. Mix your colors so as to make the whole attractive. Does it look appetizing to you? Then it should surely be to the onlooker who is hungry for the goods.



"Sure, BOUTILIER'S FILLETS Always Give Me A Good Profit"

BOUTILIER'S FILLETS are noted from coast to coast for their great quality. They are fleshy and tasty, and can be sold readily to the best of housewives.

Let Us Supply You Always

You can count on first-class service always, all the time, and more—the highest quality in goods.

OCEAN BRAND - HADDIES, KIPPERS, BLOATERS
CANADA BRAND - PURE BONELESS CODFISH
MARINER BRAND - - SKINLESS FISH

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YOUR AIM SHOULD BE

to have efficient representation to introduce your products in the rapidly growing extensive Western market. The people in this centre of activity are liberal buyers and prompt payers, and our connection with this trade enables the Manufacturer to open up new and larger accounts. Our large Warehouses in the five great distributing centres and our daily calls on all Jobbing Houses in Manitoba, Saskatchewan and Alberta insure you best results.

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Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per
1-dozen	12-oz.	case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each 0 04
100 books and over...each 0 03½
500 books to 1,000 books.. 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS,

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 26
Milk medallions, 5-lb. bxs.	0 26
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 26
Coffee drops, 5-lb. boxes	0 26
Lunch bars, 5-lb. boxes	0 26
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 26
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 26
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb pkgs, White Mess 0 26

LARD LOGIC

—Gunns Quality holds trade and brings new business—

PON-HONOR
GUNNS
FOOD PRODUCTS

Standards of Excellence

Maple Leaf Brand Pure Lard

Our Quality Brand Kettle Rendered Pure Leaf

Easifirst Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers **WEST TORONTO**

GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

½-lb pkgs, White Moss .. 0 27
¼-lb pkgs, White Moss ... 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs, asstd... 0 27½
½-lb. pkgs, astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto

	Per Case
Eagle Brand, each 4 doz.	$6 00
Gold Seal Brand, each 4 dz.	5 25
Challenge Brand, each 4 dz.	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.

	Per case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 75
Canada First Medium Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 00
Canada First Sweetened Condensed Milk	5 25
Canada First Rosebud Condensed Milk	5 15
Canada First Beaver Condensed Milk	4 50

REINDEER LIMITED.
(Sweetened.)

Reindeer Brand (4 doz. in case)	5 50
Mayflower Brand (4 doz. in case)	5 25
Clover Brand (4 doz. in case)	4 50

(Unsweetened.)

Reindeer Jersey Brand, Family (4 doz. in case)	3 75
Reindeer Jersey Brand, Medium (4 doz. in case)	4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)	4 00
Reindeer Jersey Brand, Gallon (½ doz. in case)	4 60

COFFEE

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	5 00
Regal Brand (2 doz. in case)	4 50
Reindeer Brand, in glass jars (2 doz. in case)	6 20

COCOA

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	4 80

ST. CHARLES CONDENSING CO.
Prices—

St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00
Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb, pots, ground	0 23

WHITE SWAN SPICES & CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.
AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size..... $1.45 per doz., net
Large size..... $2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices.

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.

Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 80
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz	1 75
2½ oz., (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz, in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons. 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tns	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL,

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
½-gal., 20s	26 00
¼-gals., 20s	13 50
⅛-gal., 48s sq.	17 00
⅛-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.

Case, 12 lbs, 2½-lb. bars, lb.	0 08½
Case 50 lbs, ¾-lb bars case	3 50
Case 200 lbs. 3½-oz., case	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs, 11-lb bars, lb.	0 07
Case 12 lbs. 2½ lb. bars, lb.	0 08
Case 50 lbs, ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs., 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T8, $2.85.
Postum Cereal—No. 0, $2.25; No 1, $2.70.

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb	1 40
D. S. F., ½-lb	2 50
D. S. F., 1-lb	5 00
F. D., ¼-lb	0 85
F. D., ½-lb.	1 45

	Per jar
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz, doz.	0 90
Large, cases 1 doz., doz.	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	09⅜
Tubs	09⅝
Pails, 20 lbs.	09⅞
Tins, 20 lbs.	09⅜
Cases, 3 lbs., 20 to case	10⅜
Cases, 5 lbs., 12 to case	10¼
Cases, 10 lbs., 6 to case	10⅛

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 08¾
Tubs	0 09
20-lb. pails	0 09¼
20-lb. tins	0 08¾
10-lb. tins	0 09¼
5-lb. tins	0 09¾
3-lb. tins	0 09¾
1-lb. cartons	0 10¼

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 90
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

MAGIC BAKING POWDER MAGIC BAKING POWDER

GROCERS: The mere fact that some brands of Baking Powder have the words "No Alum" on the label is not sufficient proof that they are what they are represented to be. Our chemists find a good many have "No Alum" on the outside of the package, but large quantities of it inside. See that all the ingredients are plainly stated on the label.

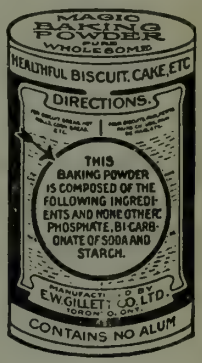
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC BAKING POWDER
WHOLESOME
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS.
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

EASTER

marks the beginning of another season of good cheer and also the beginning of the demand for Breakfast Bacon.

Prices are high—we cannot help that—and they are going to be high all Season. Buy now and keep on buying Fearman's Star Brand English Breakfast Bacon.

MADE UNDER GOVERNMENT INSPECTION.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S

Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box . 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard," box 0 30
10-lb. box "Standard," box 0 60
25-lb cases (loose) per lb. 0 06
25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap.
GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 00
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz... ..... $1 50
No. 2, 1 and 2 doz. crates, per doz... ..... $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons,	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs. bbls., No. 1, white	.06½
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c. higher.	

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs.	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case	.08¼
6 lb. toy drums, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c. higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz. $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's. 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages. per box, $3. Case of 5c packages, containing 96 packages. per box. $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case	2 55
5 lb. tins, 1 doz. in case	2 90
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 75
Barrels 700 lbs.	3½
Half Barrels, 350	3¾
Quarter Barrels, 175	4
Pails, 38½	$1 90
" 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case	2 90
5 lb. tins, 1 doz. in case	3 25
10 lb. tins, ½ doz. in case	3 15
20 lb. tins, ¼ doz. in case	3 10

(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's. 1 doz. case, per doz.... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90
H. P. Pickles—
Cases of 2 doz. pints ... $3 25
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½ pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan... ..... 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale R't'l.
Brown Label, 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s	.36 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s 24 30

An Appetizer

Sounds good, and it tastes mighty good. It is a French Relish, packed by H. Desegaulx & Co., one of the largest and best packers of French table delicacies. Put up in quarter tins and consists of Tunny Fish, Sardines, Stuffed Olives, with anchovies and capers. The price, 14½c tin.

Teas in Bulk

This is a branch of our business that has special attention. If you wish to improve your tea trade, try some of our blends:

Regal Blend - -	**19c**
No. 35 Blend - -	**22c**
Monarch Blend -	**28c**
Imperial Blend - -	**33c**
Golden Tip Blend -	**37c**

This is an opportunity to get in the game and start off by batting over 300 in the tea end of your business. When going over your stock, remember

Heinz Pure Food Products
Diamond Crystal Salt, in bags
Shaker Brand Table Salt, in packages
Ludella Tea, in packages

These are live wires that attract customers and make them come back.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's...	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	23	30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c .		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen $0 90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Pine Apples

are now commencing to come in more freely and are arriving in good shape.

Florida Tomatoes, Cabbage and **Celery, Louisiana Strawberries,** pint boxes will be reasonable in price, **Navel Oranges, Bananas, Lemons, Nuts,** etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

BANANAS
Tomatoes
Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

For
Reliability
of
Quality, Pack
and
Delivery

Buy

"TRACUZZI'S"
"ST. NICHOLAS"

They Fill the Bill.

J. J. McCABE
AGENT
TORONTO, : : ONT.

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

YOU ARE SURE OF
FRESH TOMATOES

all winter, Mr. Grocer, and, furthermore, you will have no loss from the decayed or crushed variety if you entrust us with your business. Write about

"CROWN" BRAND
OUTDOOR GROWN
6 BASKETS TO THE CRATE

Each crate thoroughly examined before shipping.

All crushed Tomatoes removed.
Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.
30 William Street, Montreal

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

Egyptian Onions

These are the most satisfactory onions to buy at this season of the year.

FINE KEEPING QUALITY

Shipments are now arriving regularly and prices are very reasonable.

ORDERS SOLICITED.

WHITE & CO., LIMITED
Dealers in Fancy Fruits, Vegetables and Fish
TORONTO and HAMILTON

CALIFORNIA NAVEL ORANGES

Oranges from California are now at their best for eating—sweet, fine color and full of juice. We have all sizes.

Tomatoes and Celery
Very Fancy Quality.

Pineapples Strawberries Bananas

Full line of green vegetables fresh daily.

THE HOUSE OF QUALITY.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

FRATELLI FOLLINA'S BUSTER BROWN LEMONS

IF ONLY ONCE THIS BRAND YOU'LL TRY.

WE'RE SURE THESE LEMONS YOU'LL ALWAYS BUY.

"WE KNOW THE REASON"

FRATELLI FOLLINA, PACKERS
Palermo, Messina

W. B. STRINGER
Can. Agent Toronto

"Standard Goods Sell Best"

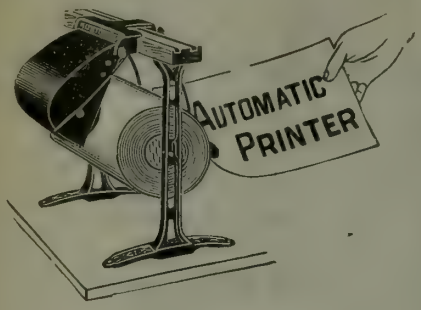
The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsomeness when added to other foods.

The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.

Make up Your Stocks To-day.

BOVRIL, LIMITED
MONTREAL

THE more your customers see your name, the more are they likely to remember you—



Get this machine and advertise—

YOUR STORE
YOUR SERVICE
YOUR GOODS
YOUR NAME

Reduces daily paper advertising bill to a minimum.

WRITE FOR PARTICULARS.

UTILITIES LIMITED
73 Bank of Ottawa Building
MONTREAL

WHITE DOVE
Cocoanut

The cocoanut which can be depended on—f r e s h, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.

W. P. Downey
MONTREAL, QUE.

This Is It

For the grocer who is looking for customer-catching trade in soda biscuits, Mooney's Perfection Cream Sodas are "It." Have you ever tried their effect? Better do so now! You will find no biscuits anywhere so saleable as

Mooney's Perfection Cream Sodas

They fill a human want for d a i n t y, lastingly crisp crackers.

The MOONEY
Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

Listen!

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

SPANISH PEPPERS,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
HARICOT VERT,

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

It's delicious.

H. E. VIPOND & CO.
MONTREAL

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

The Condensed Ads. in this Paper will bring good results

Get Down To Date

Carry A Stock of

MAPLEINE

to meet the popular demand for a staple that's better than maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

Grape-Nuts
A Steady Seller

Heavy, continuous advertising has made Grape-Nuts food known the world over.

Experience from actual use has shown that this food possesses the Body and Brain building qualities claimed for it.

People buy and continue to use Grape-Nuts because it supplies a human need.

Grocers who supply this need make good profit without risk—

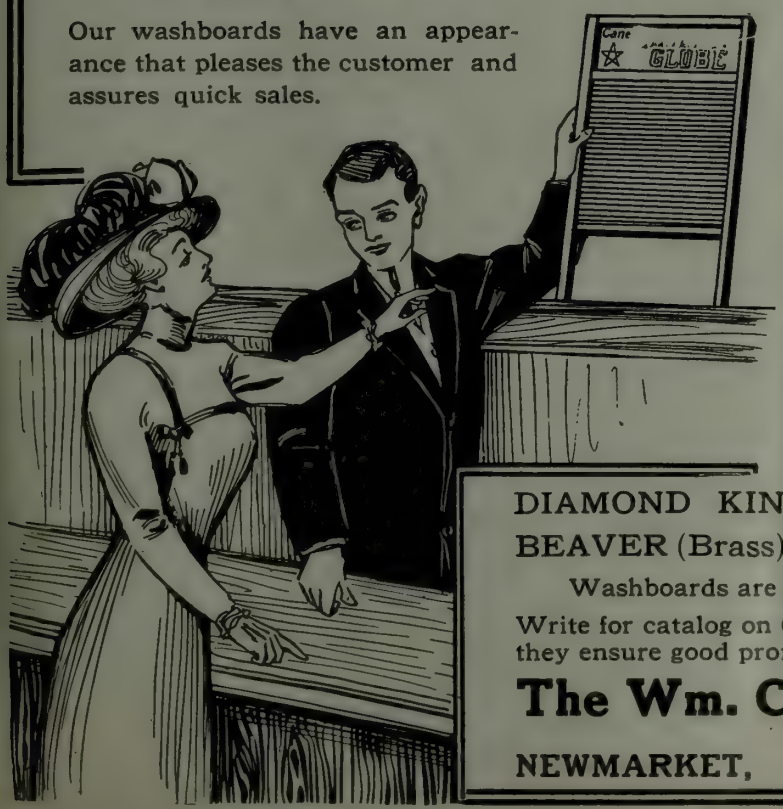
The sale of every package guaranteed!

"There's a Reason" for pushing Grape-Nuts

Canadian Postum Cereal Co., Ltd., Windsor, Ont.

Easy to Sell - Always Satisfactory

Our washboards have an appearance that pleases the customer and assures quick sales.



The extreme high quality and the excellent finish of

CANE'S
Washboards

have won for them a recognized superiority.

A few of our best grades are the

IMPROVED GLOBE,
ORIGINAL GLOBE,
DIAMOND KING, AND STANDARD GLOBE,
BEAVER (Brass), NEPTUNE (Fancy Crimp Zinc).

Washboards are only one of the many lines we handle.

Write for catalog on CANE'S WASHDAY WOODENWARE—they ensure good profits.

The Wm. Cane & Sons Company
LIMITED
NEWMARKET, - - ONTARIO

CLASSIFIED ADVERTISING

ARTICLES FOR SALE

FOR SALE—STIMPSON COMPUTING SCALE 30-lb. capacity, in first-class condition; and Arctic refrigerator, valued new $80. Would sacrifice; also No. 14 Enterprise coffee mill and other fixtures. H. Richardson, 144 Dundas St., Toronto.

AGENCIES WANTED

AN ENGLISH FIRM OF MANUFACTURERS and merchants having a large connection amongst Grocers and stores in the United Kingdom are willing to take one or two agencies for Canadian Products. Address Box 422, Canadian Grocer, Toronto.

BUSINESS CHANCES

FOR SALE IN PORT ARTHUR, ESTABlished Grocery Business showing good net profits, and sales over $50,000.00 and increasing yearly. The L. U. Bonin Co.

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY, BAKING AND CONFECTIONERY business for sale. Owner going west. Apply W. C. Britton, Newcastle, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

COMMISSION LINES WANTED

WANTED TO HANDLE LINES ON COMmission basis, good storage facilities. Travelers cover most of Alberta and Northern Saskatchewan. Apply Box 420, Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MecLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money, too. Write us for proof. National Cash Register Co., 285 Yonge Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

The Warm Days Coming Mean—

A Move From The Kitchen Stove

Yes, the housewife will soon find it warm enough in the open without hanging over the stove or range, and anything you can do to keep her in an even frame of mind will work to your benefit later on. Suggest the use of

THE

Ermaline Cooking Bag

and point out how it makes cooking easier, saves time and does away with the "watching" part. The food can be placed in the bag and left in the oven to cook and there is no need for anyone to stand by and watch it.

The Ermaline Bag will be a money maker during the summer months. Take a tip.

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

Give Us a Trial

After all it is only fair that you should place a small trial order with us. We have pointed out that King Brand Jams are the highest quality and a test on your part will prove it.

King - Superior - Jams

Can be had either in glass carton, or pail, and will please even the "hard to please," that's a lot.

Jobbers:—Write for special proposition.

Labrecque & Pellerin

111 St. Timothee St., - Montreal

W. H. Escott Co., Winnipeg. MacGreegor Specialty Co., Toronto. J. Hunter White, St. John, N.B.

WARNING!

Crescent BM&Co. Brand
TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

THE BEST SHELVING FOR YOUR BUSINESS

Note the splendid stretch of shelf space—not a stick or prop in the way—all reserved for the best display of merchandise.
This is one of the many good points of our

Patent Adjustable BRACKETS

They are strong, durable, beautiful in appearance and leave all the space for display of goods.

Write, stating whether your building is brick or frame; and full information will be gladly sent.

The Piqua Bracket Company

SOLE MANUFACTURERS
PIQUA :: OHIO

CAPTURING THE MARKET

Excelling in quality and exceeding in quantity any of its competitive brands.

CHINESE STARCH

is rapidly capturing the market. The quality had long since been established. The quantity—16 ounces in every package—is making inroads on other lines that give but 12.
Both points tell heavily in favor of the grocer in meeting the demand of his customers.

WRITE FOR PRICES

AGENTS:

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P. E. I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B. W. I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

"GLOBE"

MACARONI and VERMICELLI

MADE OF HARD WHEAT

MADE BY SKILLED LABOR

The man or woman with a particular taste will always ask for Globe Macaroni and Vermicelli when he or she has once used it. There is a degree of satisfaction obtained from the use of this brand that is not found in other kinds. Absolutely the best hard wheat is used in their manufacture.

You will profit by the sale of "GLOBE" products. Stock them now.

D. SPINELLI & CO.

REGISTERED

MONTREAL, - - QUEBEC

House-Cleaning Time

At this season of the year the housewife is thinking of the coming spring house-cleaning, dreading the drudgery of rubbing and scrubbing.

The dread of extra rubbing and scrubbing is unknown to the housewife. She is consoled by the thought of the assistance that she will get by the use of

Wonderful Soap

As if by magic the dirt immediately vanishes with the application, and only little power is needed to give the desired result of perfect cleanliness.

In the washtub Wonderful Soap works with even greater aptitude as a cleanser of wearing apparel or household textiles. Being absolutely pure, it may be used with the utmost safety in washing even the finest fabrics.

It is the season's best stock.

The profit is as the soap—Better than all others.

THE GUELPH SOAP COMPANY

GUELPH, - - ONTARIO

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

SIMPLIFY YOUR RANGE

Let us submit you four or five lines that will meet all requirements, that you can depend will ALWAYS be equal to, or better, than your standard.

DO THIS! And your travellers will sell more brooms than if they carried ordinary samples. Send all your customers' complaints to us.

We guarantee our goods.

The Parker Broom Company

Manufacturers of Fine Brooms and Whisks.

692 WELLINGTON STREET,
OTTAWA, - - - ONT.

The sale of

REINDEER Condensed Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED

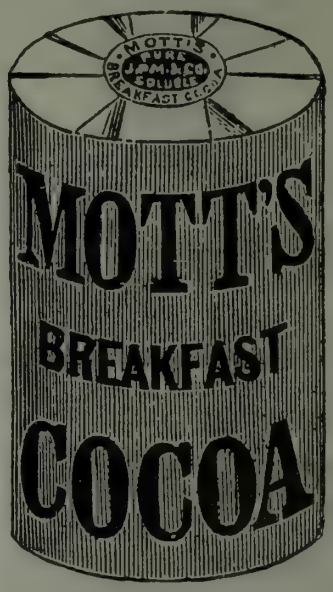
TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:
W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

CHILDREN

grow sturdy and strong on

ABSOLUTELY



PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

Sterling BRAND

Pickles, Relishes, Catsup, Fruit Flavors, Jams, Etc.

are the table luxuries that have long filled the modern want of a modern public for pure foods. Write for a sample of these popular delicacies.

The Profits Please.

THE T. A. LYTLE CO.

Limited

Sterling Road, - Toronto

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skilful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

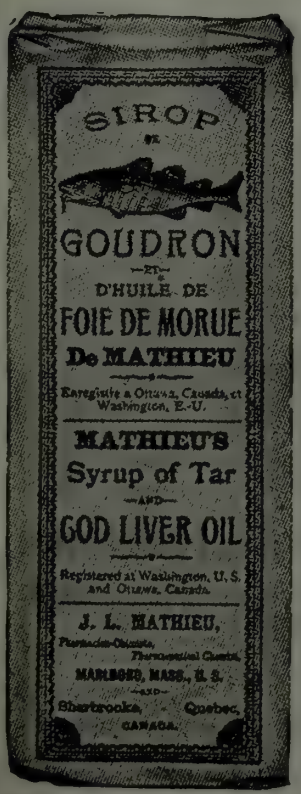
"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal; P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something"--and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest

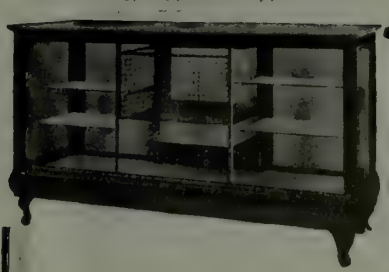
Mathieu's Nervine Powders

—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.



THE SILENT SELLING FORCE

of a Silent Salesman Refrigerator will boost your trade. It has been proved and tested—it does more than act as salesman, it enables attractive displays of perishables and gives character and adds to the appearance of your store.

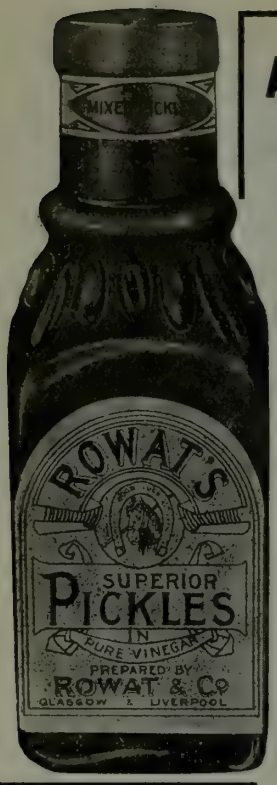
THE SILENT SALESMAN REFRIGERATOR

lets nothing spoil and eventually pays for itself. It's one of the famous Arctic line, the coldest and driest refrigerators made.

Representatives in West: Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., Limited

TORONTO, - - - ONT.



A Greater Demand Than Ever

The orders from Grocers throughout Canada for

ROWAT'S PICKLES

are increasing every year and this season's trade is so large as to establish their popularity more firmly than ever. Place your orders now.

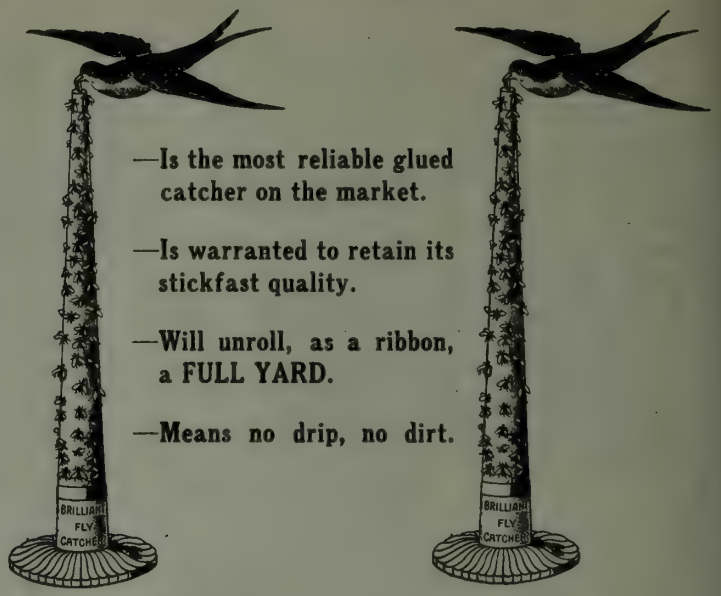
Rowat & Co.

GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Brilliant Fly Catcher



—Is the most reliable glued catcher on the market.

—Is warranted to retain its stickfast quality.

—Will unroll, as a ribbon, a FULL YARD.

—Means no drip, no dirt.

$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE

390 St. Paul Street, MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG

Spring Cleaning

means a demand for

Golden Ray Cleaner

the latest and most wonderful preparation on the market. It's an eyeopener, Mr. Grocer, and deserves your attention. Packed in attractively lithographed tins, good for window displays.

Cleans even the most precious of silk, and yet never harms.

A First-class Hand Cleaner

Just imagine! One little rub and the most ingrained stain is removed from any fabric.

One little rub and all dirt is removed from the hands.

WRITE FOR SAMPLE

The Golden Ray Mfg. Co.

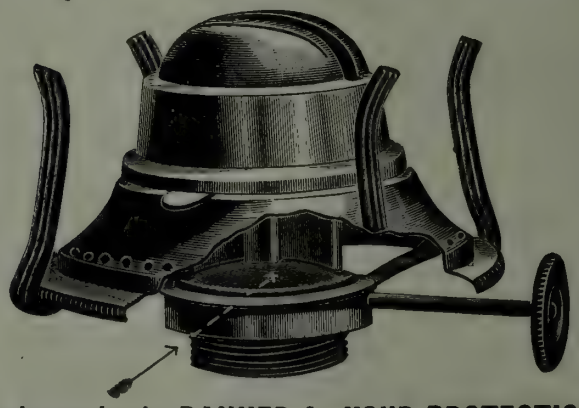
4 Union Avenue, Montreal

Banner All Brass Lamp Burners

MADE WITH

BANNER TRADE MARK

COVERED BASE



It is put in the BANNER for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER

LENT IS OVER

FISH, however, is still a staple article of daily food for the householder. Most of our grocers are prone to consider the fish business at this time of the year a dead issue.

THIS IS A MISTAKE

NOW is the time for **YOU** to reap the profits when your competitor quits handling fish. IT IS WELL WORTH the time and trouble to prepare your store for handling fish the year round. **It pays big dividends.**

HOW MANY CONSUMERS crave a nice piece of fish and are denied same by the shortsighted policy of neglecting this line? Think it over. A widespread longing for fish food (the result of our desire for variety and good food) is prevalent and the profits for satisfying this want belong to the men who grasp the opportunity. WE WILL ADVISE YOU as to the best and most sanitary methods of putting this part of your business on a paying basis, because it means our mutual benefit.

Ask for our latest list as to variety in every kind of fish.

The F. T. James Co., Limited

Wholesale Fish Distributors

Church and Colborne Sts. - TORONTO

Listen to a Fellow Merchant

G. J. MELHUISH
Dealer In
FINE GROCERIES

Toronto, Ont., Jan. 26, 1911

S. F. Bowser & Co., Inc.
Toronto, Ont.

Dear Sirs,—Your self-measuring oil tank is a great time saver, also clean and handy. Would not be without one.

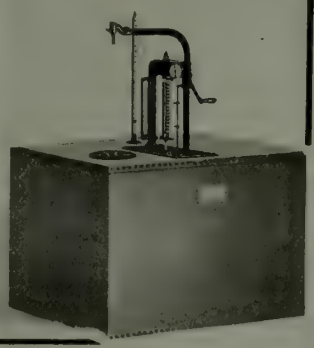
In the first place, about twelve years ago I put in two of your outfits, one fifty and one one hundred and twenty gallon, and five years later saw you had improved them and I said we must have the best of the best so I am still using the improved Bowser Oil Tank.

Yours truly,
Sgd. G. J. Melhuish

After using a Bowser tank five years Mr. Melhuish decided to buy another Bowser. Can you ask for a stronger test of their good qualities? If the Bowser wasn't everything he expected it to be and all we claim for it, it is hardly possible he would have repeated his order.

Most of your competitors in business are using Bowsers—Ask them.

Send a Card TO-DAY for our free illustrated book No. 5, it shows the outfits in colors.



S. F. BOWSER & CO., Inc.
66-68 Fraser Ave., TORONTO, ONT.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare,
Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case.

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom

"He must know before he begins it tha he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Master Mason

King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce **repeats** and profitable enough to make the **dollars** come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are **bound to please.**

DROP A LINE

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

How Many Clerks Earn $144 a Month?

A young man twenty-one years of age with only an ordinary Public School education, residing in a town with a population of 2,180, earned $144.00 during the month of January, 1912.

How he did it will be of significant interest to every man in every town in Canada, who possesses the initiative to enable him to carry through to success a similar undertaking.

This young man had said to himself time and again.

"I am not making enough money."

"I feel that I have the ability to earn more."

"I want to make faster progress."

His opportunity came when he saw an advertisement in **The Canadian Grocer,** which read:

"Representatives wanted—we will pay a good man good money to take orders for **MacLean's Magazine.**"

He immediately applied for the agency in his town, which was granted him.

He received the appointment on January 2nd, and that very day commenced the work.

His position as a clerk in a general store brought him a salary of $40 a month. He worked six days and three evenings in the week at his regular duties. Three evenings were devoted to **MacLean's Magazine.**

For the month of January his total earnings were:

Salary from regular work in general store	$ 40.00
Earnings from spare time work on **MacLean's Magazine**	104.00
Total income	$144.00

HOW DID HE DO IT?

If you want to find out and have an ambition to do as this young man has, write

THE MACLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO, CANADA

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

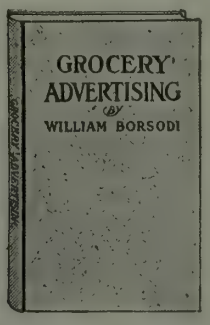
(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
43-149 University Ave., TORONTO

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into 7 departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

CHLORIDE OF LIME

The season is now here when you will be selling lots of Chloride of Lime.

Buy Bull Dog Brand

Special Prices

Fibre Packages or Zinc Cans all sizes.

The John B. Paine Co. Ltd.
Toronto, Ontario

Don't Worry Unnecessarily

It's a safe bet to say that half the business worries of a grocery proprietor are centred on bookkeeping and accounting.

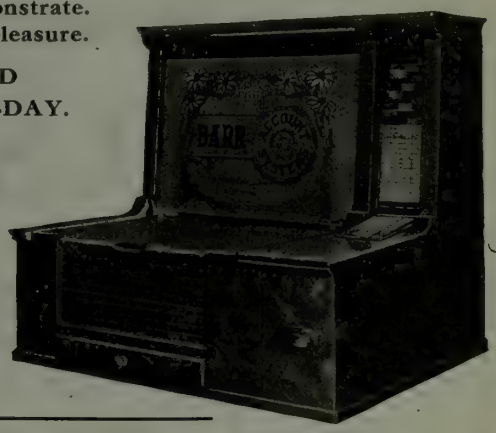
There is one thing certain, that if you gave more time to grocery selling and grocery buying, your business would be more profitable. Here is the remedy:

The "BARR" ACCOUNT REGISTER

is the practical one-writing account system. It has demonstrated beyond doubt that it can abolish that drudgery and worrisome retail bookkeeping that robs YOU of the time you should be giving to the commercial end of your business.

Ask us to demonstrate.
It will be a pleasure.

SEND CARD TO-DAY.



Barr Registers, Limited,
TRENTON, ONTARIO

The Dry, Clean, Hygienic Refrigerator

We are not conducting a crusade against zinc-lined refrigerators, but we will say that you are not observing the highest health standard by using a zinc-lined refrigerator. It's reasonable—the metal corrodes, and the oxide therefrom is a poison to milk and food.

THE NORTH STAR REFRIGERATOR

is lined with odorless wood or enamel. There's a difference. It is of superior construction and unequalled for economy of the ice.
The North star is a scientific refrigerator with dry air circulation. The interior of the ice box is so dry that a match can be lighted inside the door any time when the refrigerator is filled with ice. Every refrigerator is guaranteed.

SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON
OTTAWA, ONTARIO

PURITY IS ALWAYS PARAMOUNT

in the

Manufacture of

E. D. S. Brand Jams and Jellies

which accounts for the fact that E.D.S. Brand is the best selling brand on the market to-day.

Made only by

E. D. SMITH, WINONA, ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H, DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

E D S

Imported Canned Goods

Le Soleil Brand

We are still taking orders for these high-class goods for delivery on arrival. In order to SECURE THE LOWEST PRICE OF THE SEASON, ORDER NOW.

ASSORTMENT:

PEAS, ASPARAGUS, BEANS,
MEDLEY OF VEGETABLES,
SPINACH, BRUSSELS SPROUTS, Etc.

Soups (Soleil)

JULIENNE, PRINTANIERE, CHERVIL, Etc.

Canadian Canned Goods

(DOMINION CANNERS)

Save 2 1/2 cents per dozen by placing your orders with us before May 1st. Orders delivered either by mail or traveller will be treated alike, so write if you desire.

Molasses

Here's a good chance! Seize it!

In May we will have to hand an important consignment of Fancy and Choice Barbados Molasses—which we have bought under most favorable conditions.

We are now booking orders for delivery from the wharf.

Laporte, Martin & Cie.

LIMITÉE

568 St. Paul Street, MONTREAL

Telephone Main 3766

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 23
Adamson & Co., J. T. 20
Allison Coupon Co. 11

B

Baker, Walter, & Co 56
Balfour-Smye & Co. 16
Banner Mfg. Co. 22
Barr Register Co. 69
Benedict, F. L. 21
Bickle, J. W., & Greening 12
Borden Condensed Milk Co. 3
Bovril, Ltd. 55
Bowser, S. F. 66
Brand & Co. 23
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 61
Canada Maple Exchange 6
Canadian [illegible] Co. 22
Canadian Postum Cereal Co. 57
Cane, Wm. 57
Carr & Co. 14
Chase & Sanborn 3
Church Bros. 18
Clark, W. 25
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Connors Bros. 63

D

Dalley, F. P. Co. 17
Davidson Estate, James 69
Distributors, Ltd. 20
Dominion Canners, Ltd. 11
Dominion Molasses Co 15
Downey, W. P. 56

E

Eby-Blain, Limited 26
Eckardt, H. P. 53
Edwardsburg Starch 28
Eno, Ltd., J. C. 10
Escott & Harmer 20
Eureka Refrigerator Co. 12
Ewing & Sons, S. H 7

F

Fairbank Co, N. K. 19
Farrow & Co., Jos. 16
Fearman, F. W., Co. 51
Furuya & Nishimura 18

G

Giffin-Hobbs Co. 18
Gillard, W. H., & Co. 6
Gillett, E. W., Co., Ltd. 51
Golden Ray Co. 64
Gorham, J. W., & Co. 21
Gorman, Eckert & Co. 16
Granger Freres 64
Green & Co. 23
Guelph Soap Co. 60
Gunns, Ltd. 49
outside front cover

H

Halifax Cold Storage Co. 47
Hargreaves Bros. 7
Henderson, Thos 54
Hillock, J. 63
Hodson Sumner 22
Holbrooks, Ltd. 72

I

Irish Grocer 31
Island Lead Mills Co 22
IXL Spice and Cereal Co. 24

J

James, F. T. 65
James Dome Black Lead 17

K

Kessel Co., F. 21
Kilgour Bros. 22

L

Labrecque & Pellerin 59
Lake of the Woods Milling Co. 4
outside back cover
Lambe, W. G. A. 20
Laporte, Martin & Cie. 69
Lascelles de Mercado & Co. 17
Laurentia Milk 8
Lawrason, S. F. & Co 4
Lemon Bros. 53
Lind Brokerage Co. 20
Lindner & Benner 26
Lloyd, Ltd., Edward 58
Lytle Co., T. A. 62

M

MacLaren Imperial Cheese Co. 20
MacLure & Langley 20
MacNab, T. A., & Co. 20
McCabe, J. J. 53
McDougall, D., & Co. 21
McLeod & Clarkson 21
McVitie & Price 60
McWilliam & Everist 53
Magor, Son & Co. 28
Malcolm, Jno, & Son 53
Maple Tree Producers 18
Marshall Brokerage 20
Mathewson's Sons 7
Mathieu, J. L., Co. 63
Meadow-sweet Cheese Co 19
Midland Vinegar Co. 24
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 56
Morton & Sons, David 8
Mott, John P. & Co. 62

N

Nelson, Dale & Co. 14
Nicholson & Bain 47
Nickel Plate Stove Polish Co. 66

O

Ocean Mills 60
Onken Co., Oscar 13
Ontario Lantern and Lamp Co. 64
Ontario Peoples Salt & Soda Co. 22
Oshawa Canning Co 71

P

Packer, H. J. 12
Paine Co., John 69
Parker Broom Co 61
Patterson Wylde & Co. 8
Patrick, W. G. & Co. 20
Peek, Freen Co. 9
Perrin, D. S 11
Pickford & Black 66
Piqua Bracket Go. 59

Q

Queen City Oil Co. 66

R

Ramsays' inside back cover
Raymond Bros. 22
Reindeer, Ltd. 62
Richards & Brown 67
Robinson & Co., O. E. 21
Robson, F. E. 67
Rock City Tobacco Co. 67
Rowat & Co. 64

S

St. Croix Soap Mfg. Co. inside front cover
St. Lawrence Sugar Refining Co. 17
St. Thomas Packing Co. 19
Salada Tea 27
Sanitary Can Co 10
Sapho Mfg. Co. 7
Smith, E. D. 70
Smith & Proctor 24
Silver, H. R. 20
So-clean Mfg. Co. 4
Spinelli, & Co, D. 60
Spurgeon, H. G. 20
Stewart, I. C. 21
Stringer W. B. 55
Stuart, Foster Co. 26
Stuhr, C. F. 66

T

The Turnbull Co. 21
Thum Co., O. & W. 54
Tiger Mfg. Co. 24
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 67

U

Utilities Limited.

V

Vipond, H. P. 5

W

Waite & Fuller 64
Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 55
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 66
West India Fruit Co. 54
Western Distributors, Ltd. 20
Weston, Ltd., George 2
Wethey, J. H. 51
White & Co. 58
White Swan Spice & Cereals, Ltd. 14
Wiley, F. H. 20
Willis Mfg. Co. 22
Wilson, Jos. B. 18
Winn & Holland 59
Woods & Co., Walter 6
Woodruff & Edwards 62

Customer Wanted Something Better

The grocer should realize that when a customer buys Fruit Jam or Canned Fruit, she wants the best for her money, and if an inferior product is passed on to her and it does not come up to what she expected, she will not buy it again, that's sure. But, what's more, she may go elsewhere to get her supplies.

KITCHENER BRAND

Fruit and Vegetable Products

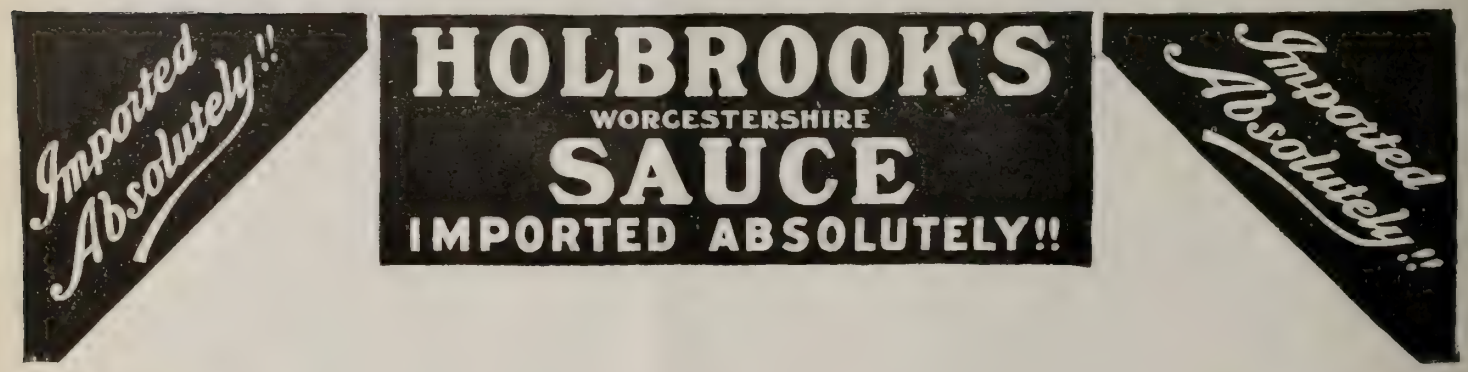
Since first introduced the sales have been rapid and continuous. This would not be if to-day we lost the customer made yesterday. Goods bearing the Kitchener Brand is what people are craving for. There is satisfaction for the grocer in knowing that the goods passed out will meet every requirement and that the patron will return for more. **Now** that the home supply is low is the time to lay in a good stock.

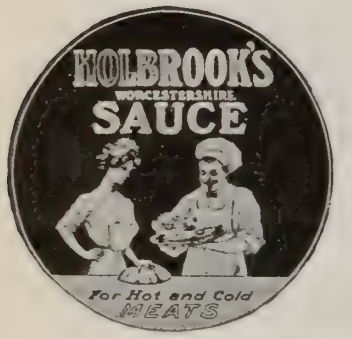
OSHAWA CANNING CO., Limited

OSHAWA - - - ONTARIO

HOLBROOK'S SAUCE Window Trim

FREE





THIS window trim is lithographed in seven colors and makes a very unique and handsome display. The entire trim is in seven pieces and can be fixed to a window in two minutes and taken down in a few seconds. Everything is ready, no pasting is required, no preparation of any kind. The objectionable features of other window displays have been entirely eliminated by the use of patent adhesive fasteners. A tiny adhesive fastener is placed at the corner of each sheet, merely remove the cotton protector and press it to the window and it is on, and it will remain on. When finished with, simply tear down, and not a single mark or sticky impression will be found on the window.

We are running an extensive advertising campaign in the leading newspapers throughout the Dominion. These window displays will draw the benefit of our publicity into your store.

We mail you the complete outfit free of all charges, distance doesn't matter. Yours for the asking. Send us a post card to-day.

Holbrook's Limited, Toronto, Canada

Canadian and U.S.A. Manager, H. Gilbert Nobbs.

Ramsa

BEST BY TEST

Cream Soda

Creamy and Crispy

Made in a modern, bright factory with the very latest improvements, and where cleanliness is chief among its features. A veritable *Sunshine Bakery*. .

The kind that leave a lasting taste of goodness with every user, and the kind that will bring you a steady and increasing demand. These are features which sell **FARM CREAM SODAS.**

We make a specialty of biscuit crispness as well as richness. Only the choicest ingredients are used in the manufacture of **FARM CREAM SODAS**, which are produced in a modern factory of ventilation and light.

Every box you sell to new customers will add confidence to you store—and give you a good financial gain into the bargain.

RAMSAYS LIMITED

330 Nicolet Street MONTREAL

...d that makes ... pastry"

Mrs. Christine V— — Seven Persons, Alta.

Edmonton, Alta. Jan. 8, 1912

"I have used your flour for seven years and find it splendid for both bread, cakes and pastry. I always refuse 'the just as good' as I am not sure about them being good, but I am sure of the FIVE ROSES."

Mrs. James I—

...—

Folleigh Lake, N.S. Jan. 4, 1912

"I have used FIVE ROSES flour for Bread and Pastry for over 10 years. Would not have any other kind, as I think it the very best."

Mrs. Jas. B—

Marmora, Ont. Feb. 12, 1912

"I have used your flour for some time, and I find it makes the best bread and pastry of any flour I have had to compete with yours."

Mrs. John W. C—

Port Carling, O. Jan. 7, 1912

"I am a steady customer of FIVE ROSES flour and find for bread and general cooking that it is absolutely satisfactory. Since using it I have used no other."

Mrs. A. L. C—

Albury, Ont. Dec. 18, 1911

"Being a user of the FIVE ROSES flour for a number of years, I would like to speak of its priceless value. It has worked wonders for me in bread-making. I have also used it in pastry, proving it a success there."

Mrs. John G. P—

The women will speak for themselves—and their friends will come to your store—
both the *pastry* makers and the *bread* bakers—
If *you* sell FIVE ROSES.
Can any other flour in Canada produce such *voluntary* testimonials of satisfaction?
Get *all* the trade there is, Brother Grocer.
Get the *pastry flour* trade—get the *bread flour* trade.
Get it with one *single* flour—FIVE ROSES.
To-day ask your jobber—or write nearest office.

Bridgetown, N.S. Dec. 28, 1911

"I use a barrel of the FIVE ROSES every month and I have been using the same for 21 years. It beats all the flour for me."

Mrs. Henry J—

Mansonville, Que Dec. 19, 1911

"Have used the FIVE ROSES for years; and think there is no other flour quite as good for all around flour. I can always depend on FIVE ROSES."

Mrs. Elbert W—

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"—Capacity, 10,500 bbls. daily.

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

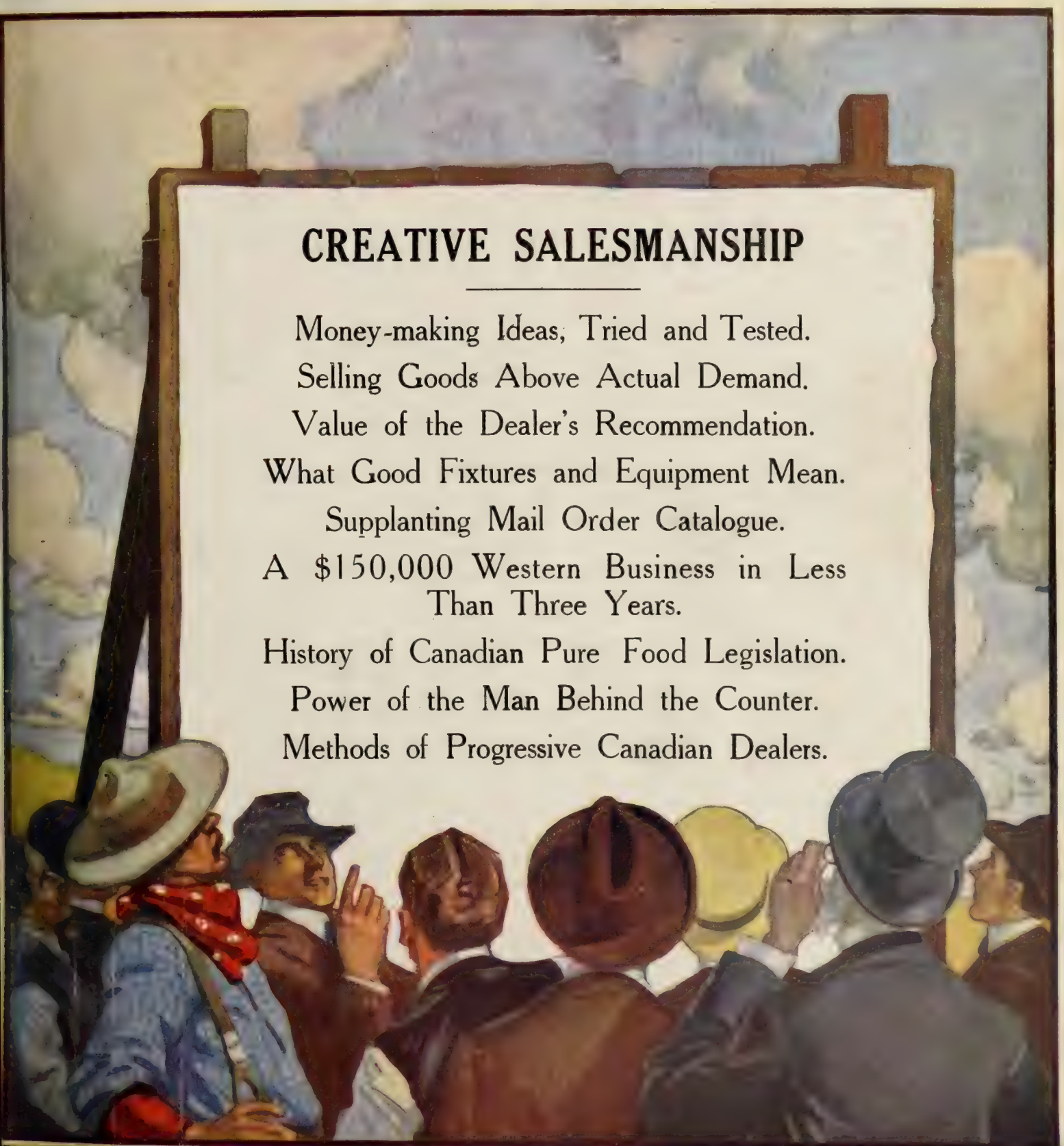
Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

VOL 26 — ANNUAL SPRING NUMBER — Nº 16

April 19. — PUBLICATION OFFICE 143 UNIVERSITY AVE. TORONTO — 1912



CREATIVE SALESMANSHIP

Money-making Ideas, Tried and Tested.

Selling Goods Above Actual Demand.

Value of the Dealer's Recommendation.

What Good Fixtures and Equipment Mean.

Supplanting Mail Order Catalogue.

A $150,000 Western Business in Less Than Three Years.

History of Canadian Pure Food Legislation.

Power of the Man Behind the Counter.

Methods of Progressive Canadian Dealers.

THE MACLEAN PUBLISHING COMPANY LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER NEW YORK LONDON ENG.

We take opportunity of this special number to announce to the trade our new brand

NIZAM
Turkish Cigarettes

Only the finest grades of Turkish tobaccos are used in the manufacture of Nizam Turkish Cigarettes. They are mild, fragrant, and exquisite in flavor—light but satisfying.

In each package there is enclosed a satin flag. Cushions, table covers, etc., can be made up from these emblems of the nations. The packages also contain a coupon, and 25 of these coupons entitle the customer to a large Union Jack, size 4 1-2 x 6 1-2.

These are features which will make Nizam Turkish Cigarettes popular with your customers, and their excellent quality will ensure continued sales.

Nizam Turkish Cigarettes retail at 10 for 15c; they are packed in flat tin boxes of 10, plain tips; cartons of 250.

Price to retailers,
$12.00 per 1,000.

Imperial Tobacco Company of Canada Limited,

MONTREAL, - - - - CANADA

A WORLD-WIDE WINNER

KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

SEE TO YOUR STOCKS

For Sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada

Suppose Some Girl is Ordering for A "Taffy Pull"

you might just suggest to her or to her mother that to make the simplest and most golden taffy there is nothing superior to

CROWN BRAND CORN SYRUP

It is simply perfect and makes delicious, wholesome caramels and butterscotch as well. There is nothing like Crown Brand to make a "taffy pull" a sure success.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

THE PERFECT CHEESE

MACLAREN'S

IMPERIAL CHEESE

APPRECIATED THE WORLD OVER

NOTHING BETTER

NOTHING BETTER

THE TASTY CHEESE

MACLAREN'S

PIMENTO CHEESE

OUR LATEST

JUST TRY A DOZEN AT OUR RISK

PACKED 1 DOZEN TO CARTON 6 AND 10 DOZEN TO CASE

THE MILD CHEESE

MACLAREN'S

CANADA CREAM CHEESE

THE FINEST PACKAGE CHEESE

PUT UP IN THREE SIZES

NOTHING BETTER

NOTHING BETTER

MANUFACTURED AND GUARANTEED BY

THE LARGEST PACKERS OF JAR AND PACKAGE CHEESE IN THE WORLD

MACLAREN IMPERIAL CHEESE COMPANY, LIMITED

OFFICES—NEW YORK, CHICAGO, DETROIT, MONTREAL AND TORONTO

FACTORIES—WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

G. & S. Canned Fruits

Picked by skilful hands, chosen by ever watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Apricots, Peaches, Plums, Pears, Cherries and other wanted table fruits. Quality goods.

Griffin & Skelley's
Pure Goods

Standard trade-marked goods are a bulwark of safety, and as desirable to have on your shelves as money on your pass-book, for they turn themselves quickly—and with absolute certainty.

G. & S. Asparagus

has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained you see—and all the delicacy of the fresh young stalks.

In your purchases, Mr. Grocer, be guided by the names that stand for quality foremost. Griffin & Skelley's goods are pure absolutely—sure in results—quick in attainment.

Arthur P. Tippet & Co.

Agents

MONTREAL

G. & S. Hawaiian Pineapple

The virtue of absolute cleanliness is firmly linked to that of evenness of quality in the Griffin & Skelley line of canned Pineapple. The standard of excellence remains as fixed as the stars—it never varies. This is a line of known Quality goods that will positively give you a quick turn-over.

SURPRISE SOAP Window Display

TO BE USED IN

House Cleaning Window Competition

This gives a general idea of the "Surprise" Soap Window Display to be used in connection with the HOUSE CLEANING WINDOW Competition. It's very easy to attach.

Competition is for:—A HOUSE CLEANING WINDOW, consisting of any or all of the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap given a good display and prominent position, and with this Window Display also used. Prizes to be given:—

1st PRIZE	-	$50.00	6th PRIZE	-	$10.00
2nd PRIZE	-	35.00	7th PRIZE	-	10.00
3rd PRIZE	-	20.00	8th PRIZE	-	10.00
4th PRIZE	-	15.00	9th PRIZE	-	10.00
5th PRIZE	-	10.00	10th PRIZE	-	10.00

In addition to these prizes, every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Date of Competition:—Window Display can be made any time between the middle of March and middle of May, 1912.

Judges:—The Judges of this Competition will be Mr. H. C. McDonald, President, and Mr. J. L. Maude, Secretary, of the Canadian Window Trimmers' Association.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N. B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

.....

.....

Width of Window

Feet.....

Inches.....

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

ERMALINE BAGS REGD.

The
ERMALINE System
OF
COOKING WITH PAPER BAGS
INTRODUCED
AND RECOMMENDED BY THE
LEADING NEWSPAPERS
OF CANADA

ERMALINE BAGS REGD.

MOST of you are carrying stocks of ERMALINE Cooking Bags and Cooking Brushes.

SOME of you, however, are not, and we are anxious to show you how and why.

WE are glad to send samples and information at all times, that is what we are here for.

OBEY THAT IMPULSE AND WRITE

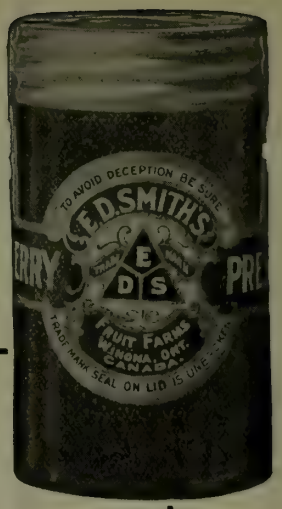
EDWARD LLOYD, LIMITED

EASTERN TOWNSHIPS BANK BUILDING **MONTREAL**

ASK YOUR WHOLESALER FOR PRICES ON BAGS AND BRUSHES---HE STOCKS THEM

Guaranteed Purity

Is an Important Feature in Purchasing Foodstuffs



The selection of fruit preserves for your stock means more to your future business than at first seems possible.

Your customers naturally know what suits them when it comes to selecting preserves. It is of vital importance to your business that you keep the purest goods, nearest those preserved at home. You will have this in

"E.D.S." BRAND PRESERVES MARMALADES, JAMS AND JELLIES

Marmalade made from the choicest ripe Seville oranges with the same care and cleanliness that is significant of "E.D.S." products. Now is the time to make large sales in marmalade.

Our purity claim is backed by government test in every province of the Dominion—"E.D.S." brand proved to be at the top of the list for purity. The delicious ripe fruit flavor is not lost through the addition of harmful dyes and preservatives.

There is no excess moisture.

Carry "E.D.S." brand and you will win customers and profit immensely.

Made only by **E. D. Smith,** at his own Fruit Farms **Winona, Ont.**

Agents: NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Reliable Specialties That Give Satisfaction

are the means, nine times out of ten, of you making sales you would otherwise have missed. Snap is the specialty that *does* sell; and when there is good profit in the sales, isn't that what you want?

ALWAYS PROFITABLE

The public know there is no preparation so effective as Snap for freeing the hands from dirt, grease, paint, stains of all kinds, and EVEN TAR. Snap is antiseptic and beneficial to the skin.

Sooner or later you will handle it. The other merchants of your locality who are enterprising dealers are doing so, and are so enthusiastic over it as a selling stock, they tell us they would not be without it on their shelves. You'll be enthusiastic when you find how it adds to your profit.

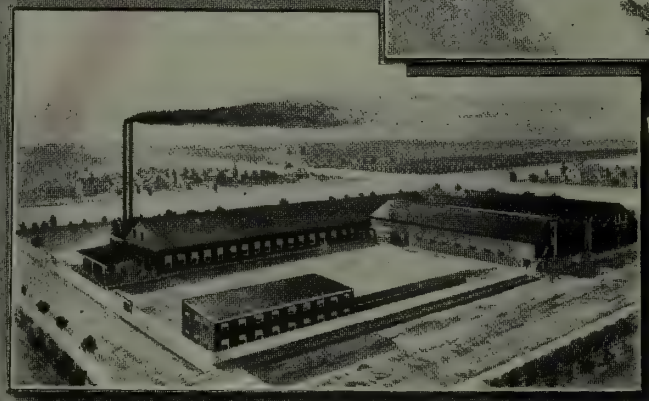
ORDER A SMALL CASE FROM YOUR JOBBER NOW, JUST TO GIVE IT A TRIAL.

SNAP COMPANY LIMITED, Montreal

Dominion Canners Limited

HEAD OFFICE HAMILTON ONTARIO

Largest Packers of CANNED FRUITS & VEGETABLES IN THE WORLD.



6 OF THE 50 FACTORIES OWNED & OPERATED IN THE FRUIT GROWING DISTRICTS OF ONTARIO.

JAMS. JELLIES. MARMALADES. PRESERVED FRUITS. BAKED BEANS. CATSUPS. CONDENSED MILK. POULTRY

OUR LEADING BRANDS
"LITTLE CHIEF" (LOG CABIN)
"HORSESHOE" (BOWLBY)
"AUTO" (DOM. CANNERS)
QUAKER.
"KINN VALLEY," (SIMCOE)
"MAPLE LEAF" (DELHI)
"LION" (BOULTER)
"THISTLE" (BRIGHTON)
"HYGEIAN"
"NIAGARA FALLS"

BAKED BEANS
SIMCOE

Our 50 factories are the most modern type in the district, being equipped with all the latest improved machinery, thus ensuring highest grade, sanitary conditions.

PRINCIPAL BRANDS

DOMINION CANNERS, LIMITED

Group A

"Canada First" (Aylmer)
"Little Chief"
"Log Cabin"
"Horseshoe" (Bowlby)
All Private Brands, including "Quaker"

Price—2½c. per dozen in advance Group "B"

Group B

"Lion" (Boulter)
"Lynn Valley" (Simcoe)
"Maple Leaf" (Delhi)
"Old Homestead"
"Thistle" (Brighton)

Special Group

Hand Packed from selected fruit "Goldline" cans
"Hygeian"
"Niagara Falls"

Price—Fruits 15c. per dozen, and Vegetables 10c. per dozen in advance Group "A"

NOTE:

1. Dominion Canners' Brands have over a quarter of a century's experience behind them.
2. Dominion Canners' Brands are packed at the most modern and sanitary factories on the continent.
3. Every tin is guaranteed by a Company that is financially able to make good.
4. In buying Dominion Canners' Goods, you are backed up with the output of over 50 factories and a wide choice of brands.
5. All of the leading wholesale grocers prefer to sell Dominion Canners' Goods.

A Delicious Necessity!

"CANADA FIRST" EVAPORATED MILK

The reduced, full cream, fresh cow's milk of the very first quality. All useless water is driven off by a special vacuum process, rendering it three-fold richer in butter fat and solids than the original milk. The process puts it in such a condensed form as to make it an absolute necessity for travelling, hunting and all outing, as well as household purposes.

Now is the right time for you to put in a stock for the outing season—there will be a large demand, and with Aylmer Condensed Milk on your shelves the sale is surely yours. Its genuine flavor and purity are known widely through the extensive advertising we do in magazines, newspapers, etc., thus creating a demand. A big season's business in condensed milk is assured you if you stock "CANADA FIRST" Brand.

Recent government inspection report on CANADA FIRST CONDENSED MILK read in part:—

"CANADA FIRST CONDENSED showed the highest percentage of butter fat and solids in excess of legal standard and high percentage of genuine food value."

IT IS AN IDEAL STOCK—GOOD DEMAND—GOOD PROFIT.

THE AYLMER CONDENSED MILK CO.
LIMITED
Aylmer, Ontario

HEAD OFFICES: HAMILTON, ONTARIO

Making the Customers Come Back

SHIRRIFF'S PRODUCTS are the reliable, high-class kind in which people have confidence. Housewives have tried them and know they are good. SHIRRIFF'S PRODUCTS, like other high-class lines, add to the reputation of the stores that sell them. And it's really astonishing how many dollars' worth an energetic merchant can sell. Just you try.

The reputation they enjoy makes them saleable the year round, and as they are profit-makers they are the goods the retailer can push to good advantage.

A Profitable Selling Line

Popular Wherever Used

Shirriff's

Jelly Powders

Flavoring Essences

Pure Orange Marmalade

IMPERIAL EXTRACT COMPANY, TORONTO

ONTARIO REPRESENTATIVE—J. A. KIRKWOOD
MONTREAL REPRESENTATIVE—W. S. SILCOCK
WESTERN REPRESENTATIVE—H. F. RITCHIE
QUEBEC REPRESENTATIVE—ALBERT DUNN
MARITIME REPRESENTATIVE—W. H. LYNE-USHER

"HIGHER PRICES"

The world over the complaint is heard of "higher prices and increased cost of living" and this complaint has foundation in fact. But while prices have been advancing on other articles the cost of sugar has decreased to Consumers in Canada. To-day sugar is cheaper in Canada than in any other country of the world. On the other hand, while the cost is the lowest the quality is of the highest and

St. Lawrence GRANULATED

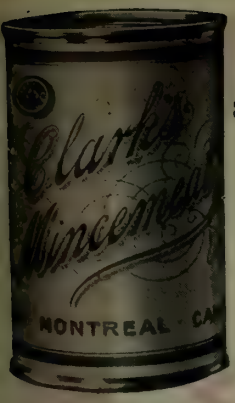
is the standard of quality in Canada and is an all

PURE CANE SUGAR

This gives you two good reasons for handling St. Lawrence Sugar.

St. Lawrence Sugar Refining Company, Limited

MONTREAL

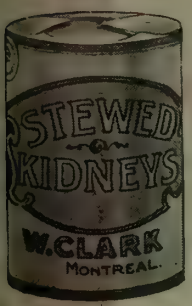


Clark's Pure Foods

Every article is a distinct product and is guaranteed absolutely.

COOKED CORNED BEEF
ENGLISH ROAST BEEF
ROAST MUTTON
READY LUNCH BEEF
JELLIED VEAL
LUNCH HAM
BONELESS PIGS' FEET
ENGLISH BRAWN
JELLIED HOCKS
GENEVA SAUSAGE
CAMBRIDGE SAUSAGE
OX TONGUE
TONGUE LUNCH
MINCEMEAT
"CHATEAU" BRAND
CONCENTRATED SOUPS

SLICED SMOKED BEEF
STEWED KIDNEY
TONGUE, HAM AND VEAL PATE
IRISH STEW
BEEFSTEAK AND ONIONS
LOAF MEATS
POTTED AND DEVILLED MEATS
COOKED TRIPE
STEWED OX TAIL
MINCED COLLOPS
ENGLISH PLUM PUDDING
PATE DE FOIE
LUNCH TONGUE
BONELESS CHICKEN
PINT SOUPS



Pork and Beans

with Tomato Sauce, Chili Sauce or Plain Sauce

"Inglass" Brands

OX TONGUE
LUNCH TONGUE
LAMBS' TONGUES
MINCEMEAT
POTTED CHICKEN
POTTED HAM

CHICKEN BREAST
BRISKET BEEF
ENGLISH BRAWN
POTTED TONGUE
" VENISON
" STRASBURG MEAT

The finest foods ever offered for sale in glass containers.

W. Clark - Montreal

Manufacturer of High-Grade

Food Delicacies

Tartan BRAND

SIGN OF PURITY

YOU can please some of your customers all the time with that "UNCERTAIN" brand of goods.

You can please all of them SOME of the time.

You can please ALL of your customers ALL the time with **TARTAN BRAND.**

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers
HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED

Phones 3595, 3596, 3597, 3598, 748, 462 (FREE TO BUYERS)

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

5 Cases at $4.15
with 20 bars Naptha free.
10 Cases at..... $4.05
with 40 bars Naptha free.
25 Cases at..... $4.05
with 150 bars Naptha free
FREIGHT PREPAID
Net 30 days. 1% Cash.
Assorted or otherwise.

The best 5c. line with an extra good margin of profit.

A fifty-year old favorite—Quality counts.

PRAIRIE BRAND

Notice To Wholesalers

PRAIRIE BRAND

WE are prepared to take care of your entire requirements up to 200,000 cases of canned fruits, vegetables and side lines. Before closing for your requirements get our prices and terms.

ONTARIO CANNERS LIMITED

SARNIA, ONT.

Now For a New Partner

That Doesn't Want Salary or Dividends

You can have a working partner of that kind for the asking—a "Safe" Cheese Cutter. It is every inch a cheese salesman—a business getter, a profit earner, because it allows no waste and assures you of guaranteed accurate measure.

The "Safe" Computing Cheese Cutter gives tone and character to your store and does not deceive customers when it gives the appearance of cleanliness and sanitation.

Besides keeping your cheese compactly and easy of access, it constantly displays it in an attractive manner that invites sales.

The "Safe" Cheese Cutter guards your profits on cheese and gives the customer exactly the amount asked for—a small feature maybe, but mighty towards satisfaction to your trade. Spend a little money in order to save a lot and earn more.

Send for information and particulars.

Computing Cheese Cutter Co.

ANDERSON, IND.

Quality in Can and Content

Sanitary Can Company, Limited

Niagara Falls, Ontario

To the Trade:

Each year has been a
Success, because we aimed to give
Satisfaction to the Trade in
Every line we manufactured.
Xerxes' strength lay only in his vain display of power;

But we realize our strength and success
Rest with the Quality of our goods
And your appreciation.
Now is the time to order, and our exclusive QUALITY
DEMANDS RECOGNITION

The Essex Canning & Preserving Company
LIMITED

ESSEX, - - ONTARIO

BORDEN'S

EVAPORATED

MILK

PEERLESS BRAND

Makes

Your

Customers

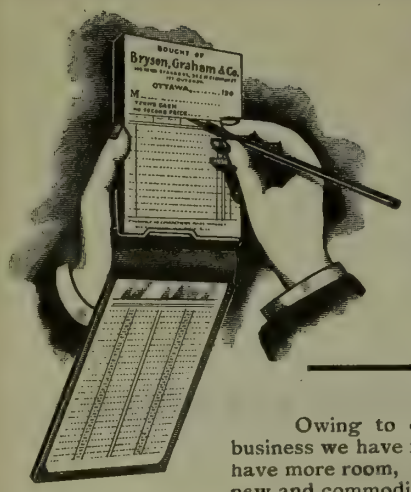
Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver



We Have Made a Good Move

Owing to our ever increasing business we have found it necessary to have more room, and have erected a new and commodious factory at

414-420 Wellington St. West

(Just West of Spadina Ave.)

In our new factory we have under one roof our three former Toronto factories, namely, The Carter Crume Co., Ltd., and The Morton Co., Ltd., formerly located at 445 King St. W., and the Merchants Counter Check Book Co., which was located at 34 Colborne St.

Your correspondence or orders sent to the above new address will receive our prompt attention.

F. N. BURT CO., LIMITED
TORONTO, MONTREAL, WINNIPEG
MANUFACTURERS OF **COUNTER CHECK BOOKS**

To the Merchants and their Assistants:

Dear Sirs,—

Some years ago I travelled with teas from Hamilton, Ont, and had many friends amongst the merchants in Western Canada. I feel **sure** they will acknowledge that I always gave them satisfaction and sold **only honest** goods at **right** prices. Since quitting the road I have been in the commission business, and want my old (also new) friends to **know** what lines I handle. I have always refused to represent **unreliable** manufacturers, but have much pleasure in soliciting business for the undermentioned **high-class** firms, whose goods are **"the best made."** When placing orders please **insist** on getting the following brands.

St. Charles Condensing Co.'s **unsweetened** Evaporated Milk (St. Charles brand.)

St. Charles Condensing Co.'s **sweetened** Condensed Milk (Silver Cow and Purity brands.)

Dominion Canners Ltd., Canned Fruits and Vegetables (Various Brands).

Connors Bros., Ltd., Sardines and other canned Fish. (Brunswick Brands.)

C. Bjelland & Co., King Oscar Sardines and other canned Fish (Various Brands.)

These are always satisfactory and will increase your trade.

Thanking you in anticipation for your assistance in marketing these **reliable** products, I am,

Yours very truly,

C. DUNCAN.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

The Value of Specialization

When you specialize and show your customers that you are the man who can provide the very highest quality in any particular line, you lay the foundation for a sound and lasting business.

There is only one brand of Maple Syrup which has kept thoroughly uniform in quality, and this one brand should be your special. In spite of cheap competition,

DIAMOND BRAND

has remained and will remain pre-eminently the leader and can be relied upon for its richness and goodness.

You will serve your best interests therefore by passing up all questionable and nondescript brands put up solely for the immediate profit, with no regard whatsoever for the future or the palate of the consumer.

New Crop Maple Goods Now Arriving

By special arrangement with certain producers in the Eastern Townships, we are receiving daily a carefully selected supply of Pure Maple Syrup and Sugar. These goods are being put up in attractive packages, hermetically sealed tins and bottles. Ready for immediate delivery under the two popular brands:—

"Diamond Brand" **"Silver Sheaf Brand"**

also Our Famous

"Twin Block" Maple Sugar and other Maple Specialties

WRITE FOR LATEST ILLUSTRATED 1912 PRICE LIST.

Sugars and Canners, Limited

MONTREAL

Did You Ever Consider Why

you were in business? Is it only to make money? You will answer no, it is to be successful, and to do a little better than my competitors.

How Easy This Can Be Done

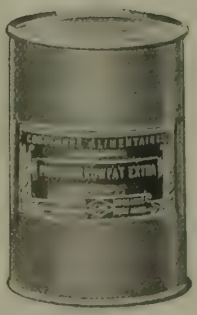
if you will make a study of your lines and when you are satisfied that you have obtained the finest procurable in **value** and **quality,** push only the sale of them.

We Will Not Take Up the Agency

of any line unless we are thoroughly satisfied it is the best line of its kind in the world.

What Has Been the Result?

Our lines being right have simply carried us forward, until the last three months business has been the largest in our history. They will do the same for you.



Goods of Quality Win Trade and Hold It.

W. G. PATRICK & COMPANY

DIRECT IMPORTERS

Toronto Montreal Winnipeg Vancouver

Acme Brand Belgium Peas

The finest line packed. Grown in most fertile pea district in the world from specially selected seed.
For proof ask any of our customers who have bought for the last two years. Sales for import already double last year's.

Crossed Fish Sardines

Genuine Norwegian Fish packed in Pure Olive Oil always uniform, no disappointments. Your customers will appreciate your selling them this brand. Every tin guaranteed.

Pure French Olive Oil ("Perle-de-Provence" Brand Reg'd)

This package is without exception the most attractive on the market. It is packed in the finest olive growing district in France.
Every bottle guaranteed pure by analysis.

H.P. Sauce (Houses of Parliament)

The best value ever offered in a Thick Sauce.
The Strongest Advertising Campaign being launched this month for your benefit.
The Greatest Sauce Repeater you have ever sold. It is to your interest to push the sale of H.P.

Pure Malt Vinegar

This is the finest Malt Vinegar manufactured.
The Midland Vinegar Co. have again secured the contract for the British Admiralty by analysis test, against all other competitors. This should be recommendation enough for the highest class merchant.

We Also Specialize in:

Lion Brand Macaroni, French Fruits, Cherries in Marischino, Shelled Nuts of all kinds, including Acme Brand Walnuts, the best procurable. Santa Claus Stockings and Xmas Crackers for fancy grocery trade. Place your Xmas Import order now.

WE SOLICIT YOUR ENQUIRY FOR QUOTATIONS

W. G. PATRICK & COMPANY

DIRECT IMPORTERS

Toronto Montreal Winnipeg Vancouver

H. E. Vipond & Co.

MONTREAL

WE ARE HEADQUARTERS FOR THE FINEST OF

Gorgonzola, Roman, Swiss and Parmesan Cheese.

Tomato Extracts.

Italian Peeled Tomatoes.

Haricot Vert.

Black Olives.

Spanish Peppers.

Green Peppers.

Olive Oils.

Onions.

Garlic.

HAVE YOU EVER THOUGHT OF SPECIALIZING? HASN'T IT EVER STRUCK YOU THAT THERE IS A PROFITABLE BUSINESS TO BE DONE IF YOU PAY CLOSE ATTENTION TO

Italian Goods

For instance, when the housewife is purchasing Macaroni, why not suggest a tin of

(Ercole Brand) TOMATO CATSUP

It is delicious with macaroni and cheese and is much cheaper in the long run than the ordinary canned tomatoes for this purpose.

OLIVE OILS

SALADS will soon find a regular place on the table. You should now lay in a stock of the best and prepare for this trade.

THE INVICTUS and BERTOLLI brands are the leaders.

There is a good margin of profit on all goods from Southern Europe.

Let us quote you.

Reliable Representation Wanted.

To Foreign Shippers:

We are open to consider any proposition for the handling and distribution of any food product, green fruits, etc.

We can guarantee results.

Special Attention

is drawn to our Black Olives. They are highly nutritious and act as a tonic.

Quite a good business can be built up in this line.

The profit is large.

THE 1912 PACK

may be large or it may be small. In any event retailers who have handled our goods in the past know that they will get a fair deal and the best quality and price going.

Kitchener Brand Canned Goods

have that peculiar quality noted in the home-made article, a flavor just a little finer than the ordinary canned goods on account of the greater carefulness in using only the freshest fruits and vegetables and stringent cleanliness in every process. You can build up a clientele of satisfied customers by specializing on KITCHENER BRAND.

Oshawa Canning Co., Limited

OSHAWA, ONTARIO

A POLISH OF APPROVED MERIT

There is only one way to prove beyond the shadow of a doubt the true value of a silver polish, and that is to find out whether it is used by representative silversmiths. If you find it so employed you may readily believe its claim to quality.

Hendery & Leslie's Polish

Is prepared from an old and valuable formula, and has, since its production, received preference over all others from Henry Birks & Sons, Limited, Canada's largest jewellers and silversmiths, and others.

No money is wasted on fancy carton or label. Just a Plain Bottle of Quality. The value is inside not outside.

Contains no acids, no ammonia.

Jobbers: Spring Cleaning is at hand. Write for Samples and Price List. We can guarantee good profit.

Sole Selling Agents, **Henry Birks & Sons, Limited,** Montreal

McCallum's Perfection Scotch

Is it good policy on the part of a dealer—in any line—to offer his customers the goods on which he makes the most profits, provided those goods are of as high quality as any other similar lines, and provided they are more heavily advertised?

Can you think of any other high-class Scotch Whisky that has so rapidly won favor with the public, or that offers the same high profits as Perfection?

"Hitch-up" with PERFECTION---The Scotch that is Heavily Advertised

WM. G. McINTYRE, Canadian Sales Manager

13 St. John Street, MONTREAL, P.Q.

An Ideal Store Arrangement

The proper arrangement and equipment of store interior is of first importance to the live merchant. The maximum of efficiency is within the reach of every practical merchant who will carefully study the particular requirements of his trade

"WALKER BIN" FIXTURES

make an ideal store arrangement. They economize space, provide clean and attractive interior display, and facilitate the quick handling of goods.

Add to your business, your profits, your prestige, by installing Walker Bin Fixtures. They are a wonderful help to any store, as they provide modern facilities for the handling of a special or general grocery stock.

Write for illustrated catalogue: "Modern Grocery Fixtures"

The Walker Bin & Store Fixture Co.

Limited

Designers and Manufacturers of Modern Store Fixtures

Berlin, Ontario

REPRESENTATIVES:—Maritime Provinces: R. R. Rankine, 4 Wright Street, St. John, N.B. Montreal: W. S. Silcock, 33 St. Nicholas Street. Manitoba: Watson & Truesdale, Winnipeg, Man. Saskatchewan and Alberta: J. H. Smith, Regina, Sask. Vancouver, B.C.: W. W. Burke & Co., 334 Cordova Street West.

ESTABLISHED 1890

WILLIAM H. DUNN

Broker and Commission Merchant

22 YEARS AT SAME ADDRESS

396 ST. PAUL STREET, MONTREAL

Branch, 27 Front St. East, Toronto Branch, 402 Mercantile Bldg., Vancouver

Agencies at Winnipeg and Calgary

My facilities are the best; my salesmen cover all large Markets in Canada.

References:

A dozen Manufacturers whom I have represented for ten to twenty-two years, also—

The Merchants Bank of Canada

Dun's and Bradstreet's Agencies

I solicit only accounts of Large and Progressive Manufacturers wanting live representation.

WILLIAM H. DUNN

SELLING REPRESENTATIVE FOR

BORDEN'S CONDENSED MILK CO.

MONTREAL, TORONTO and VANCOUVER

WARNING

The Original and Genuine

Pyramid Fly-Catcher

is guaranteed to give entire satisfaction.

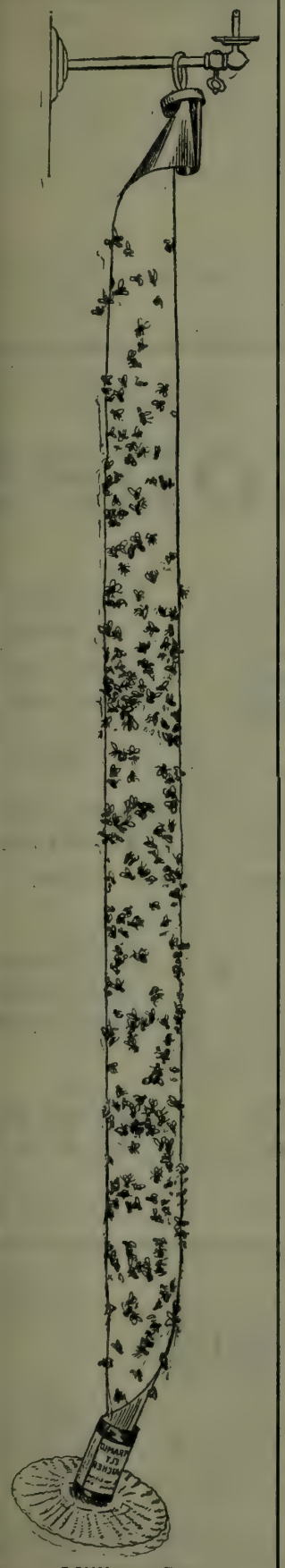
BEWARE OF IMITATIONS

If you order **Pyramids** and receive a device similar in appearance, but not labelled as such---send them back.

"Pyramids" have a long and wide permanently sticky coating of paste, prepared from a secret formula; the paste could be imitated by a cheap varnish preparation, but it would quickly dry out and make the article useless as a fly catcher.

By insisting upon having **"Pyramids"** you will help to maintain your reputation of handling only goods with recognized merit.

We handle the entire output for Canada of the Pyramid Fly Catcher Factory. They make no other similar device.



Millions Sold in Canada

SELLING REPRESENTATIVES

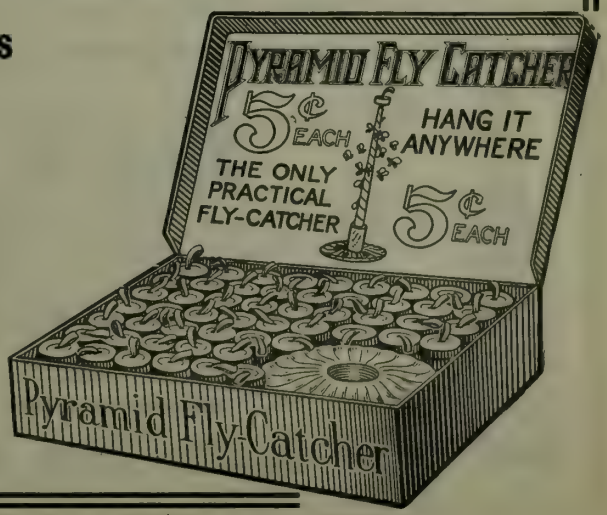
Mason & Hickey—Winnipeg

J. W. Nunn—Vancouver

SOLE IMPORTER

William H. Dunn

MONTREAL TORONTO and VANCOUVER



BEST INCORRODIBLE
TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Ltd.

City Lead Works, - - Southwark Bridge, London, England

WRITE FOR PRICES

The best selling line of the season is

SYMINGTON'S SOUPS

Samples and Prices sent free on request.

—Agents—

Oppenheimer Bros.
25 Pender St.
Vancouver

Scott, Bathgate Co.
Notre Dame St.
Winnipeg

Ask for SYMINGTON'S IDEAL TABLE CREAMS
— CELERY —
SYMINGTON'S
MORE EASILY DIGESTED AFFORDING GREATER NOURISHMENT AND SUSTENANCE THAN ANY OTHER,
TRADE MARK
DELICIOUS IN TASTE, CONTAINING VALUABLE PROTEIDS WHICH ARE THE MAINSTAY OF LIFE.
SOUPS
W SYMINGTON & CO LTD MARKET HARBORO ENG
CANADIAN REPRESENTATIVES - FREDERICK E ROBSON & CO TORONTO

Special advertising, window displays, etc., sent free.

—Agents—

H. Enida Olive Co.
320 8th Ave.
Calgary

R. J. Donaghy
Masonic Bldg.
London, Ontario

W. SYMINGTON & CO., LTD.

MARKET HARBORD, ENGLAND

CANADIAN REPRESENTATIVES: FREDERICK E. ROBSON & CO., 25 FRONT ST. E., TORONTO

G "THE BEST" G

Stock Up Now with Gurd's Drinks

GURD'S DRY GINGER ALE

is now an availability. Made with distilled water, clear, wholesome, light and "high-class" in every particular.

GURD'S CALEDONIA WATER—GURD'S APPLE NECTAR—GURD'S GINGER ALE GURD'S SUPER CARBONATED SODA WATER

are in demand from coast to coast.

WRITE FOR PRICE LIST. DRINK GURD'S DRINKS YOURSELF!

Highest Medals at Paris, France; London, England; Chicago, Montreal, Ottawa, etc.

G Charles Gurd & Co., Limited, Montreal, Que. G

RICHARDS & BROWN

Wholesale Grocers and Commission Merchants

WINNIPEG

Our appeal is to all branches of the grocery trade.

We know the kind of service the manufacturer and the retailer requires because we are experienced and have laid ourselves out to do things right.

The number of dealers on our list is rapidly growing; and, better still, the volume of turnover with those dealers is multiplying. The reason is obvious.

We have the goods they want.
We deliver them in good condition.
We deliver promptly.

We have built a business for the future and are building for a greater future. We have facilities to handle accounts in Western Canada of the most stupendous volume.

We want dealers to send us their order for anything they need.

Every manufacturer in Eastern Canada, United States and Europe should realize their opportunity to land trade in the West. The people that are coming to us by thousands are calling for supplies and we are here to help you to give it to them.

We push hard every line we have and we will do the same for you.

We still have energy and resources left, will you help us to utilize it.

"Start Something"

RICHARDS & BROWN

Wholesale Grocers and Commission Merchants

WINNIPEG CANADA

KNOX

"MAKE KNOX YOUR GELATINE LEADER!"

Push KNOX PURE PLAIN SPARKLING GELATINE No. 1 and KNOX PURE SPARKLING ACIDULATED GELATINE No. 3 because you can be sure they will please your customers on account of purity and quality, and because each package makes two full quarts of jelly. Our extensive advertising makes both packages EASY to SELL. You make a fine profit out of the retail price of 15 cents per package, so it will pay you to "Make KNOX your gelatine leader!"

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y.

Branch factory, Montreal, Canada

Start Early With Summer Drinks

Every summer there is a steady and brisk demand for drinks of the cooling, thirst-quenching variety. Make it your business to get in the field early and get the first sales with a line that will give satisfaction and thereby send the repeat orders for all the season.

Green & Co.'s Lemon, Lime, and other Fruit Cordials have that refreshing, delicious flavor, when properly mixed with plain or aerated water, that makes them a real delight.

Lemon Cordial, Lime Juice Cordial, Lemon Squash, Orangeade, 10c size $10.80 per gross; 25c size, $27.00 per gross; Raspberry, Black Cherry, Black Currant and Grape Cordials, 15c size, $14.40 per gross; 25c size, $27.00 per gross. Freight prepaid on orders $25.00 and over.

MAIL IN YOUR ORDERS EARLY.

Green & Co., Manufacturers, Toronto, Ont.

ICHOLSON

CODES,
ABC. 4TH & 5TH EDITION.
WESTERN UNION.
ARMSBYS 1907 & 1909.

D H BAIN

CABLE ADDRESS.
NICHOLSON, WINNIPEG.
" CALGARY.
" EDMONTON.
" REGINA.
" SASKATOON.

BRANCHES: CALGARY, ALTA.
EDMONTON, ALTA.
REGINA, SASK.
SASKATOON, SASK.

BANNATYNE AVE EAST.
TRANSFER TRACK.

Winnipeg, Man.

To Canadian, United States and Foreign Manufacturers and Shippers

Dear Sirs

The population in the three prairie provinces is increasing by leaps and bounds, and in 1912 we will have the largest immigration in the history of **The Great West.** We have been established in Winnipeg as Wholesale Commission Merchants and Brokers since 1882, 30 long years. Our business has increased so rapidly that we found it necessary to keep up with our increasing trade to establish branch houses west of Winnipeg, at **Regina, Saskatoon, Calgary** and **Edmonton** and we have now under Construction in **Calgary** a solid six-storey brick building, 50 x 120, and will be thoroughly equipped to take care of our increasing business at this growing Jobbing Centre. We will also construct this year at **Edmonton** a large warehouse to accommodate our increasing business at this great jobbing point. If you are not represented in the three prairie provinces and wish to reach out for the growing trade in **The Great West** write us, or to any of our branch houses. We are doing the largest commission business in Canada in our line and we are well organized and equipped to introduce any line handled by the **Wholesale Grocery Trade.** Whether by direct sales shipment to Jobbers, or setting Consignments—(against which we are at all times ready to make liberal cash advances). Write us if you wish to introduce your goods in this territory. Yours very truly,

NICHOLSON & BAIN

Winnipeg, Manitoba.

The Largest Wholesale Commission Merchants and Brokers
IN CANADA

Established 1882

Branch Houses

Regina Saskatoon Calgary Edmonton

CANADA

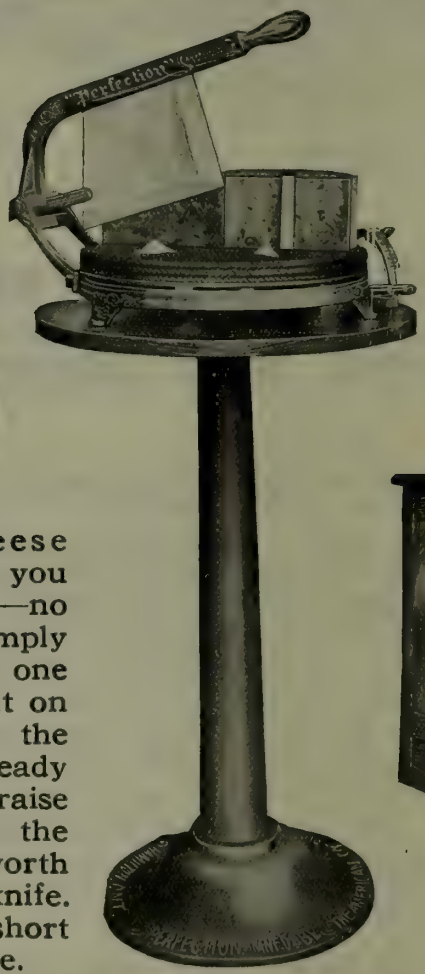
Give The Customers What They Ask For

One satisfied customer is worth more to you than a store full unsatisfied.

The Perfection Cheese Cutter

MADE IN CANADA

Giving the customers what they ask for on the face of it looks easy, eggs or sugar for instance. It is easy enough to count out one dozen eggs or whatever the order is; or by means of scales you have no trouble in weighing the required amount of sugar; but when it is cheese you are selling, what guarantee have you that you will not cut one or two cents' worth over the requested order. None whatever, unless you have a Perfection Cheese Cutter. Little as it may seem, it is just such unbusinesslike methods that lose you trade that could be solidly yours.



The Perfection Cheese Cutter guarantees you against loss of profit—no figuring required. Simply set the price mark on one scale against the weight on opposite scale, turn the thumbscrew and it is ready for business. Each raise of the small lever to the stop turns five cents' worth of cheese under the knife. It pays for itself in a short time and lasts a lifetime.

A handsome cabinet will add to your profits as well. It protects the cheese from dust and germs, making it perfectly sanitary and keeping the cheese fresh.

Such methods place the cheese business on a most satisfactory and pleasing basis for your customers and yourself.

Don't be misled. The safe way is the PERFECTION WAY.

The American Computing Co. of Canada

HAMILTON, CANADA

ALL WONDER-SHINE HOUSEHOLD ARTICLES

Are made in Canada.

Goods sold through the trade only.

Are heavily advertised and displayed to the consumer.

This is House Cleaning Time.

GET BUSY!

We have some new WONDER-SHINE POLISHES coming.

Push WONDER-SHINE SILVER CLEANER—50% profit to you on every package you sell.

PRICES NET	Per Doz.
10c. Packages, 6 Doz. in case,	$ .80
25c. Packages, 3 Doz. in case,	2.00
50c. Packages, 1 Doz. in case,	4.00

Complete $1.00 outfits, including Baskets - - - 7.80

Electros in Packages

10c. Size - - - -	.80
25c. Size - - - -	2.00
50c. Size - - - -	4.00

WONDER-SHINE LIMITED,

General Offices:—220 King St. West
TORONTO, CANADA

A Biscuit For Every Occasion

Weston's Fancy Biscuits

To have the Weston Fancy Biscuit stand pre-eminent as the very choicest quality of biscuits that are marketed, has become a hobby with us, amounting almost to a fad.

To achieve this distinction we exercise the greatest care, employ the best skilled labor and use only pure and highest quality ingredients.

Weston's Cocoanut Macaroons, Fancy Macaroons, King's Mixed and Lady Fingers are four varieties put up in small glass front tins as shown in the large illustration; put up also in plain tins and bulk. These are regular trade winners and are unsurpassable in flavor and excellence.

Facts Concerning Our Modern Factory

It is interesting to note that the ovens in this plant are built and operated on the top floor. This prevents the biscuits being subjected to the influence of heat and gas as must happen when ovens are on the ground floor. The factory is designed from the latest suggestions and plans of the best American plants, is up-to-date and modern in every detail.

All customers and friends are cordially invited to call and visit us, and see the plant in operation.

George Weston Limited, Toronto

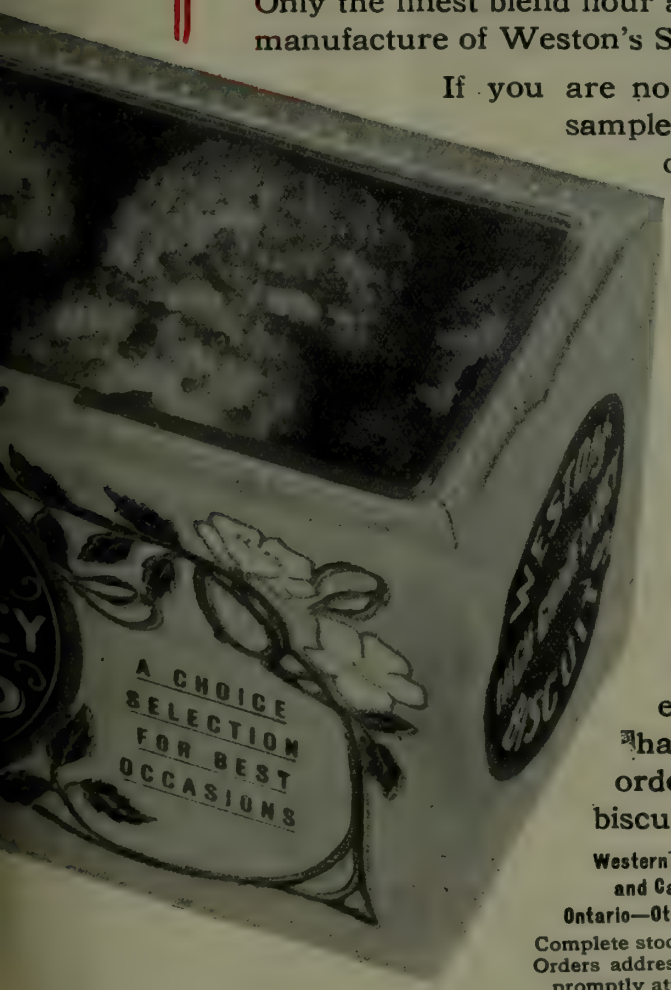
Quality Goods that know No Equal

Weston's Soda Biscuits

It is well known among customers of Soda Biscuits that Weston's is the largest 5c package of Soda Biscuits put up in Canada. They are packed in 24's and 48's with 24 biscuits to the package. We can use this argument as a strong selling point and find it successful. The quality of the sodas and the general satisfaction they give will hold the customer and make new ones for you.

Only the finest blend flour and purest shortenings are used in the manufacture of Weston's Soda Biscuits.

If you are not handling this splendid line, write for sample box. It will be gladly sent on request if you mention "The Canadian Grocer."



We are at Your Service.

Our Delivery Department and Selling Force are at your service to give you prompt shipment and careful attention in ordering. If a Weston traveller has not found his way to your section—write us for price list.

We solicit mail orders and will give every attention to your demand. We handle a full line of Candies, Gums, etc., orders for which are promptly filled with biscuit shipments.

Western Branches—Winnipeg, Brandon, Regina Saskatoon, Edmonton and Calgary.

Ontario—Ottawa and Hamilton.

Complete stock carried at these points—
Orders addressed to the firm of any of above cities will find us and be promptly attended to.

George Weston Limited, Toronto

Spring-time is a good time to push Dustbane

Packed in crates (24 tins), retailing for 35c each. Pays a profit of 32% to 38%.

Guaranteed to give satisfaction.

Write for our Selling Plan or ask your jobber about it.

Made in Ottawa, Protected by Canadian Patents

Established 1834

A HOUSE WITH A HISTORY

ESTABLISHED OVER SEVENTY-EIGHT YEARS AGO

QUAKER CANNED GOODS

We are sole agents for the Province of Quebec for this famous line of canned goods. If you want to learn what really first-class canned goods and vegetables are like, secure a stock of these QUAKER goods, original pack.

QUAKER BRAND SALMON

We are the proprietors of this new and extra fancy salmon, put up in tall and flat tins. It is just the salmon for those customers of yours that require the finest fish procurable. We claim QUAKER Brand Salmon to be superior in quality to any fish ever offered to grocers in Canada. Only by sampling it can you appreciate it.

PEACOCK PICKLES

We are also proprietors of this high class line of pickles, the sales of which have been enormous during the present season. Don't you think you can handle some?

VINEGAR

CANADIAN VINEGAR, Government Standard Quality. Lowest prices, quality considering quality.

QUAKER BAKING POWDER

We are makers of Quaker Baking Powder, better than which there is none obtainable. ABSOLUTELY NO ALUM.

QUAKER SOAP

100 bars in each box of pure soap, no prizes, no fakes, just Soap as cheap as pure soap can be sold for.

OUR TRAVELLERS WILL TELL YOU ALL ABOUT THESE GOODS.

DROP US A CARD. IT ONLY COSTS ONE CENT AND TAKES ONE MINUTE.

THREE LONG DISTANCE TELEPHONES.

P. O. BOX 1570

MATHEWSON'S SONS, MONTREAL

ROWAT'S PICKLES
PATERSON'S SAUCE
D.W.C. OLIVES

have a tremendous following. They are known and enjoyed by thousands. Mr. Grocer, we are in business to co-operate with you. Our part is to keep the qualities up to the high standard that has placed Rowat's Goods in the front rank, and serve you promptly in delivering. Yours is to reap the benefit in constantly increased trade and the appreciation of your customers.

A new line recently incorporated with Rowat's Quality Goods is Dewar, Watson Company's Select Olives.

Olives

It will not be surprising when you make repeat orders for these high-grade olives, to hear you tell us of the rapid sales and good profits you have made by handling Olives packed by Dewar, Watson & Co. of Glasgow, Scotland. The quality is good and each bottle well worth the price--that's the "why" of popular favor.

Worcestershire Sauce (Paterson's)

The most piquant of appetizers, needs no recommendation to the grocer who handles the best. If you have not stocked, do so—you will find it a really good seller, and a line that will pay you well on each sale, besides building a satisfied trade.

Pickles

There is a certain element of risk in buying bottled pickles. The moral is: "Buy by the name."

All brands of pickles look very much alike to the ordinary grocer. Safeguard your stock by getting Rowat's Pickles. The name is widely and favorably known among the particular housewives of your trade.

These are goods with high reputation—goods that will win trade to your store. They are put up in the finest factory in Scotland, under the most careful conditions of cleanliness.

ROWAT & CO.

Glasgow, Scotland

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

WHITE SWAN YEAST CAKES

HAVE ALREADY PROVEN THEMSELVES TO HAVE FILLED A LONG-FELT WANT ON THE PART OF THOUSANDS OF CONSUMERS FOR "SOMETHING MORE DEPENDABLE."

IN TWO MONTHS WE HAVE SHIPPED THOUSANDS OF CASES TO GROCERS IN ALL PARTS OF CANADA—AND MANY HAVE SENT IN REPEATS FROM ONE TO SIX TIMES IN THIS SHORT PERIOD. IF YOU HAVE NOT SECURED THEM YET

IT WILL PAY YOU TO ORDER NOW

SAMPLE CHEERFULLY SENT THAT YOU MAY TEST FOR YOURSELF

White Swan Spices & Cereals, Ltd., Toronto

SOLE DISTRIBUTORS

The Largest Sale of Any Cereal in Canada

KELLOGG'S
Toasted Corn Flakes

This Means

That our factory is running night and day.

That our flakes are fresh and crisp.

That retailers are not "loaded up" with slow selling goods.

That the consumer appreciates a pure, wholesome, nourishing and appetising cereal.

That the system of marketing our goods is commended, not only by the wholesalers, but also by the retailers.

That there is no "Quantity Price" on "Kellogg's." Hence no inducement for a merchant to buy more than his trade demands.

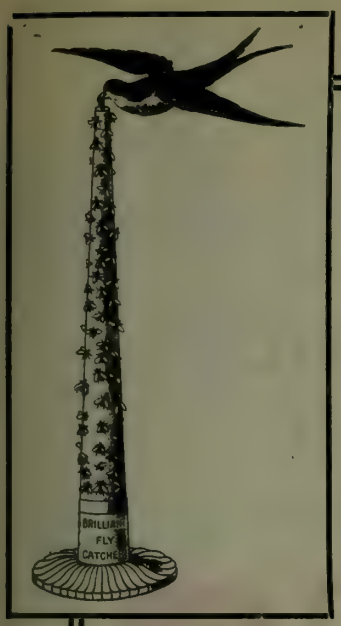
That "Kellogg's" is one price to all.

A pure food, an appreciative public and a straight business proposition to the retailer place our goods in a class all by itself. The largest sale of any cereals in Canada.

Ask Us For Particulars

The Battle Creek Toasted Corn Flake Co., Limited

London, Ont.



Everybody Wants a Fly Catcher

It makes no difference to what degree carefulness is maintained in keeping the house free from flies, there is bound to be some of these little torments in it. Therefore, is it not true to say "Everybody wants a fly catcher?" The early spring is the time to push the sale of such articles and educate your trade to the fact that one fly caught in the early summer means millions in August. The

Brilliant Fly Catcher

is the most remarkable glued catcher on the market, it gets them all, misses none, and you will find your trade will evoke a buying interest through the merit of the Brilliant Fly Catcher.

It is warranted to retain its stick-fast quality.

It will unroll, as a ribbon, a full yard. There is no drip or dirt with it.

$1.75 PER BOX OF 100

It is cheaper and in every way superior as a stock and money-maker over any other fly catcher.

Approved by Board of Health for its Hygienic use.

FOR JOBBERS' PRICES WRITE

GRANGER FRERES LIMITÉE
390 St. Paul Street, MONTREAL

Selling Agents for the Western Provinces:—
J. J. TOMLINSON & CO., WINNIPEG

"PURITY AND SATISFACTION"

PURE FOOD LITSTER'S

PUDDINGS
CUSTARDS
JELLIES
SALAD DRESSING
All in Powdered Form

COFFEES
SPICES
MUSTARDS

CAKE ICINGS
HERBS
GELATINE
BAKING POWDERS

ANYTHING "LITSTER'S" IS GOOD

The Litster Pure Food Co., Limited

1297-1301 Queen Street West

TORONTO

Sterling BRAND

The Line for Profit the Year-Round

Here is just the reason why "STERLING" products have proved such phenomenal sellers throughout the year and here the reason why every dealer who has handled our line has sent in numerous repeat orders.

The reason may be accredited to the distinctive quality and flavor of the "STERLING" line. There may be many others in the same line but they can't copy that delicious, delightful flavor that has made "STERLING" Brand Pickles, Sauces, Relishes, etc., the real profitable stock the year round. With "STERLING" Brand Products in your store you stimulate sales.

GET A STOCK NOW AND PROVE IT.

SUMMER DRINKS

Lemonade
Orangeade
Raspberry Vinegar
Lime Juice

OUR EXTRACTS

Are of superior grade, both in material and the process of manufacture. You make no mistake in recommending "Sterling" Extracts to your most particular customers.

SWEET PICKLES,
MIXED PICKLES,
CATSUP,
SAUCES and RELISHES,

JAMS,
MARMALADE,
CRUSHED FRUITS
and FOUNTAIN SUPPLIES,
JELLIES and
FLAVORING EXTRACTS.

THE
T. A. LYTLE CO.
LIMITED

Sterling Road, Toronto

Montreal
Quebec

American Can Company

Hamilton
Ontario

Tin Cans of all kinds for all purposes

Fruit and Vegetable Cans,
Syrup and Oil Cans,
Baking Powder Cans,
Spice Cans, Coffee Cans,
Meat Cans, Tea Cans,
Lard Pails, Jam Pails,
Etc., Etc.

Plain Tin or Decorated Tin.

Our two factories (formerly Acme Can Works of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

Correspond with factory nearest you.

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)

Labelling

Wrapping

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

[M.E.]

PRUNES

Santa Clara, California and Oregon

The break in the market is not surprising for the quality of prunes coming from New York.

We have a large and well assorted stock, 90/100 to 30/40, 25 lb. boxes, and our prices are right. Imported last fall direct from California.

JUST INQUIRE:

If you don't buy, it will post you on the market.

L. Chaput, Fils & Cie., Limitee

Wholesale Grocers and Importers

2, 4, 6, 8 and 12 DeBresoles, Montreal

ESTABLISHED IN 1842

CRYSTAL SUGAR

A Large Percentage of your Business

is done in sugar. It is in your best interests therefore to supply your customers with the BEST, which is

CRYSTAL SUGAR

It is the standard of excellence and purity—is the acme of sugar refining. It has no superior for canning and preserving.

Put in a Stock NOW

Dominion Sugar Company
LIMITED
Wallaceburg and Berlin, Canada

High Price is not an Infallible Indication of Quality.

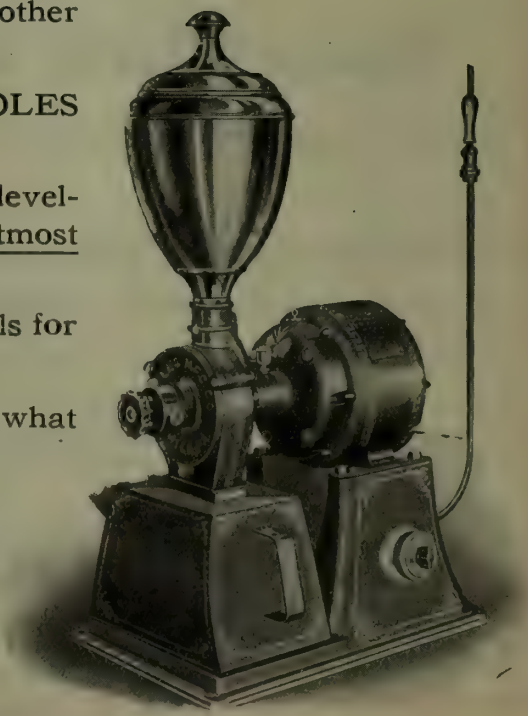
When you buy coal that gives you the maximum heat efficiency for $8 a ton, you won't pay $16 to another dealer simply because he needs the money.

You can get the maximum efficiency out of a COLES coffee mill.

That's why a COLES is the final choice of the level-headed buyer. He makes sure he is getting the utmost when he's buying.

We have been making all kinds of coffee mills for the last 25 years, and all at reasonable prices.

Write for our catalog now. It tells you just what you want to know.



COLES MANUFACTURING COMPANY,
PHILADELPHIA, PA.

AGENTS—Chase and Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

"KING" BRAND JAMS

Every dealer has a number of customers who want a real good jam but who are only willing to pay a moderate price. We are able to offer you goods, which will not only please that class but which will appeal to the palate of those always ready to pay more. Further, we are in a position to prove that KING BRAND JAMS are equal, if not superior, to any other brand on the market.

What The Trade Says:

Here are extracts from a few letters picked at random which speak for themselves:—

Winnipeg, Feb. 13th, '12.
"Samples of Jam are to hand. They are certainly beautiful goods."

St. John, N.B., Dec. 5th, '11.
"We are handling your Jam and find it all you claim for it."

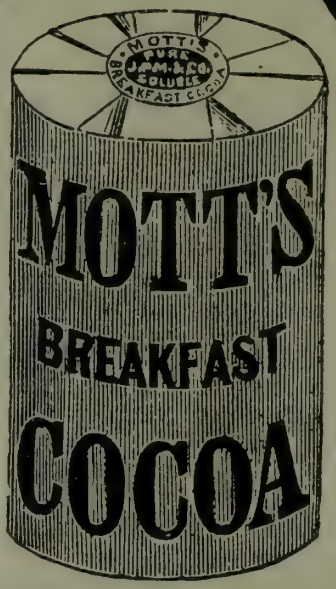
Toronto, Feb. 5th
"Quality is fine."

JOBBERS—We can pack goods to suit your trade either in carton, glass or pail. Write us for SPECIAL PROPOSITION.

We are also headquarters for Catsups, Syrups, Caustic, Lye.

Remember the King Brand.

LABRECQUE & PELLERIN
MONTREAL



MOTT'S PURE NUT MILK CHOCOLATE

A delicious chocolate for eating made from the best grade of cocoa, milk and freshly roasted nuts

MOTT'S ELITE CHOCOLATE

Unsweetened for cooking purposes.

MOTT'S BREAKFAST COCOA---ABSOLUTELY PURE

Order from your Jobber

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

CLIFF BRAND TABLE SALT

Is made from natural brine taken from the purest spring in the world, and manufactured by experts by a new process under perfect sanitary conditions, producing a refined table salt of a superior quality and soft, even crystals without grinding. It is guaranteed free from all injurious substance.

IN THE SANITARY CONTAINER

SAVES TROUBLE ALWAYS DRY and FLOWS FREELY from SHAKER

DOES NOT CAKE OR GET HARD, YOU CAN RELY ON IT

SHOWS A GOOD MARGIN OF PROFIT
ANY WAY YOU FIGURE IT

CLIFF BRAND SALT retails at **TEN CENTS**, while it costs you but one dollar fifty for a case of two dozen. No matter how you figure your profits it will show you an excellent margin. And then you will also gain in prestige by handling a salt of this quality. Ask your wholesaler or write direct to us.

TORONTO SALT WORKS

TORONTO, CANADA

CANADIAN MACARONI

Success follows the efforts of the grocer who stocks goods that meet the basic requirements of modern merchandising, viz: AN ABSOLUTE, UNVARYING STANDARD OF HIGHEST QUALITY.

Your past experience will tell you that lines possessing that requirement will make successful stores. You cannot buy any better Macaroni or Vermicelli than that packed under

Hirondelle Brand Macaroni and Vermicelli

Quality never varies. Your trade always is satisfied. Hirondelle Brand will increase and build you a profitable trade as it has done with other merchants everywhere.

C. H. CATELLI CO., Limited, Montreal, Que.

GLOBE MACARONI

It is a scientifically manufactured food that has developed a demand for itself among the housewives in every locality.

We guarantee the quality, to contain no maize or rice flour, and our methods of manufacture will bear any examination of cleanliness that can be put up.

GOOD PROFITS. SURE REPEATS.

D. SPINELLI & CO. (Registered) Montreal, Que.

WAGSTAFFE, LIMITED

Makers in Hamilton of Pure Jams, Jellies and Marmalades for Shipment to all Parts of Canada

THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Our line of Jams, Jellies and Marmalades is recognized by the particular buyer all over Canada as the best and purest that can be.

The accompanying cut represents the present home of Wagstaffe's goods. It is conceded by expert authority to be the most up-to-date fruit preserving plant in Canada. The walls in processing rooms are constructed of white enamel bricks; the floor is of mastic; making it a factory with every modern sanitary method that money can procure.

For the grocer who wants to handle the best—Put in a stock of Wagstaffe's—There's good profit for you and satisfied customers.

Wagstaffe, Limited, Hamilton, Ont.

THE BEST OF ALL

NO. 75

The Scale that Weighs and computes to 100 lbs.

COMPUTING SCALES

Do you wish to know the reason why?
Ask a user or write us.

Users everywhere. Offices in leading cities throughout Canada

Stimpson Computing Scale Co.

Factory, DETROIT, Mich.

ROYAL SHIELD

The name Royal Shield is synonymous of purity and excellence.

We aim to keep the quality up to the high standard set ourselves.

The Grocer appreciates this as he does the fact that Royal Shield Brand stands the test and invariably satisfies his trade.

Jelly Powders,
Baking Powders,
Etc.

"ROYAL SHIELD"
Teas, Coffees,
Extracts

The reputation they enjoy makes them saleable the year round and as they are good profit makers they are the goods the retailer can push to advantage.

Your orders solicited direct or to any of the branches will receive prompt and careful attention.

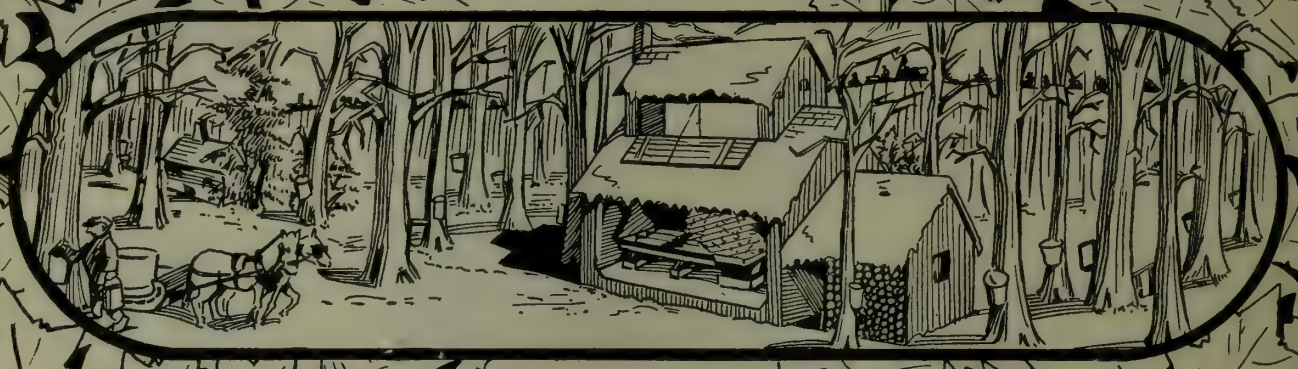
Campbell Bros. & Wilson, LIMITED WINNIPEG

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

"PRIDE OF CANADA"

PURE PURE

Maple Syrup AND Maple Sugar



ARE YOU

going to sell pure maple syrup this season? If you are, there is no reason for you to hesitate in making a choice of brands. You know that you will not be serving your best interests by selling your customers "concoctions"—and guarantee their purity.

Then for your own success and benefit to your reputation sell

"PRIDE OF CANADA"
Maple Syrup and Maple Sugar

Guaranteed absolutely pure.

Our sap is supplied by a carefully selected number of farmers owning groves in the **EASTERN TOWNSHIPS**, the famous maple orchards of Canada, and it is to their own interests to provide us with only **THE VERY BEST.**

If you want further proof of the genuineness of our **ABSOLUTELY PURE** claim, just write and we will send you copies of a large number of Government tests which will put all possible doubt at rest.

STOCK NOTHING BUT PURE MAPLE GOODS THIS SEASON

The Maple Tree Producers Assoc., Limited, - Montreal

Mason & Hickey

MANUFACTURERS' AGENTS

WE ARE OPEN TO REPRESENT LINES THAT DO NOT COMPETE WITH THE FOLLOWING:

Dominion Sugar Company
Wallaceburg - - - - Ont.
Granulated, Powdered, Icing and Paris Lumps

Borden's Condensed Milk Co.
New York - - - - - U.S.A.
Eagle, Gold Seal and Challenge Milk, and Peerless Cream.

Gorman, Eckert & Co.
London - - - - - - - Ont.
The largest packers of Olives in the British Empire, Spices, Extracts, Etc.

E. D. Smith
Winona - - - - - - Ont.
Jams, Jellies, Catsup, Grape Juice, Raspberry Vinegar, Canned Goods.

Ingersoll Packing Co.
Ingersoll - - - - - - - Ont.
Bacon, Backs, Hams, Cream Cheese and large Royal Oxfords.

MacFarlane, Lang & Co.
Glasgow - - - - - Scotland
Famous Scotch Biscuits and Cakes.

Wm. Rogers
Denia - - - - - - Spain
Packers of the famous Caraval brand of Valencia Raisins.

Foster, Holtermann & Co.
Brantford - - - - - - Ont.
Ontario Honey.

J. H. Wethey & Co.
St. Catharines - - - - - Ont.
Manufacturers of bulk and package Mince Meat.

Crescent Manufacturing Co.
Seattle - - - - - Washington
Mapleine Extracts.

Nicholson & Brock
Toronto - - - - - - Ont.
Bird Seed and Bird Gravel.

W. H. Dunn & Co.
Montreal - - - - - Quebec
Pyramid Fly Catchers.

Suchard's Cocoa
Neufchatel.

Geo. T. Mickle
Ridgetown - - - - - Ont.
White Beans.

National Licorice Co.
Brooklyn, N.Y. - - Montreal, Que.

P. J. Shannon & Co.
Green Coffees.

Loutas & Co.
Patras-Currants.

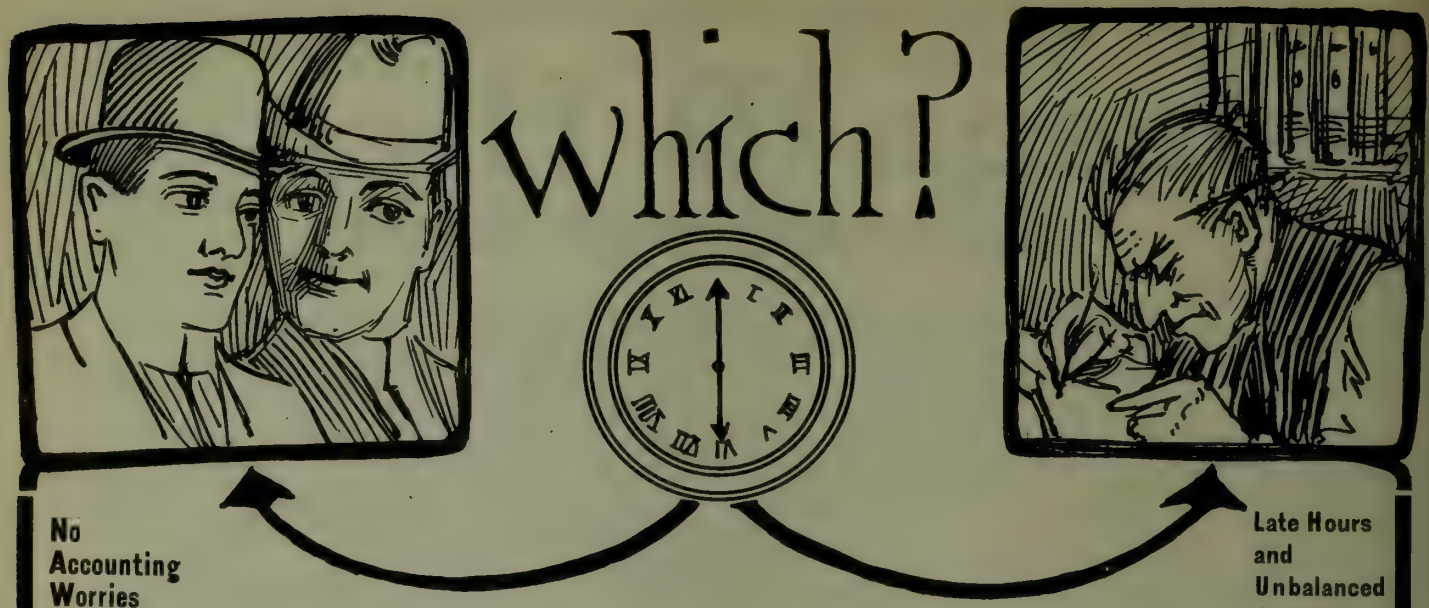
Pratt-Low Preserving Co.
Santa Clara - - - - - Cal.

Maples Limited
Toronto - - - - - - Ont.
Maple Sugar and Syrup.

Leas Limited
Simcoe - - - - - - Ont.
Pickles

Mason & Hickey

287 Stanley Street, - - - - Winnipeg, Canada.

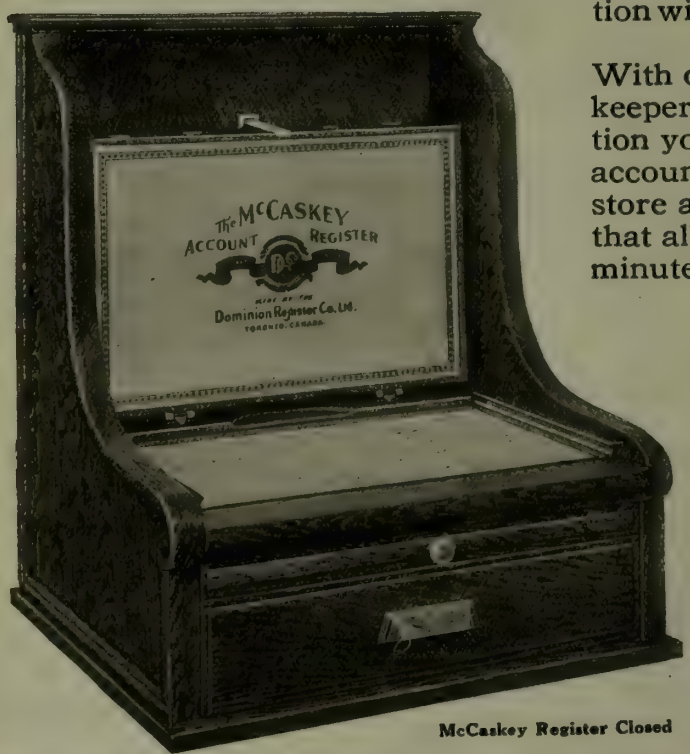


Success Comes Only To The Modern Method Merchant

Particularly is this true when coupled with book work of a retail grocery store. Friend, you are losing an advantage that means dollars to you if you are allowing your antiquated methods of keeping accounts spare you from your best personal usefulness to your business, i.e., that of buying and selling grocery goods; that is how your money is made.

The McCaskey Account Register

turns you and every retail salesman into a bookkeeper without your knowledge. The original slip or bill made out by the salesman—totalled at time of purchase—and handed to the customer completes the transaction with the McCaskey System. Simple, isn't it?



McCaskey Register Closed

With only one writing, without the aid of bookkeeper or books, at the close of each transaction you know exactly how each customer's account stands; and when you close your store at night you can go home in the thought that all your accounts are posted up to the minute.

Get account systematized—it pays. Drop us a card for demonstration of the McCaskey System.

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Canada

519-521 Corn and Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.

TEES & PERSSE LIMITED

WINNIPEG WAREHOUSE

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

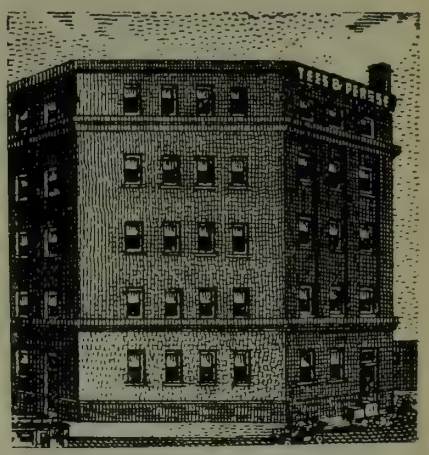
Resident Salesmen calling on
EVERY jobber
EVERY day

Agencies and Consignments Solicited.

Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

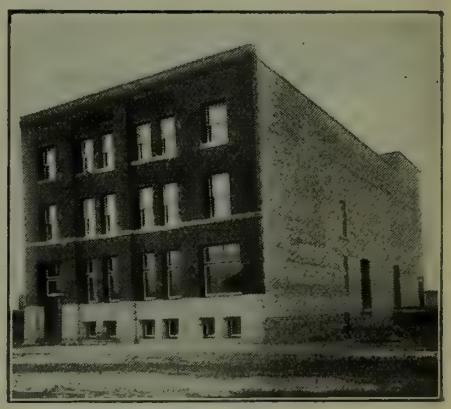
Handling and storage facilities the very best.

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.



REGINA WAREHOUSE

SASKATOON WAREHOUSE



MOOSE JAW WAREHOUSE

CALGARY WAREHOUSE

TEES & PERSSE LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSSE of ALBERTA, Limited

CALGARY EDMONTON.

"From the Great Lakes to the Rockies"

EDMONTON WAREHOUSE

A WORD TO THE WISE

Your best interests are served by handling our goods. Their quality and purity are known and proven. When you stock them you find an already established confidence among your customers and will build up a good trade without missionary work.

"Forest City" Baking Powder

The Standard of 25 Years.

Every box helps to create further demand. "Forest City" Brand is pure and wholesome—makes pastry light and healthful.

If not already handling

Send for

Trial Order

To-Day.

"Club House" Brand

Spanish Olives

are a superior line that you will be well advised to handle—because of our care in selecting and packing only the finest Seville olives, the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our guarantee of excellent satisfaction.

"Rideau Hall" Coffee

Perfection is not attained in a day. It takes years of experiment, experience and expense to obtain perfect coffee. We have it in "Rideau Hall" brand—our latest triumph in perfect blending and roasting; your customers demand the best. "Rideau Hall" will satisfy their demand. In one pound and 25c. tins only.

Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.

Here are the Profits You Don't Get!

Mr. Grocer, if you were offered a line of biscuits that

Cost less than your present stocks
Turned quicker than your present stocks
Earned more money than your present stocks

You'd immediately place them upon your shelves and push them hard.

If you were offered a line of goods that

Required less selling
Advertised themselves
Appealed to more people

You'd be foolish not to buy them, wouldn't you?

Then why have you not been pushing

TELFER'S BISCUITS

the biscuits that combine all these points in all lines of our manufacture.

It is time to go after the profits that you've been passing out to your competitors.

The attractive packing is an added feature to Telfer quality, and makes the Telfer line of biscuits a good selling shelf or window stock.

Send for our price lists.

Telfer Bros. Ltd., - Collingwood, Ont.

Branches:
TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

FIT FOR A QUEEN

QUEEN QUALITY PICKLES

Even though of "Queen" quality they are the pickles that meet the popular demand of the classes and masses.

A bottle of Queen Quality Pickles represents a combination of the best experience in the country in pickling with a modern plant, equipment and methods.

10 AND 20 OUNCE BOTTLES.

SWEET MIXED and CHOW
BULK PICKLES in pails
PERRY'S ENGLISH SAUCE
ENGLISH CHOW CHOW in pails
PURE TOMATO CATSUP, bottled or in bulk
WORCESTER SAUCE, bottled or in bulk
QUEEN QUALITY UNIVERSAL SAUCE

Are you selling Queen Quality? If not, send your order to-day.

WRITE FOR QUOTATIONS.

Taylor & Pringle Co.
OWEN SOUND, ONT. LIMITED

The Points of Significance

that recommend WONDERFUL SOAP above all others, lies in the points of merit — Safe — Sure — Speedy.

Safe—in that it does not injure the finest fabrics. That may be accounted for through its absolute purity.

Sure—It thoroughly cleanses all classes of dirty and soiled clothing.

Speedy—The aforementioned sure cleaning takes place almost by magic with Wonderful Soap. It is in this respect that it is so popular with the busy housewife.

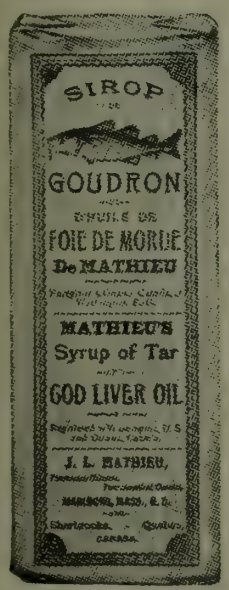
The attractive labelling and packing in conjunction with the unrivalled quality makes it a profitable stock for you—and it pays you well too.

The Guelph Soap Co.
GUELPH, ONT.

This Late Spring means an unusual demand for

MATHIEU'S Syrup of Tar AND Cod Liver Oil

The J. L. MATHIEU Co'Y
Cie de la J. L. MATHIEU
LABORATOIRES MODERNES
The HOME of The MATHIEU SYRUP
BUREAUX OFFICES
SIROP MATHIEU
Du Goudron et de l'Huile de Foie de Morue



Mathieu's Syrup of Tar and Cod Liver Oil.
LARGE BOTTLE 35c.

One of the **BEST KNOWN** and **MOST DEPENDABLE** remedies for Grippe, Pneumonia, Colds and Coughs is

MATHIEU'S Syrup of Tar and Cod Liver Oil

Every dealer who has carried this recognizedly good preparation knows how firmly it has become established in the homes of those who use it. Sales are absolutely sure, and season after season orders are repeated. Dealers who have **NOT YET** used it do not realize its unceasing and increasing popularity—

MATHIEU'S NERVINE POWDERS

Fever Pains, Headaches and Neuralgia that accompany or follow colds are quickly removed by Mathieu's Nervine Powders which act speedily and are perfectly safe.

Testimonials from dealers whose sales are great and people whose ills have been cured keep pouring in.

Mathieu's Nervine Powders 25c. a Box.

J. L. MATHIEU CO., Props., Sherbrooke, P.Q.

Newton A. Hill, 25 Front St. E., Toronto, Ont., Distributors for Western Ontario.
Chaput, Fils & Cie., Montreal, Que. Foley Bros. & Larson, Winnipeg, Man.

LESSENS
SWEEPING LABOR
ONE-HALF

DISINFECTANT—
LEAVES A PLEASING
ODOR

SOCLEAN

The Dustless Sweeping Compound

We don't believe there is another article in your store that both **SELLS** and **PAYS YOU** as well as **SOCLEAN.** Every housewife when made acquainted with its workings is enthusiastic to use it—thereby securing a first sale and the repeat orders are bound to come to you.

This is what you can say in recommending **SOCLEAN:**

It is economical in use and absolutely lays dust; it saves scrubbing and dusting and brightens and preserves your carpets; destroys moths and moth eggs; it is a sure disinfectant; it leaves a fragrant odor after sweeping.

What better season than the present, Mr. Grocer, for making this a real profitable stock and introducing to your trade. Now is the time when a practical demonstration may be usefully given at the Spring housecleaning. Use the year round.

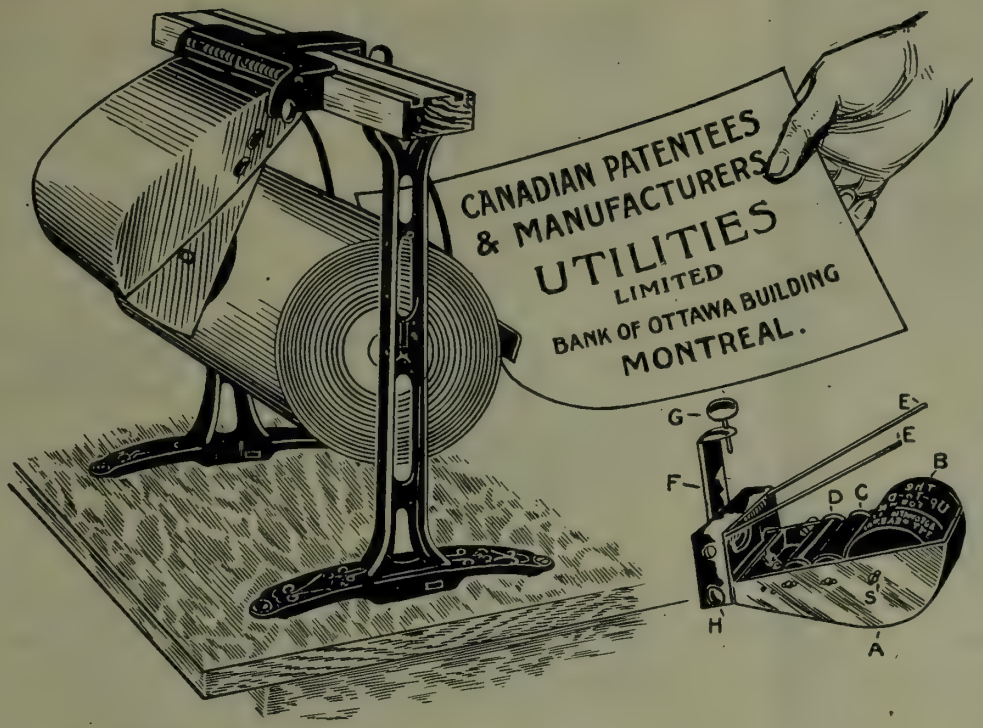
Put up in handsome **PAILS** to sell at 25c., 50c. and $1.00.

ORDER FROM YOUR JOBBER—OR DIRECT FROM US

SOCLEAN LIMITED, - Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

The Life Of Your Trade Depends on Advertising



It is important that you keep your name and your selling lines before your trade to meet with the success you hope to attain in business.

The most straight-to-your-customer style of advertising special sales, etc., is to print on the bags or wrapping paper that encloses goods that will be delivered to their houses.

The Automatic Printing Attachment

enables you to get this service at a minimum cost.

By just a pull of the roll of paper your ad. is printed on every paper bag or wrapper that leaves your store. The accompanying cut will illustrate its simplicity.

It means a decided saving in the cost of printing if you were supplied this service by the printer. The cost is very light if it were measured by the value you would receive through its installation.

Ask for demonstration and information of this wonderful automatic printing attachment.

UTILITIES LIMITED, - - Montreal

Make Sure of the Fly—Also the Trade!

Many a device has been invented to abolish the household pest—the fly—but none have stood such a test and proven so effective as

The FLYSAC Flycatcher

It is a favorite with housewives, because it has not certain objectionable features very common in other makes.

FLYSAC is hermetically sealed and has no leakage.

The ribbon is evenly coated, making sure of holding the fly and allowing no escape.

FLYSAC will not deteriorate if it is carried in stock for a season, thereby insuring the grocer against loss, and its sale gives you a

100% PROFIT.

WRITE FOR PRICES. THE SEASON IS HERE TO PUSH FLYSAC.

HODGSON, SUMNER COMPANY, Limited
MONTREAL

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

A Household Necessity Every Day

Sweeping is a daily practice in most homes. You need but to explain the advantage of using Anti-Dust when sweeping to make it a large selling stock.

Now is the opportune time to stock it. Housecleaning involves an increased amount of sweeping. You can get the business now—and you can keep it all year with Anti-Dust.

The selling points of Anti-Dust Sweeping Powder are: It positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens oilcloth and floors, and is the only combined Germicide, Insecticide, Disinfectant Sweeping Powder. When ordering, "Remember the Green and White Tin," the only genuine.

SAPHO INSECTICIDE

Another of the famous line that finds a ready and steady demand in housecleaning season. You can recommend it highly as the only real demolisher of house insects.

SAPHO INSECTICIDE

With each tin of Insecticide we furnish a spray. It overcomes the trouble of getting into corners; and besides, Mr. Grocer, it clinches all the sales for Sapho. Put in a stock *now*.

Send for Prices of our Different Lines

The SAPHO MFG. CO., Limited

Montreal, Que.

To the wholesale trade only.

West India Company, Limited,

St. Nicholas Building, MONTREAL

The Canadian House of:
Sandbach, Tinne & Co., 3 Cook Street, Liverpool (Established 1803)
Sandbach, Parker & Co., Demerara, B. Guiana (Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Grenada and other West India Islands.
We solicit orders and enquiries for all descriptions of West India Produce.

SUGARS, MOLASSES, CATTLE FOOD, COCOA, COFFEE,
PIMENTO, GINGER, NUTMEGS, COCOANUTS, Etc., Etc.

We also beg to call attention to our ***EUROPEAN DEPARTMENT,*** which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

RICE, SAGO, TAPIOCA, PEPPER, CINNAMON and other Spices, WALNUTS, PEANUTS and all nuts for Confectionery purposes, and Grocery Specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, or any special packing, please ask us about same.

Mr. Retailer, This Is For You

MOLASSES

DA COSTA'S BRANDS of "EXTRA FANCY" and "CHOICE BARBADOS" MOLASSES are the standards of quality. When placing orders with your wholesaler, stipulate for and INSIST upon getting:

Da Costa's "Extra Fancy"

and

Da Costa's "Choice Barbados"

By selling only the BEST, your sales will be INCREASED, your CUSTOMERS SATISFIED and YOU will earn the REPUTATION of selling only HIGH CLASS goods. Don't accept anything said to be "just as good"—get the BEST.

Stocked by the chief wholesale Grocers and Jobbers.

DA COSTA & CO. - - BARBADOS

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals 21 Royal Appointments

PEEK FREAN'S GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

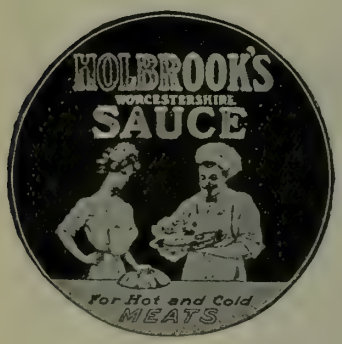
AGENTS:

The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309 and 311 King St. West, Toronto

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

HOLBROOK'S SAUCE Window Trim

FREE



THIS window trim is lithographed in seven colors and makes a very unique and handsome display. The entire trim is in seven pieces and can be fixed to a window in two minutes and taken down in a few seconds. Everything is ready, no pasting is required, no preparation of any kind. The objectionable features of other window displays have been entirely eliminated by the use of patent adhesive fasteners. A tiny adhesive fastener is placed at the corner of each sheet, merely remove the cotton protector and press it to the window and it is on, and it will remain on. When finished with, simply tear down, and not a single mark or sticky impression will be found on the window.

We are running an extensive advertising campaign in the leading newspapers throughout the Dominion. These window displays will draw the benefit of our publicity into your store.

We mail you the complete outfit free of all charges, distance doesn't matter. Yours for the asking. Send us a post card to-day.

Holbrook's Limited, Toronto, Canada

Canadian and U.S.A. Manager, H. Gilbert Nobbs.

The Sunshine Bakery of Canada

When we tell you that our bakery has the advantages of most thorough ventilation and a wealth of sunshine, you will readily understand why **RAMSAY'S BISCUITS** are crispier, creamier—in short, better than all others.

FARM CREAM SODAS are made of the richest and finest ingredients. The most exacting housekeepers are agreed that they are superior to anything from abroad.

RAMSAYS LIMITED

330 Nicolet Street, MONTREAL

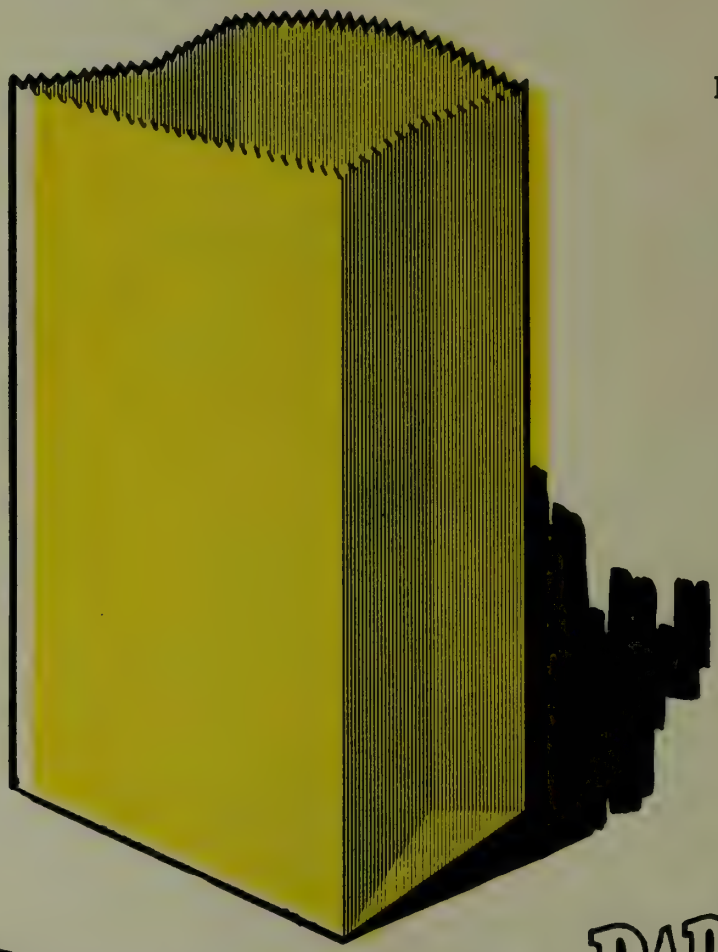
CONTINENTAL

GERM-PROOF PAPER BAGS

WITH AUTOMATIC OPENING REINFORCED SQUARE BOTTOMS WITHOUT EQUAL.

ONCE TRIED
You will use no others.

ONCE USED
You will try no others.



INSURES
Sanitary
Wrapping
of
Parcels.

THE CONTINENTAL BAG & PAPER CO. LIMITED

OTTAWA SOLE MANUFACTURERS CANADA

DISTRIBUTORS FOR CANADA

ONTARIO: Victoria Paper & Twine Co., Ltd., Toronto; Walter Woods & Co., Hamilton; The Davidson & Hay, Ltd., Toronto; The Young Co., Ltd., North Bay and Sudbury.

MANITOBA, Saskatchewan & Alberta: Walter Woods & Company, Winnipeg.

BRITISH COLUMBIA: Continental Bag and Paper Co., Limited, Ottawa, Canada,

QUEBEC and Maritime Provinces: The Continental Bag & Paper Company, Limited, 427 St. James St., Montreal.

COWAN'S PERFECTION COCOA

VIGOROUS and continuous advertising has won for Cowan's Perfection Cocoa an entrance into the best homes in Canada. Quality has kept it there as a welcome addition to the daily menu.

The absolute purity, superb flavor and wonderful food value of Cowan's Perfection Cocoa are attained by using only the choicest Cocoa Beans and grinding under the most perfect conditions.

Dealers everywhere find Cowan's Cocoa their "Best Seller." You make no mistake when you stock and recommend Cowan's Perfection Cocoa.

THE COWAN COMPANY, Limited, Toronto

Dominion Chicle Co., Limited

CHEWING GUM OF QUALITY

PHONE 3689.

Cable Address "TRUHART"

LONDON, CANADA

We are marketing the largest assortment of High Grade Chewing Gums in Canada, and they are ready sellers, and of interest to you.

WE GUARANTEE OUR GUMS NOT TO CRUMBLE OR LOSE THEIR DELICIOUS EVERLASTING FLAVOR.

FREE: ONE DOLLAR

to you when sold ONE BOX TRUE HEART PEPSIN GUM

If you send your order in on this sheet for not less than 10 boxes of any brand listed below.

Order brand and flavors to suit your requirements.

Make out your order now and give it to your jobber, or send it to us, giving us his name.

Name _____

Street No. _____

Town _____

Jobber _____

Ship Via _____

True Heart Pepsin Gum

FLAVORS

Spearmint	Blood Orange
Peppermint	Licorice
Wintergreen	Vanilla

True Heart Nu-Chus

A DELICIOUS CANDY-COATED PEPSIN GUM

Spearmint	Pineapple
Peppermint	Raspberry
Wintergreen	Grape Fruit
Blood Orange	Peach
Licorice	COUGH
Vanilla	MENTHOL
Lemon	CLOVE
Lime	CHERRY
Strawberry	

True Heart Niagara Fruit

Assorted Flavors

No. Boxes.	Brand	Flavor	Price	You sell for
.....	TRUE HEART PEPSIN 20 - 5c. Packages	ASSORTED	55c.	$1.00
.....	TRUE HEART NU-CHUS 3 Pounds Net OR 40 5c. BOXES TO THE CARTON	ASSORTED	$1.10	$2.70
.....	TRUE HEART PEARLY WHITE DENTAL GUM 40 - 5c. Packages	.....	$1.00	$2.00
.....	AMERICAN BEAUTY PEPSIN 20 - 5c. Packages	Spearmint Peppermint Wintergreen Blood Orange Licorice	45c.	$1.00
.....	TRUE HEART NIAGARA FRUIT 36 - 5c. Packages	ASSORTED	90c.	$1.80
.....	INDIAN HEAD 105 - 1c. Packages	ASSORTED	60c.	$1.05
.....	VENDING MACHINE GUM	ASSORTED	55c.	$1.00
.....	TOOTSIE FRUIT 2 for 1c.	FRUIT	70c.	$1.00

ORDER OF YOUR JOBBER, OR IF HE CANNOT SUPPLY YOU SEND US HIS NAME AND WE WILL MAKE SHIPMENT PROMPTLY.

WRITE FOR LIST OF PREMIUMS. ALL USEFUL.

Make an Early Start for Spring and Summer Trade

ARE YOU PREPARED FOR PICNIC TRADE?

The season is rapidly advancing for picnic parties, when summer drinks will be greatly in demand.

Nothing is more thirst-quenching or delicious than

COLD SPRINGS LEMONADE POWDER

Pure ingredients used and special attention given in the manufacturing of this line.

A popular favorite wherever used—been sold for three years and we have yet to hear a complaint.

Used extensively throughout the colonies, giving general satisfaction.

Stock and display this summer drink; it will prove a trade builder and profitable line.

S. H. EWING & SONS

96-104 King St., Montreal — Phone: Bell Main 65 and Bell Main 155

20½ Front St. E., Toronto — Phone Main 3171

Help Her With the Baking

The majority of women take great pride in making fine cake, bread, or pastry---they like to have them of even flavor, baked thoroughly but evenly and, above all, tasty. Give them

WINDSOR Table Salt

and you make baking success more certain. Poor salt means poor baking---everything goes "flat" after hours of work over a hot stove and that means disappointment. Help the housewife avoid that.

THE CANADIAN SALT COMPANY, LTD.
WINDSOR, ONTARIO

CONCENTRATION

Is one of the secrets of the success of Abbott, Grant & Co. The individual who tries to cover too much never masters any one thing.

We are applying this principle to our manufacturing and are concentrating our entire efforts to the production of a soda biscuit that will equal anything for quality.

St. Lawrence Cream Sodas

is the name of the production we are specializing. You will find your customers ever ready to submit to the sale of a good soda. Put in a stock of St. Lawrence Cream Sodas and pave the way for future sales and at the same time build a satisfactory trade.

Send for trial order now.

ABBOTT, GRANT & CO.
Limited
BROCKVILLE, ∴ ONTARIO

MAPLE SYRUP

Small's Brands have been awarded 14 diplomas, Gold and Silver medals, and given first place by expert tests in many countries, including the Orient.

A SUCCESS

THE ORIGINATOR

Sketch of the largest Maple orchard and works in the world, operated by the Messrs. Small, past 86 years, now carried on as an experimental station.

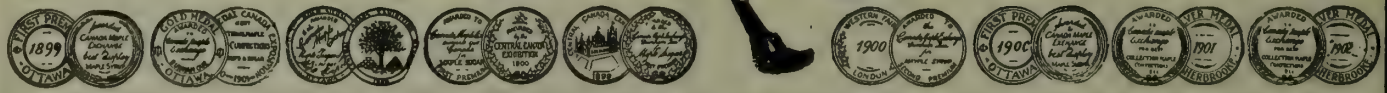
TRADE MARK

Small's

MAPLE CONFECTIONS ARE STANDARD.

Unsoldered Sanitary Cans, Patent Screw to open with back of ordinary knife.

Square NEW Bottles, compact, good appearance on shelves.



NOTICE:—Important to the Jobber and Trade—Due to a close tab, are assured that the day of Maple Flavor Syrup is near the close. Consumers, while admitting it pleasant and inoffensive, yet are slowly but surely inclining toward and demanding a syrup with a more pronounced taste and rich aroma such as only a good proportion of the true Maple can lend. Compare SMALL'S Standard Pure or Mixture with others on hot griddle cakes, "The true tests." FURTHER NOTICE:—We are moving plant, and the filling of orders during May and June for private brands will be uncertain. When advantageously settled, dispensing with local freights and gathering stations, will immediately pursue campaign to place samples with all probable consumers in Canada and elsewhere. The observing will not be found sleeping, but will stock SMALL'S as soon as his neighbor. For present remember the following:

1st. That

SMALL'S Maple Leaf Brand costs but little, if any more than the imitations. Prices at present for SMALL'S STANDARD Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

	To case	Mixture	Pure
Quart bottles	12	$2.40	$3.40
Pint tins	Wine 24	2.60	3.90
Quarter gallon	" 24	4.70	7.20
Half gallon	" 12	4.70	6.95
1 gallon	" 6	4.60	6.55
2—2½ gallon	Imp. 2	4.10	6.45

"HABITANT BRAND."
A high-class Maple Flavor Syrup, 20c. per case less than Small's Standard.

2nd. That

We do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers only from stocks carried at Montreal, or Brokers:—MacLaren Imperial Cheese Co., Ltd., Toronto; Nicholson & Bain, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; W. S. Clawson & Co., St. John, N. B.; T. M. Duche & Sons, Manchester, Eng., & New York, N.Y.

3rd, That

Thousands of consumers from nearly all countries confess appreciation. Following is a few who do not live in obscure corners:

"I did not think the Maple you were preparing so delicious."—Eug. Tarte, "La Patrie," Montreal.

"We thought it was fine."—Wm. Ranch, M.D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.

"Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.

"Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

"My tests failed to detect the presence of any adulterations."—MILTON L. HERSEY, City and Provincial Analyst, Montreal.

CANADA MAPLE EXCHANGE LIMITED, 614 TO 620 BEAUDRY ST., MONTREAL. Capacity, 3 Cars Daily

CABLE ADDRESS
BRITCANNER, HAMILTON
CODE, WESTERN UNION

TELEPHONE
BELL 3740

FACTORIES

BOWMANVILLE
COBOURG
HIGHGATE
MERLIN
PORT ROBINSON

BRITISH CANADIAN CANNERS LIMITED

GROWERS AND PACKERS OF
HIGH CLASS
FRUITS AND VEGETABLES

GENERAL OFFICES
LISTER CHAMBERS, JAMES ST. NORTH.
HAMILTON, ONT.

BRANDS

BRITISH CANADIAN
FLEUR DE LIS
PIONEER
BRITANNIA
MAISONNEUVE
PARLIAMENT

April, 19, 1912

TO THE TRADE.

Gentlemen:-

Our factories at Bowmanville, Cobourg, Highgate, Merlin and Port Robinson are now in the course of erection, and all arrangements have been completed for handling a large pack of Fruits and Vegetables, Jams, Catsup and Specialties, THIS SEASON.

The factories will be equipped with the most modern machinery, some of which has already arrived at the factory points and the balance is en route or ready for shipment.

We have completed our contracts with the farmers for the growing of the produce and we already have in our employ, to manage the factories, five of the most competent canners in the Dominion of Canada.

We guarantee the quality of our goods to be equal to the finest, QUALITY BEING OUR SPECIAL AIM, and every Retailer who is desirous of increasing his Canned Goods business, will do well to handle our brands.

If your Jobber does not handle our brands, write us direct and we will see that your requirements are taken care of by a responsible Jobber in your district.

Yours very truly,

BRITISH CANADIAN CANNERS LIMITED

B

"The Barr will save any grocer

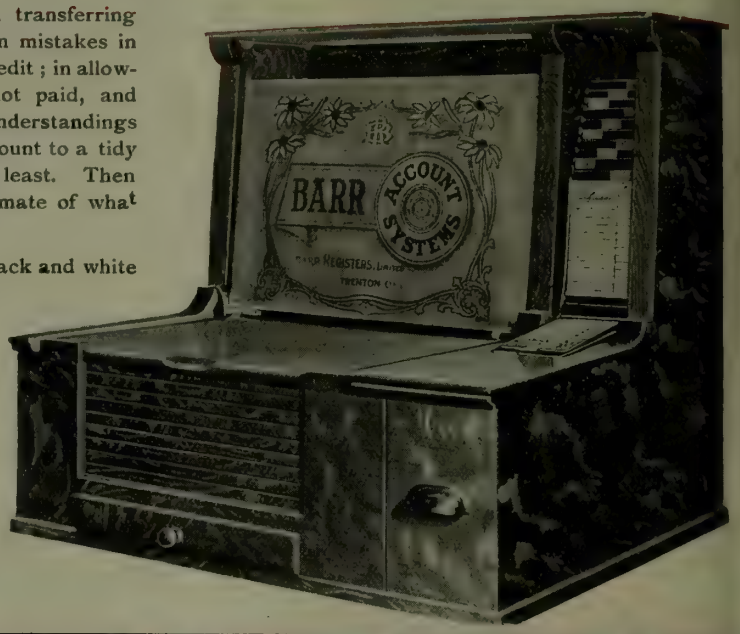
If YOU could make a simple and easy investment which would save

It is easy enough to figure it out. Add your loss in transferring accounts from one book to another; the loss that occurs in mistakes in bookkeeping ; forgotten charges ; in over extension of credit ; in allowing payments to be so far delayed that the account is not paid, and the loss to you of customers through disputes and misunderstandings over incorrect bills—add these together and they will amount to a tidy sum for the whole year, several hundreds of dollars at least. Then figure this for a number of years and you have a fair estimate of what the Barr Register will save you.

It is not a matter of sentiment. Actual, cold-blooded, black and white figures will unquestionably prove this.

It is a duty you owe to your business and yourself to learn about the Barr Register to-day. To neglect this opportunity means throwing away just so many hundreds of dollars—not theoretically, but actually.

If you want to save money, mail the coupon NOW before you forget it.



Barr Registers Limited
Trenton, Ontario

B

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

hundreds of dollars"

you hundreds of dollars, would you do it ?

Barr Registers Limited,
Trenton, Ont.

Gentlemen:

If you can prove to us that Barr Register will save us hundreds of dollars in our business, we will be glad to have you do so. Send full details at once.

Name.....

Street & No.....

City.....*Prov*.....

The Barr Register is far superior to any other account register on the market. The writing surface is always on the same level, the steel book is counter balanced and very easily handled, the self-closing index is of great assistance, and there are many other points of superiority which YOU should know about.

B

McLEAN'S

WHITE MOSS COCOANUT

McLean's

White Moss

Means

Perfection

McLean's

White Moss

Your

Protection

The Leader Always

made by the pioneers in the Canadian Shredded Cocoanut business. Uniform and rich.

When ordering, always insist on WHITE MOSS. To prevent confusion, ask for McLEAN'S WHITE MOSS.

Bakers and Confectioners:—

Our Extract and Color Department is complete. A trial will please you.

Shelled Nuts, Fruit Pulps, Egg Powders, Glaced Fruits, Icing Powders, Ice Cream Improver, Marshmallow Powders.

THE CANADIAN COCOANUT CO., Montreal

B

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

has all that quality can give to make it well liked and all that advertising can add to make it well known.

The satisfaction that comes from its whiteness, sweetness and absolute purity, makes it the best soap for you to sell, and our extensive advertising makes it the easiest soap for you to sell.

You can depend on FAIRY SOAP as a lively, steady seller and a "customer pleaser" every time.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retails at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., Toronto
W. H. ESCOTT & CO., Winnipeg

The More Your Customers Know About Your Goods, the Easier it is for You to Make Sales—

and the more sales, the more money you make. Millions of people already know the superiority of

Heinz Baked Beans

(The Oven Baked Kind)

and before we get through with our present country-wide advertising campaign, millions of others who have not yet learned the goodness of HEINZ BAKED BEANS are going to know just why they are different from others—better flavored—richer in food value—and absolutely guaranteed to please.

Need we suggest how you may share in the benefits of this publicity?

H. J. HEINZ COMPANY

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents :

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

11 GOLD MEDALS

FUSSELL'S CREAM

GOLDEN BUTTERFLY BRAND

RICH, THICK EATING CREAM - ABSOLUTELY PURE

THE WHIPPING CREAM

IS BETTER THAN "DEVONSHIRE CREAM"

This is not a substitute nor a makeshift for fresh cream. It is simply the real genuine article put up fresh and mechanically treated in sterilized tins which is the only method that admits of pure, rich, thick cream being preserved without the use of sugar, chemical or other preserving agent.

"GOLDEN BUTTERFLY BRAND"

IN KEY-OPENING STERILIZED CANS, TO RETAIL AT 10, 15 AND 25 CENTS.

"PURPLE BUTTERFLY BRAND"

THE CREAM SPECIALLY ADAPTED FOR TEA AND COFFEE

IN KEY-OPENING STERILIZED CANS, TO RETAIL AT 15 AND 25 CENTS.

GUARANTEED

NOT TO CONTAIN PRESERVATIVES OR COLORING MATTER. ABSOLUTELY PURE.

WILL KEEP TWELVE MONTHS UNOPENED AT ALL SEASONS.

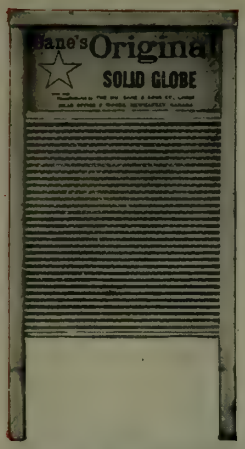
FULL INFORMATION AND SAMPLES FROM AGENTS

For Manitoba and Saskatchewan—Hamblin, Brereton, Limited, Victoria Street, Winnipeg

For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Limited, Toronto and Montreal

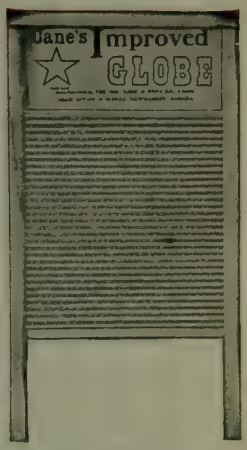
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.

For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.



ZINC WASH BOARDS

WASH TUBS



CANE'S
WOODENWARE

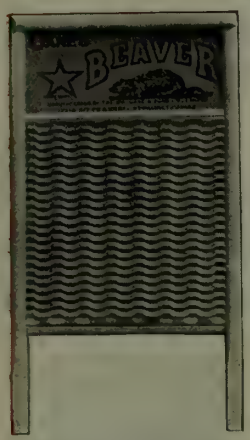
Is Very Attractive And Sells Quickly

All our lines are well seasoned and are made to last. They are steady year round sellers and are guaranteed to give the best of satisfaction. Cane's Goods are very popular—it will pay you to stock them at once.

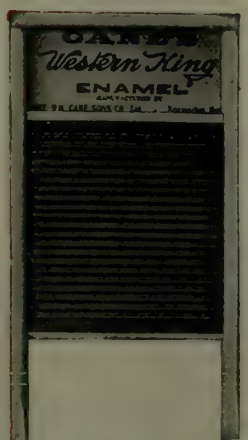
Write us for catalogue of our ware in actual colors and your wholesale house for prices.

The Wm. Cane & Sons Co., Limited

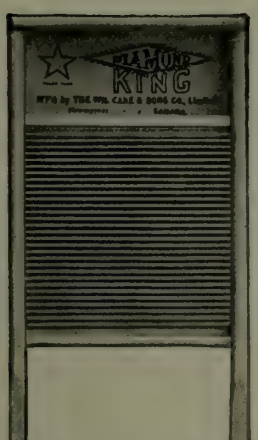
NEWMARKET, - - - ONTARIO



BRASS WASH BOARDS



ENAMEL WASH BOARDS



GLASS WASH BOARDS

PAILS

ACME BUTTER MOULDS

BAKE BOARDS

A MONEY MAKING OPPORTUNITY

COMPOUND JAMS --- Of exceptionally good quality.

Packed in 5 lb. tins, 7 and 30 lb. wood pails, **6 1-2c lb.**

5 case lots—Delivered—

APPLE BUTTER

Packed in the same sizes, at the same price.

CATSUP---The Best Buy on the Market.

Pints—Clear glass fine quality, c/s 2 doz., 90c doz.
Quarts— " " " " brls. 4 " 1.35 "

You cannot equal this, either in price or quality.

Another good line---SWEET GHERKINS---to retail at 15c bottle

This will sell at sight—Exceptionally good value.

EBY-BLAIN, LIMITED Wholesale Grocers TORONTO

WE ARE EVER ALERT

to the interests of our customers in their needs of PURE Jams and Jellies. The qualities we give forcibly illustrate the manner in which we have concentrated our efforts on the best sources of supply of fresh fruits and granulated sugar to attain the acme of perfection.

Banner Brand Jams and Jellies

will convey to your trade an extremely unusual degree of satisfaction.

We manufacture a range of the highest grade Jams and Jellies which have become exceedingly popular with both dealer and consumer.

They will boost your sales and profits and put new life into your store.

Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails—a size for every need.

LINDNER & BENNER, TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY

To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality. Remember the sale is guaranteed.

Toronto THE SALADA TEA COMPANY **Montreal**

All Grocers Should Insist on their Bread Being Shipped the Sanitary Way

"H. & D." CORRUGATED FIBRE BOXES

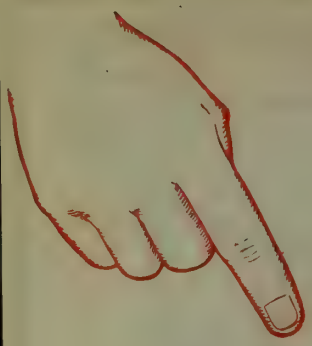
give your product a mark of individuality that excites demand for your goods; and, besides that, they are sure protection against dust and dampness and will save on each shipment the unnecessary freight expense of wood.

The longest step a grocer can take to getting and holding high-class trade is to have his supplies arrive absolutely clean.

The "H. & D." Boxes are air-proof and will not absorb moisture; being corrugated, the enclosed goods reach you in as perfect condition as when they left the factory or wholesale house.

Send for booklet "How to Pack it." It is of interest to every grocer and manufacturer.

The Hinde and Dauch Paper Co., Limited
TORONTO - - CANADA



That Bowser Outfit Will Increase Your Oil Profits

The times, keen competition, pure food requirements, your own profit and welfare all demand a Bowser System for retailing oil and gasolene.

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eliminate the use of measures and funnels—they prevent every cent of loss. You can make enough more profit with a Bowser to pay its cost.

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Manufacturers of Self-Measuring Pumps and Tanks, Oil and Gasolene Storage Systems, Self-Registering Pipe Line Measures, Dry Cleaning Systems, Oil Filtration and Circulating Systems, etc. Established 1885.

CANADIAN GROCER

Special Feature : Creative Salesmanship

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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CREATIVE SALESMANSHIP.

A DEALER is a creative salesman when by personal conversation he sells goods not asked for by the customer. He is a creative salesman when by means of a display, an advertisement, a neat delivery outfit, or any other method, some one is induced to purchase something he otherwise would not, had he been blind or had his attention not been drawn in any way to that article.

The number of sales made by the dealer over and above the actual demand, depend upon the degree of efficiency with which he uses the selling powers at his command. The dealer or clerk, for instance, who combines an attractive personality with a knowledge of the talking points of the goods in stock, who presents his displays in an adequate manner, who advertises judiciously and effectively, is going to get more new business, than the man who utilizes but one of these methods, other things being equal.

The big city department stores get their business by advertising and display. If they were as efficient in personal talks to customers they would get a great deal more. And this is why the smaller retail dealer will always be a factor in the trade. His personality, backed up by his power to suggest and persuade, a power largely lacking in the big stores—is going to make him always an important link in the trade chain.

This issue, our annual Spring Number of 1912, is based on Creative Salesmanship. In it readers will find much food for thought. Many progressive Canadian dealers have been induced to express their views and their methods of doing business. They tell how sales are increased from day to day; how a new customer is made from time to time; how customers are kept and the hundred and one other points that everyone is anxious to know about.

If on reading the Spring Number, you find it profitable from any standpoint, let us know. We are anxious to perpetuate the good features.

SEA-WATER DAMAGED NUTMEGS.

IT IS well that the Canadian government is working towards Pure Food standards and a definite foundation as regards the manufacture and sale of foodstuffs in this country.

A couple of weeks ago a representative from a United States firm was in Canada to dispose of some peculiar goods. They included nutmegs which had been damaged by sea-water—not the wooden variety this time; pepper shells; cinnamon chips; exhausted ginger and spent cloves. These were goods offered Canadian manufacturers, one of whom asked the salesman why he did not dispose of them in the United States.

"Oh, our laws over there prohibit their sale and use," was the reply.

He had been sent over to Canada to dump these goods

on us simply because our pure food laws did not protect the Canadian dealers and Canadian people.

It is therefore about time we had a clearly defined set of food standards. It will be a happy and a healthy day for us when Canada will no longer be a dumping ground for foods which our neighbor to the south has to reject.

In this connection The Grocer would urge upon retailers the necessity of raising the standard of quality of goods sold. To do this every dealer must make it a point to keep in stock goods he knows to be absolutely pure and of a high standard of purity. Few customers will purchase, for instance, a low grade of spice if the superiority of the better grades are explained. The same applies to jams, flour, etc., and should be carried out by every dealer who sells to customers at all particular as to what they purchase.

GOING AFTER BUSINESS.

A CITY visitor on the farm was inspecting the barns and contents with the farmer's son. Naturally he was inquisitive. He asked questions about the horses, the hogs and the hens and finally came to the cows.

"Are the cows giving much milk these days, Johnny?" he inquired.

"Ain't givin' no milk at all," was the brusque reply, "we has got to go and git it from them."

This presents to merchants and salesmen a good lesson. The man who wants something nowadays usually has 'to go and git it,' as the farmer's boy so tersely put it.

To make a success in these times of strong competition, a dealer has got to go after business. He must not simply wait for demand, he must create demand. His success, other things being normal, will depend proportionately on the amount of business he secures which he wouldn't get if he didn't make an effort to bring it.

Success, like the cows' milk, doesn't come of its own accord. We get it by going after it.

TO MEET PRICE CUTTING.

HOW to meet price cutting is frequently a somewhat difficult problem. The fact that stores maintaining prices at a fair profit continue to succeed while the same cannot be said of the price cutter, is a proof that the price cutting method is not in the end a profitable one.

In meeting the price cutter the remedy begins with a careful study of just what customers pay for. While the dealer furnishes his patrons with cooked meats, canned goods, and other groceries, he gives a considerable amount of value in service.

It is not likely the price cutter can give as good service. If such is the case make the strong talking point that of efficiency in serving customers, and demonstrate that this greater efficiency is real.

WHAT THE ADS. CONTAIN.

READERS frequently tell our representatives of the accommodation our advertising pages are to them. The advertising section of The Grocer contains information about the goods they have in stock and about which their customers ask and it is therefore imperative that they read them carefully to be abreast of the times.

Another value found by readers in the ads. is the uses to which certain goods they sell can be put. This applies particularly to such goods as ammonia powders, lyes, cleansers, cooking materials, condensed milk, etc. They furnish information about fixtures and equipment which the dealer may be contemplating getting; they contain hints on display, buying, selling and business management which make and save money regularly to those who follow them closely. Last but not least they keep the merchant posted on new goods on the market.

In this Spring Number the advertisements are full of information which will aid every dealer who reads them carefully to increase his business. They will help to create sales—and such new business supplies the cream to the profits in retailing groceries.

DEPENDS ON SERVICE RENDERED.

ONE of the biggest agencies that help along the growth of a business is service and under that general head come a number of important subheads, one of which is courtesy to customers. The salespeople should ever seek to cultivate their relationships with patrons in that manner best calculated to further the interests of the proprietors of the store.

Many a retail establishment owes its conspicuous success to the reputation given it by the attentive and painstaking services of its salespeople. The salesman who knows how to attend a customer, creating the impression that he is representing his employer properly and at the same time inspiring the confidence of the customer, is a mighty valuable member of the staff. He does not allow his attitude of efficient service to degenerate into servility nor will he allow unreasonableness or rudeness on a customer's part, which are only evidences of weakness, to influence him to take any action other than what, in his judgment, is to the best interest of the business.

Little personal spites and feelings are not worth while. The welfare of the business should ever be the first consideration. The employe who can live up to that maxim need never fear as to his own well-being, because they are inseparable.

VALUE OF STORE CO-OPERATION.

TEAM-WORK in the store is of great assistance in furthering the success of the business. Unless all factors and portions of the store are working together with a common end in view, its general advance is not likely to be as great as it otherwise would be.

In the first place there should be co-operation between the different factors of the store, the advertising department, the sales force, and the window dresser. These should frequently consult with each other to secure the best results. When a certain article or line is being given prominence in the advertising, then is the time the window dresser and the sales staff should also put some effort behind it. The power of many an ad. has been lost in the fact that the other departments failed to co-operate.

Then the sales force in itself should work together for the general advance of the business.

Much more can be accomplished by concentrated efforts. An example of this may prove interesting. About the middle of the month it was found that sales, if they continued in the same manner, were going to fall far behind those for the same month of the previous year. The sales force held a consultation. If possible, they were not going to allow this. They devised plans, and all began to work together in the common cause of keeping sales fully up to the previous record. And they did it, too.

The value of team-work can scarcely be overestimated.

THE BUSINESS OUTLOOK.

GENERAL conditions throughout Canada are in a healthy condition. This is shown in many ways. One is the substantial increase in building permits of 32 Canadian cities during the first quarter of the year. The total increase is $5,332,616, or 30.2 per cent. over the corresponding period of 1911.

Western Canadian cities figure prominently in this increase, their share being $5,252,466, or 50.4 per cent., as compared with 16 Eastern cities with a total increase of $80,150, or 1.1 per cent.

Building permits for March show a goodly increase over the same month a year ago. It is expected that April will establish a new record in this line. These figures, in conjunction with the larger bank clearings, are a source of gratification, in so much as they prove that Canada's progress is real and substantial. Money may be tighter later on in the year, dependent on conditions during the next few months, but on the whole the business outlook is distinctly encouraging.

A great deal of wheat has been moved from the West during the past few weeks, and in most cases the grain has been found to be in better condition than was hoped for. As a result of this movement Western farmers are beginning to get money on their shipments, and collections are better. Threshing has commenced in many districts of the West, and in a short time the whole country will probably be again busy tilling the soil.

Trade reports from all over the country are encouraging, and indications are that the current year will be a banner one for manufacturing and industrial progress. That the retail trade will come in for its share of the prosperity incidental to the great increase in population anticipated, and the greater demand for labor, is natural.

WINDOW AS A SALES CREATOR.

IT has been said, and rightly too, that the window is the soul of the store.

"Show me the merchant who takes trouble with his displays, who changes them frequently, ever aiming to make them respresentative of the stock that is carried, and in such a way as to sell goods, and I will show you a man who is progressive and keen after business," states one authority.

In this Spring Number of The Grocer, and indeed in all our regular issues, we are constantly striving to drive home the value of window display as a medium for creating sales. The emphasis and importance given to this phase of the business is by no means overdone. It is well warranted.

In their movements among the retail grocers throughout the Dominion, our editors find myriads of progressive grocers loud in their praise of the show window as a means of creating and extending business. Not infrequent is it that the dealer earnestly declares that to take his windows away from him means to take his business away.

And yet in the face of this strong evidence of the value of the show window from Canada's best and most prosperous merchants, there are still found a good many grocers who do not seem to fully realize their great importance. At least this is what must be concluded from the unattractive and ill-kept windows which are constantly encountered, not only in our smaller towns and villages, but even in the cities, and on the main thoroughfares of the cities, too.

To those merchants who have not fully recognized and taken advantage of the opportunities for creating business offered by their windows, let this be a call for them to awaken to the possibilities at hand in this regard. Let them decide that for the next six months they will devote more attention to their show windows, and it is safe to say that on the occasion of our Fall Number, results will have become so evident, that they will not relinquish their efforts in this direction.

EDITORIAL NOTES.

The Spring trade campaign should be begun at once by every dealer.

* * *

In Spring the housewife's fancy turns to thoughts of carpet-beating and home cleansers.

* * *

Butter is at last on the downward path. This will be easier to explain than the recent rapid rise to heights unknown before.

* * *

The man who can create business is an asset to the retail trade. The man who waits for demand is a detriment.

* * *

And now we see hog products going up. The hog evidently resents the feeling of being behind the times.

* * *

It is not many years back when macaroni and vermicelli were practically unknown in this country. Then when they did make their appearance, they were regarded in the light of a curiosity by the majority. The only consumers were European immigrants, mostly from Italy, who brought the taste for it with them. However, it has since become well known, and is becoming a common article of diet in almost every household. It combines food value and palatableness with a reasonable cost.

EDITORIAL CONTENTS.

83-85—Editorial.
86—Grocery Store As a Museum.
87—Make Customers Look At the Goods.
88—Supplanting Mail Order Catalogue.
89—A $150,000 Business in 2½ Years.
90—Traveler Helps Build Business.
90—Deposit Account System in B. C. Store.
91—Display Space Given to Confectionery.
92—Tariff Preference with West Indies.
93—Making Better Interior Displays.
94—Auto Delivery in Vancouver.
95—Auto Delivery in Vancouver.
96-97—Store Wrinkles and Money Makers.
98-99—Food Legislation in Canada.
99—Woman As Outside Order Taker.
100—Price Maintenance.
101—Built Up Condensed Milk Trade.
102-105—Window Display.
106-107—Show Card Writing.
108—Booming Sale of Olive Oil.
109—Plan of a B. C. Store.
110—Dealer Creates Demand For Brand of Tea.
111—A Store of Things That Shouldn't Be.
112—Advises Studying the Selling Points.
112—Backbone Needed to Prevent Price Cutting.
113-116—Good Advertising.
117—Good Fixtures and Store Equipment.
118—Forced To Change From Credit To Cash.
118—Value of Getting a Line on the Customer.
119—Interior Canned Food Display.
120—Clerks—Good, Bad and Indifferent.
121—New Cereal Introduced Over Counter.
122-123—Selling Methods of a St. John Dealer.
124—Winnipeg Dealer's Success.
124—Twenty Years In Business.
125—Business Founded on Sound Principles.
126—A Day's Extra Sales in a Country Store.
127—Need of a System in Every Grocery Store.
128—Dealer's Signature on Orders.
129—Henry Johnson, Jr., Article.
130-131—Chinaware Department on Elevation.
132-133—Confectionery Department.
134-139—Grocery Markets.
140—General News.
141-143—Flour and Cereals.
144-145—Fish Department.
146-148—Fruit Department.
149—Tobacco and Cigars Profitable.
150-152—Produce and Provisions.

Store That Has Been Termed a Museum

Something About The Hudson Bay Co.'s Store at Winnipeg—A Firm in Business for Centuries—Caters to the Best Trade—Considered a Model in Display and Arrangement of Goods—Metal Ceiling and Silent Salesmen Prominent.

The world has a certain feeling of respect for an old established business. That a firm has done business for half a century is in a sense a guarantee of its integrity on the one hand and of its adaptability on the other.

Few business institutions in the West have stood the test better from both points of view than the Hudson Bay Co., with its centuries of existence.

The accompanying illustration of the beautiful interior of the grocery department of the Winnipeg emporium shows what can be done in the way of display where there is ample space, ample means and ample diversity of stock to work on.

View of Grocery Department of the Winnipeg Store of The Hudson Bay Co., the Oldest Retail Firm in Canada.

Every Device to Please.

True it is that the majority of grocers have not the vast resources of the great company; but the great company has many competitors and to hold what it claims to have, some of the best of the city's trade, it has to employ every device to attract and please.

A Grocery Museum.

The grocery department of the Hudson Bay Co. has been called a museum —the world has been ransacked to fill its shelves. No man, however well posted in his business, when visiting the city, should neglect to have a look at it. There are always lessons to be learned in the art of display.

The Artist and the Artisan.

This matter of display is of such vital importance that though it may seem like quoting truism to enlarge on it, a word in season will not be amiss. In the matter of display, work done is either that of an artist or an artisan, and it is the artistic work that counts—work that had head and heart both put into it. Changes of seasons, exigencies of the times, and preparation for the future, have all their part in displaying the goods at the up-to-date store.

Elegance of the Interior.

A glance at the picture shows attractiveness from ceiling to floor. The metal ceiling is panelled off into sections and is kept spotlessly clean. The shelf arrangement is one that compels attention. Many of the goods on the shelves are kept behind glass. Large mirrors placed at intervals along the wall may take up a little room, but their effect in reflecting the handsome interior more than balances any loss of shelf room.

Confectionery, preserved fruits, bottled goods, etc., are shown in long silent salesmen while down the centre between the counters are displays on the floor and on tables which sell large quantities of goods. Floral decorations on the walls and showcases lend an extra favorable effect on the entire interior and greatly enhance its appearance.

Display cards calling attention to various lines such as candy, fruit, etc., are hung about the store. Rest chairs for customers giving orders are another addition not used extensively enough in many stores.

In a word, the whole general appearance of the interior silently but forcibly expresses the elegance which is made a part of the display and which, everyone must admit, goes a long way in attracting and holding trade. It is a creative salesman in the finest sense of the term.

Make the Public Look at the Goods

This is Chief Aim of Stratford Firm Who Believe Strongly in Display as a Selling Factor—Cases Where Marmalade, Jam, Vegetables, Etc., Have Been Sold Through Display — Goods With Good Margin Are Pushed But Not Without Regard for Profit.

Beattie & Sons, grocers, of Stratford, Ont., believe that the best method of introducing new goods and extending the sale of staple lines is by keeping them forever prominently before customers. They are strong, on this point as is shown by a visit to their store on Ontario Street.

The first thing that will impress one is the extensive display of goods. Every effort is made to show goods so that customers cannot help but notice them. Advantage is taken of every possible chance of doing so.

Strong On Display.

On one side a long counter is taken up entirely with the display of goods. Not even a space is left for wrapping parcels. They believe in making use of every available foot at the front and of using the rear of the store for wrapping goods. Behind this counter the shelves and ledges are put to the best possible use in display work.

Along the other side the display feature is carried out just as extensively. A large mirror backs the display space near the front. Then comes a closed-in wall case in which is shown a variety of bottled goods. The open space along this side is interspersed with a series of displays on counters, and small tables as well as display racks for flour, vegetables and lamp chimneys. They also have a closed-in case for showing meats, and another for different varieties of cheese.

"Display is our chief method of advertising our goods," says Mr. Beattie. "We believe in having the goods where the people can't help but see them, where they will literally fall over them and if possible where they may pick them up and examine them.

It Sold The Marmalade.

"For instance, only yesterday we opened up some new marmalade and jam and placed some on the counter. During the afternoon a woman picked up a jar of the marmalade, and we succeeded in selling it to her. Later on the jam caught the eye of another, and she purchased also.

"I don't believe, however, in forcing goods on customers. It is all right to diplomatically show an article to a customer and explain about it, but rather should it be done in a manner as if you were attempting to be merely obliging and not trying to sell.

"It is a good thing to have an attractive store," reasons Mr. Beattie, "but it is possible that a store may have an attractive appearance and yet fail to sell goods; and that is what we are here for. For instance, we may pile our goods up evenly and nicely, and have our counters spic and span. The arrangement may look neat and still not sell goods. The grocery store is a busy place and judgment must be used in the amount of time given over to fixing attractive displays."

Goods in This Store are Placed Where They Must be Seen by Customers.

Introducing Soups.

This store until some little time ago never had a big sale sale for soups. They did not have any special brand which they pushed. In fact they didn't push any. They began to realize the possibilities in this line and decided to put in a stock of a well known brand of good quality and feature it. When the first shipment was received they did not put it underneath the counter and wait for customers to ask for soup. They kept samples out before the people and were ready at all times to explain to customers their value. The success they have met with in the sale of this line is shown by the fact that 40 dozen more were recently purchased. Thus is shown what may be done to create demand for goods for which original demand is small.

Want Profit and Quality.

"We push the goods that pay the best profit," says Mr. Beattie, "making sure, however, that the quality is just as good or better. We have a special brand of flour for which we have a big sale. We pay the mills 10 cents per cwt. more to put in a little more of the better wheat than usual. The result is that we get 20 to 30 cents per cwt. more for it, and besides, the quality brings customers back again."

"We operate independent of prices the other grocers in town are selling. They might just as well be in Toronto as far as we are concerned. We make sure to get a good article and price it at what we consider a fair profit. If a person attempted to meet the special prices of all stores, he would soon go out of business."

Good goods and good service are the chief factors in building up a trade in the estimation of this store. "People want good goods," they say. "Most customers are similar to youself, and want the best. When a man goes into a store to purchase a necktie, he doesn't want bargain stuff but something of quality. This is especially true in groceries—the stuff you eat. People today are not looking for bargain groceries."

Low Sugar Price Had No Effect.

Mr. Beattie gave a case to show that this is true. A firm in the same town put a cut price on sugar, offering 22 pounds of No. 2 and 20 pounds of No. 1 for a dollar. Instead of knocking all his sugar profit to pieces by cutting on this line, Mr. Beattie continued to sell only the best and at the usual price of 18 pounds for a dollar. That people are not looking for bargains is shown by the fact that his sugar sales did not fall off in the least.

Mr. Beattie is a firm believer in price and show cards, and they are used extensively about the store, and to good advantage. "They act as little salesmen," is his opinion. "People are bashful sometimes and do not like to inquire too much. You know the feeling you have yourself when you go into a store. You may inquire the price of one or two articles, but you are backward about asking about any more. The price card makes this unnecessary."

One of the most profitable fixtures that Mr. Beattie considers he has in the store in his vegetable display stand. He purchased it two years ago and considers it has already proved a profitable investment. He now sells a lot of green goods and all without waste. It is attractive and appetizing when filled with different lines of vegetables arranged with an eye to the color scheme, and is a valuable selling medium for these goods.

Supplanting the Mail Order Catalogue

Battleford Trading Co. Sized Up Situation Among the Western Farmers and Met M. H. O. Houses on Their Own Ground—Sent Out Booklet Costing $3 per Page—An Example of the Business Developed Though This Medium.

There are districts in Canada where the catalogues from the large city mail order houses solve several problems for the people who receive them. For that reason, the local mechant who would capture that share of business which properly belongs to him, must adopt methods which will emphasize in the minds of his people the advantages of his position and the possibilities of his store.

Catalogues as Home Companion.

It is not necessary to imagine a case. Facts are available which go to show that it depends upon the local merchant whether the catalogue from the outside mail order concern is to assume in the home the position of a household companion, an exclusive periodical of reference in which the housewife may find description and prices of what is needed by the family.

When a person, with a fully developed shopping instinct, has to travel several miles to the nearest town to find out whether the merchants there can supply her with things she has read about in the catalogue, it seems safe to say that in a great many cases she will take the course which simplifies effort and assures her of reasonably satisfactory results.

Where Local Merchants Step In.

Before a person reaches that point the local mechant, through his advertising, should have stepped in. As an example, consider the merchandising proposition as presented by the Western homesteader or the settler in any other sparsely settled part of the country. He lives tweny miles or more from a settlement. Because of his isolation, he orders a season's supplies at a time. These call for an outlay of from $100 to $500. Let it be supposed that the merchants in the nearest town do no exceptional advertising—the fact is that many of them are too much inclined to take the distant customer for granted. They are regularly represented in the weekly paper, in which the homesteader may or may not be sufficiently interested to become a subscriber. Often he prefers to receive the paper from the place he refers to as "back home," and is downright indifferent about acquiring particular knowledge as to what the nearest merchants are doing. The latter are sometimes satisfied with a fair trade and do not think it worth while worrying about the people living on the far reaches of their merchandising radius.

Advertising with a Personality.

There are merchants who seldom adopt any means of advertising which, figuratively speaking, will knock at the man's door and step into the home as a distinct personality.

No merchant in the situation described can lose sight of the fact that to be effective, his advertising must have something of a personal status in the home.

In those districts where inhabitants are comparatively few, where the farmer or the farmer's wife do not often have an opportunity to exchange experiences with neighbors, where companionships are limited, attractive mediums of information are prized according to their practical value or utility.

It stands to reason, therefore, that the merchant who would have anything like an actual being in the household is he, who, to the greatest degree, prolongs and emphasizes the favorable impression of his store and of his merchandizing. They must create preference by permanent means of comparison.

Here is a clearer view of the proposition. A settler and his family "locate" twenty miles or more from the nearest town or village. They receive their mail once or twice a week, and shortly after their arrival a copy of a mail order catalogue reaches them or they may have taken one with them. The farmer, his wife and children become interested in it and it is finally placed where it can always be referred to. Full of illustrations, it suggests things to that family. It assumes somewhat the position of a shopping guide. Groceries, clothing, housefurnishings, tools, implements, toys, etc., are described and priced and on a good-sized order there are no forwarding charges.

Those Bulk Orders.

The settler shares in the prosperity of the country. He finds that he can afford to buy things. He has had a good crop and is optimistic. The winter may be in sight and the requirements of the family must be attended to. He consults his wife. She has been to town two or three times and has purchased a few things that were absolutely necessary. She has an opinion of the "local" stores, and it comes to a point where either they or the mail order houses receive their bulk order. That merchant has done well who has so informed the family upon matters pertaining to his store that the mail order catalogue on the peg in the kitchen has been supplanted to the extent that. before purchasing, the farmer and his wife are able to size up the advantages to be obtained in buying near home. The information he has given them places him in that position where comparison does him full credit and leaves a good margin in the favor of the homesteader.

On the other hand, if the information has been spasmodic, indifferent, has not the right ring to it, the mail order house gets those little orders, each amounting to one or two hundred dollars.

Trade from 100-Mile Radius.

This is by no means a suppositious picture. An outstanding example is supplied by The Battleford Trading Co., Ltd., North Battleford, Sask. The mail order houses had been their greatest competitors, especially in the outlying districts.

To fully understand the difficulties and obstacles to overcome a knowledge of existing conditions is necessary. The Battleford Traling Co. secure their trade from a district of about 100 miles radius, newly and in many parts sparsely settled, without railway communication but with some 25 post offices scattered throughout.

Travel at any time is ardous and tiresome over the trails, and the women who are the buyers for the household, are loath to undertake an ox-cart journey to the town, finding it much more convenient as well as expedient to make out their order by the fireside from the catalogue.

Cash System and Booklet.

"We tried different advertising mediums aside from the colums of our local paper," states H. W. Detmiller, secretary-treasurer of the company, "but found them too general, even the colums of the local, reaching the hands of but few of the newcomers.

"In the fall of 1906 we adopted the plan of advertising in the form of a catalogue or price list. We were adopting the cash system, and our first publication, which took the form of a 6-page circular brought good results. Still we found that it was not sufficiently complete, thereby losing much of its effectiveness, whereas a booklet with a greater list and covering a wider range would be kept as a reference, and lead to a comparison of prices with the catalogue house. Our hopes have been amply justified by results.

"The last issue of 1,200 cost us $3 per page, and were sent to addresses in this district, all being tributary to the town, believing this to be the correct method for direct results. This may appear to many as rather a large item for advertising along one particular line in a small town, but we firmly believed that the only way to meet the mail order competition to-day is on their own ground. We keep a copy of Eaton's catalogue on every counter, as well as our own booklet, and whenever a customer gives quotations we immediately refer him to the catalogue for facts, demonstrating to the customer that we have confidence in the goods we sell. The result is always satisfactory, obviating many unpleasant discussions and arguments.

Got the Homesteader's Order.

"We buy a little heavier in the articles specialized. We have every reason to believe that this method has been a success by the results achieved, of which we shall quote you only one instance. In the fall of '07 just after the regular issue, a homesteader who had, since locating here, bought all his supplies from Winnipeg, and who had received a copy of our booklet through the mail, came into the store with booklet in hand, with items checked for his fall supplies, the order amounting to $89.75.

$150,000 Business in Two and a Half Years

Castor, Alta., Firm Left Their Old Location to Open Business In a New Town—Went While Lots Were Being Offered For Sale—Member of Firm Now Mayor — Attention to Interior Display.

Western Canada has many fine looking grocery stores. The interiors of the best appeal strongly to the better class of trade, and a handsome looking store is considered half the battle in selling goods. It attracts the people, the remainder of the selling work being left to the salesmen and the goods. If the goods are of the right quality, and fresh and clean, and the salesmen understand their work, the public can easily be persuaded to purchase. The bright interior and inviting display brings them in.

Dillon & Shaw, Castor, Alberta, as will be seen from the illustration herewith, have an interior that attracts. From the top shelf to the bottom, the goods are artistically arranged. The effect of arranging packages of cereals in semi-circular fashion on the shelf at the top is appealing and, looking at the picture, at once catches the eye. The goods on the shelves are kept clean and in order, always presenting a display that must be looked at. And every dealer knows what it means to have customers cast their eyes over the shelves. Much of a deserving character is said about the window and the show case, but the shelf must not be overlooked when it comes to creating sales.

Among the other fixtures to be noted is the biscuit and confectionery display case. Boxes of high class confectionery are in the glass case on top. A computing scale stands on the counter.

The Dillon & Shaw store handle chinaware as well in the grocery department. A display on the table just inside the entrance sells a considerable quantity.

The appearance of the salesmen in this store as well as the interior invite business. They wear white coats and white aprons which appeal strongly to those people who are cranks on cleanliness.

To Castor in its Infancy.

Dillon & Shaw began business in Williston, a mile and a half from Castor. At the time of the sale of Castor lots

View of interior of store in an Alberta town which is not yet three years old.

in July, 1909, they moved to the latter place. Their business is a general one, including dry goods, men's furnishings, etc., as well as groceries, confectionery, and chinaware, their turnover being in the neighborhood of $150,000 during the past year.

Geo. M. Dillon, who is the active partner, was elected mayor of Castor in November, 1911. While Castor is only 2½ years old, it has already a population of some 2,000 people—such is the progress being made by some of those Western towns, which grow up like the proverbial mushroom. The merchant who gets in on the ground floor reaps the advantages.

Traveler Helps to Build Good Business

Tells of How Husband of Woman Went to the Yukon After Starting Wife in Grocery Business in Front Room of House—He Went After Gold, but Wife Made More Money Than He—Have Splendid Business Now.

"It is strange the way you become used to the people," remarked a Montreal traveler to The Grocer, "after calling upon them week in and week out the whole year round. Here is an interesting bit of a story that occurred to me as being of interest to you.

"Call him Jones so others will not know who it is. He and his wife will recognize it as soon as he reads this. Jones got the Klondyke fever eight or nine years ago when the Yukon country reported gold, and everyone possessed of the get-rich-quick idea caught the fever and imagined that here was something easy.

Establishes Grocery in House Front.

"Jones was one of the crowd and he decided that he must go, but he had his wife and children to provide for. So what does he do but open out the front of his house a bit, turn it into a small grocery shop, put in four hundred dollars' worth of groceries and hands it over to his wife telling her to try to make it pay. He asked me particularly to lend a hand to see that his wife made no mistakes.

"Jones had several children going to school and the oldest, a boy, was big enough to carry parcels after school hours. So while Jones was off in the Yukon district being roughly but surely wakened from his dream of gold, his wife was with little difficulty holding her own and building up a fairly good trade.

"At any rate, her husband marches home after being away a year and a half, but instead of a fortune he brought with him only six hundred dollars which, of course, was better than coming home without car fare. But his wife was able to show a good stock of groceries and somewhere around $800 or $1,000. Any way, they joined forces and continued the business. They did not need to hire anybody to help them so that all the money they received was theirs except for paying for living expenses and their goods.

"Now, the family is fairly well off. They have property worth over $12,000 besides a good business. The boy has $1,500 in the bank and the girl has quite a bit put away. So you see, you never can tell which way it is going to go in this world.

"I mention these things more as an encouragement to others who may be wondering whether anybody ever began business with less hope for the future than they. And yet Mrs. Jones did not flinch."

It also shows there are not a few in the trade who have to thank some traveler who has helped them at times.

Deposit Account System in B.C. Store

Customer May Shop by Phone and Have No Trouble Over Accounts, Change, Etc. —Money May Be Drawn at Any Time—Large New Store Recently Moved Into by The H. A. Edgett Co., of Vancouver—Departments Added.

Last December the H. A. Edgett & Co.'s new grocery store in Vancouver, B.C., was opened to the public. It is located on the corner of Cambie and Pender Streets. A little history of how H. A. Edgett has built up his present busisess and something about the deposit account system will prove interesting and profitable to readers.

Twenty years ago Mr. Edgett opened a little store on Harris Street. The town grew and Mr. Edgett's business grew with it. Later he moved down to Cordova Street, almost directly north of his present premises. That was a little store, too, with a frontage of twenty-five feet on Cordova. Business increased and in a few years the store was doubled.

The next move took Mr. Edgett to Hastings Street, and there he has served his customers for years. They came to him from all over the city in answer to the advertisement of good food which Mr. Edgett stated he was retailing at the best price he could quote.

The Present a Big Store.

And now the business has been moved up to larger and better accommodation. There is a big high ceiling store on the ground floor which has a frontage of 120 feet on Cambie Street and 100 feet on Pender. The building is three storeys high. Big glass windows admit light in profuse quantities.

The store building itself is clean, with white walls, hygienic shelving and sanitary equipment.

There is one new thing about the store which is particularly worth reference to. This is the system of deposit accounts which has been inaugurated.

According to this system a customer deposits a certain sum in the bank with the cashier at the store. The firm gives you 12 per cent. on your money when it is averaged up for the month. Of course you can take the money out at any time, but the idea of the thing means that you can secure your goods over the phone without having the fuss or bother of keeping accounts and settling at the end of the month. You get the benefit of all cash prices and have a help in times of stress should you be caught down town without any money.

The plan, stated Mr. Edgett, has been worked out successfully for both customer and store. It is a convenience to customers. Yet it is only one of the many useful and convenient features about the store.

Crockery and glassware have been added and a fine stock is offered for sale. Other new departments added were hardware, furniture, etc.

Large Display Space Given Confectionery

Edmonton Store Neatly Fitted Up to Attract New Business—Silent Salesmen and Dust Proof Bins Add to Appearance—How Vegetables are Kept Fresh and Free From Dirt—Rest Chairs for Customers.

In Western Canada practically every good grocery dealer has a confectionery department. This is so because western dealers are progressive and they know that confectionery sales mean good profits, and good profits and many sales are what builds up a business.

If a confectionery department is worth while, it is worth specializing on. This is the way The Acme Company, one of the Edmonton, Alta., high class department stores considers it. As will be noted from the accompanying illustration, a large share of the grocery section is given up to confectionery.

Interior View of the Grocery and Confectionery Department of the Large Acme Company's Store in Edmonton, Alta.

Silent Salesmen for Dispilay.

To the left as one enters the store are seen bright, attractive silent salesmen for displaying high class chocolates and other confections. The boxes in the bottom of the showcases are all shown attractively with cover turned outwards to produce the best effect. Boxes of high class bulk chocolate are shown behind glass on the shelves.

From the illustration may also be seen a small table laden, among other things, with a few choice brands of chocolates. A couple of rest chairs nearby invite the tired shopper to look them over.

The grocery department is fitted out with modern bin fixtures for the display of goods, as well as a large silent salesman near the door. Computing scales are used in this store and among the other fixtures is a large refrigerator across the rear of the department for butter, eggs, cheese and delicatessen articles. Fresh vegetables are displayed in a refrigerator case on the floor so they can be kept crisp and free from dust and flies.

A few attractively written show cards are placed about the store in conspicuous spots reminding shoppers of confectionery, fresh fruit, etc.

Attention to Cleanliness.

The Acme Company are strong believers in the power of display and a clean, bright store to create new business by attracting custom. The fixtures are of the latest design, the salesmen are dressed in white suits and the show cases and shelves present an inviting appearance.

This is one of the best assets a dealer can have. A clean store with neatly dressed salesmen attracts business as much as anything else, and once attracted it can be held by service and quality goods.

These are some of the ideas of J. E. Livingstone, manager of the grocery department of the Acme store. He is an artist in decorating the store and arranging the stock, which contributes much to the general impression of quality on those who enter. It is a good example to dealers in other Canadian towns and cities and especially to those which are older than Edmonton and which have had better opportunities.

SACCHARIN LAW IN U. S.

The United States Pure Food Board's order regulating the use of saccharin in foods as a substitute for sugar became effective last week. In that connection attorneys for certain food manufacturers made public a letter to the Secretary of Agriculture protesting that the decision of the board gave the impression that the use of saccharin was prohibited absolutely. The letter declared that the decision permits the use of saccharin providing a label indicates that it is used for the benefit of those to whom sugar may be deleterious to health.

The order of the board especially permits the use of saccharin in food for invalids or semi-invalids who cannot use sugar, and the food manufacturers argue that it is obvious therefore that its use cannot be regarded as dangerous to the health of well persons. They argue further that sugar is used as a condiment and that the public should have the privilege of choosing between sugar and saccharin provided the presence of the latter ingredient is distinctly declared upon the label.

Tariff Preference With West Indies

Hon. Geo. E. Foster, Minister of Trade and Commerce, Talks to The Grocer on this Question—Not Ready to Announce Schedule Until Agreement is Ratified—Flour, Cereals, Potatoes, Tropical Fruits, Raw Sugar Likely to be Affected —Better Steamships and Cable Facilities Referred to.

Those British West India Islands with which Canada is negotiating for a mutual tariff preference will be interested in what Hon. Geo. E. Foster, Minister of Trade and Commerce, has to say in reference to the question.

Mr. Foster when interviewed by The Canadian Grocer stated that the arrangement was on a preferential basis and is of a comprehensive scope so far as the exchange of products of the two countries are concerned.

"It includes exchanges of products on a wide scale and is based on a preference of the products of each country in the markets of the other," he said.

"What effect will this preference have on fruits, for instance, coming into Canada from the British West Indies?" was asked the Minister.

He thought a moment or two.

"Well, I guess that's a leading question," he remarked. "You see I cannot very well disclose information as to what goods may be more freely exchanged or the schedule of tariffs until the agreement goes before the various governments concerned. If I told you fruits would be cheaper, or that there would be no difference made, your conclusions would be obvious."

The Islands Negotiating.

"What islands are affected?" Mr. Foster was asked.

"They include British Guiana (whose chief export is probably sugar); Trinidad, (cocoa, oils and sugar); The Barbadoes (which produces molasses and sugar; St. Kitts, (various tropical products); St. Lucia, (cocoa, cotton); Mootserrat, (limes); Dominica, (cocoa); St. Vincent, (arrowroot); and Antigua, (tropical products).

"If the Bahamas, Bermuda, Jamaica and British Honduras desire to open negotiations, a provision is made to include them at any time," he added.

"Our chief exports to the West Indies are flour and cereals and potatoes.

"I have discovered that Canadian manufacturers have not understood well enough the possibilities of trade with their sister colonies in the West Indies. I know of an instance where considerable business has already been done in flour since these trade negotiations have been undertaken."

The Probable Effect.

While he would not make any definite statement in regard to the effect of the agreement—should it be ratified by all parties concerned—it is practically safe to assume that Canadian flour and cereals will enjoy some sort of a preference. On the other hand West Indian products such as tropical fruits, raw sugar, arrowroot, etc., should be similarly affected. The exact nature of the preference of course will not be known until the matter is sufficiently advanced to be assured of its being ratified.

"The agreement," said Mr. Foster, was made not in the sense of trying to drive a hard bargain, but in a spirit of generosity and brotherly kindliness which I have never seen before in any conference.

Steamship Facilities.

"The agreement, however good, might remain a dead letter, unless the means of steamship and cable communication between the two peoples were so arranged and carried out that it would be possible for the agreement to become fruitful in results. The Dominion of Canada, through its government is prepared to put its shoulder to the wheel, to do its share, and double its share if necessary, in order that these two matters should be brought to a conclusion. The cable rates, anywhere from 40 to 50 cents to seven shillings a word, must be brought down.

"The mother country," he said, "had a deep interest, as the guiding and helping power of these colonies, in this matter. The West Indies would help themselves with great vigor and initiative. The mother country would continue to help in the future as she had been doing! And Canada was willing to make extraordinary efforts if necessary, in order to accomplish these results desired; she stood ready to do her third, and more if necessary."

Direct Lines.

Mr. Foster intimated that the government would do more in the way of perfecting a system of commercial agents and trade commissioners in the future so as to facilitate the exchange of products of the two countries. A system of preference would be initiated as an impetus and attraction to trade; in this matter the government was prepared to go as far as conditions made it proper to go. And further, he promised that when steamship and cable communications were improved, the government would say that preferential goods shall come by direct line of steamships from the West Indies to Canada, and go from here there. This would double the amount of products shipped in his opinion.

Whether Canadian manufacturers take advantage of this or not was a question in Mr. Foster's mind. He hoped they were alive to their possibilities in selling to the West Indies.

"I think," he said, "that we make a mistake in Canada if we don't cast our eyes on foreign fields as well as sell at home. No war in history was ever so strenuously fought as to-day the war of commerce is being fought. To-day the manufacturing interests of the United States, of Germany, of Great Britain, and every other great country are exploiting every acre of the outside market they can exploit. They are getting into the foreign markets. And if manufacturers do not wake up they may find every fortress held by foreign rivals and it will be all the more difficult for them to get into these new fields.

U. S. Milling Interests.

That a preference will likely be granted Canadian flour is evidenced by the fact that United States millers are very anxious lest that country lose their trade. In fact while the negotiations at Ottawa were going on a representative of the United States milling interests was there endeavoring, it was said, to block a portion of the agreement giving a preference to Canadian flour and its products in the West Indies.

The Visitors Here.

Among the visitors from the Indies present at the conferences were the following:—W. D. Auchinlock, Auditor-General of Antigua; R. J. Cameron, C.M.G., Administrator of St. Lucia; Col. W. B. Davidson-Houston, Commissioner of Montserrat; F. W. Griffith, Supervisor of Customs, St. Vincent; H. W. Porter, Treasurer for Dominica; J. McI. Reid, British Guiana; T. L. Roxburgh, C.M.G., Administrator of St. Kitts; H. B. Walcott, Collector of Customs, Trinidad; F. A. C. Collymore, Barbadoes; J. C. Hazell, St. Vincent; J. C. Macintyre, Dominica; Adam Smith, Trinidad, and C. Wyatt, British Guiana.

Always make exact change. Never knock off the cents. One hundred of them make a dollar.

Making Better Store Interior Displays

Value of Bin Receptacles for Goods Which Should be Kept Free From Dirt—Combine the Showing of Samples With a Place for Stocks—Ensure the Goods Being Noticed—Carelessness Met With in Some Stores.

The first thing that strikes one on looking at the picture of the store interior on this page, is the system of displaying groceries by means of the bin receptacles. To the left, at the rear, behind the counter and beneath the counter itnself, can be seen these fixtures, and the effect they should produce on the eye of the customer can be readily imagined.

Samples Sure to Be Seen.

The biscuits contained in each bin are shown by the samples under glass on the outside. These samples must be seen by everyone with eyes on entering this store; there is no waste of time opening biscuit boxes on the counter and pulling them from the shelves. They are seen at a glance and because they are always to be seen more biscuits will be sold.

The same applies to other lines. No person can possibly approach the counter shown at the rear of this store and overlook observing the nuts, icing, candy, etc. This also means extra sales.

Indicative of Order.

The display bins in this photograph are certainly admirably shown and demonstrate their uses clearly without being elaborated on here. They show the attention given to interior appearance by the merchant. They indicate order, convenience and symmetrical arrangement—something to be desired in any store.

Too much can scarcely be said of the value of attractive, orderly interior display. Anyone who has gone about from town to town knows how to appreciate it in good stores. So many dealers forget the importance of the business it brings, that they are content to let stuff accumulate on the shelves, on the counters and floors, so that customers look upon the place as disorderly and the merchant as careless.

Floors Should Be Free.

There are stores known to the writer where it is almost impossible to accommodate more than two or three people. Boxes, soap cases, barrels and baskets are piled one on the other in the middle of the floor, in some cases so high that they prevent a view from one side of the store to the other.

In others may be seen paper, string and other refuse lying on the floor from morning till night without any apparent endeavor to make the floor look respectable.

With an equipment such as shown in the accompanying illustration it would of course be somewhat of a sacrilege to have a dirty floor with barrels and boxes piled half way to the ceiling.

Coffee Mill and Computing Scale.

In addition to the display receptacles, the metal ceiling is worthy of notice. Among the other fixtures to be seen are a coffee mill and computing scale and a cash carrier into the office of the firm. A refrigerator for the preservation of perishable goods is located in the corner at the end of the shelf behind the counter.

Business Getter and Holder.

That every dealer who can at all afford it, should aim to have a store that is attractive and inviting goes without controversy. The interior has much to do with attracting new custom and holding present patrons who are at all particular as to where they purchase. As this is the sort of trade that is above the average in its remunerative character, it should be catered to as much as possible—and the general impression gained on looking at the interior arrangement has much to do in assisting to create the extra business.

Interior of a Saskatoon Store Showing Up To Advantage Patented Display Bin Fixtures.

John L. Macfarlane, Glasgow, Scotland, of Macfarlane, Lang & Co., was accidentally drowned on March 16, during rescue from the steamer "Oceania" in collision near Beach Head. The many friends in Canada of the firm will be sorry to hear of this news.

Automobile Delivery in Vancouver B.C.

Number of Retailers Have Adopted This Method—Speed in Delivering Rush Orders Is Commended—Auto Replaces Two Horses With Satisfactory Results —Wholesalers Using Motor Trucks.

By R. B. Bennett.

The auto in Vancouver, B.C., is becoming a feature in store service. The London Grocery was the pioneer in this line in the retail business in Vancouver, and even after many trying experiences, such as all pioneers have to put up with, this store stands by the auto for quick and satisfactory delivery. Last month Henderson's grocery has added a delivery auto to its equipment, and the report on it is that it has given eminent satisfaction.

A Business Getter.

"I have found," said Fred Walsh, proprietor of the London Grocery, "that it pays to have auto service as compared with the horse and wagon. Even if it costs more, there is the greater convenience and business-getter of having the goods delivered quicker. The auto goes with a rush, carries a big load, and in the hands of a good chauffeur the store gets first-class results."

The London Grocery has been considering a proposition to hand its delivery over to an auto service company on terms to be agreed upon. This has not been decided yet, but there is a probability of it coming to pass. It is contended that the company, which deals in autos, could do it cheaper, since with its repair shop and hands always available the expense of maintenance would be reduced. This is the big expense with the store, for autos need considerable fixing from time to time, but after all it is a question whether the cost of maintenance would not be less than for the horses required to give the same service.

When Roads are Good.

Henderson's Grocery has the advantage in that most of its trade is among people in the west end of the city where the roads are in a state of constant repair. It is not difficult even in the rainy weather to get to all parts of the district. This store's business has rapidly increased in recent months, and delivery necessitated either another horse and wagon, two having been used before, or an auto. It has been found that the auto did better than was expected. Double the ground could be covered than with a horse. This meant much to the housekeeper who perhaps was waiting for an order. It has been found by Henderson's that an auto delivery service brings business, for nothing is more pleasing to the customer than quick delivery.

This feature of a store is soon spread among neighbors, with the result that when something is wanted in a hurry, that store gets the preference, even if the person is trading somewhere else. From casual custom, it is not long before the full trade of that house is enjoyed.

Wholesalers Using Motor Trucks.

Of course, wholesale grocers in Vancouver have used the big trucks for some time, and have found them indispensable. They have done some of their own delivery to New Westminster. Auto delivery of wholesale goods to New Westminster will likely be much larger this summer, for the reason that the B. C. Electric Railway Co. has increased its rates. This coupled with slow delivery is causing the wholesalers to take action on their own account.

Not only are the jobbers using their own trucks, but they are utilizing the services of independent auto transfer companies. Generally, the trucks in the store service are no more than what are required for city delivery, and an independent company is a boon. The time occupied is an hour and a half, or at the outside two hours, which is a saving of from twelve to thirty-six hours over rail delivery. This feature alone, the wholesalers think, is enough to recommend the service. The road to New Westminster, outside the city of Vancouver, is macadam, but contracts are now being let for permanent pavement. This, when completed, will greatly facilitate auto delivery between the two cities.

For Conveying Ripe Fruit.

Ripe fruit has been hauled to the satisfaction of shippers. It would be almost an impossibility to utilize horses, since the trip would take from five to seven hours, and the fruit would be bruised by the passage. A team of horses could not make two trips in a day, so the expense would bar out this system of delivery. The auto truck seems to have created an opportunity for itself, that none but itself can fill.

Customers Buy the Goods Recommended

Claim Made By Brantford Dealer—How New Lines Are Introduced—Fixtures And Display Considered Important Factors In Attracting Trade—A Delivery System With Merit.

Forde & Co., of Brantford, Ont., believe that to have the store stand out prominently so as to attract attention is a valuable feature in creating sales. Their present store was arranged with that in view.

For fifty years this firm, established by the father of the present proprietor, occupied premises on the opposite side of the street to the present location. While a good sound business was built up there, it was always felt they were prevented from obtaining best results by reason of the architecture of the store. Although the floor space was fairly large, the front was narrow, preventing efficient display and failing to attract the attention of passing customers to the store. For this reason a change of location was decided upon and a little over two years ago they moved to the present site.

The present store is arranged on the square plan, making it, in Mr. Forde's opinion, more convenient than the old one. The front is wide and outstanding, so that customers cannot fail to notice it when passing. In the centre is the door. On either side is a display space where goods can be seen from both interior and exterior, while farther outward are the display windows proper. The show windows are improved by mirrors for a background.

Arranged for Convenient Service.

The interior of the store, which is shown in the accompanying photograph, is arranged so as to be attractive to the eye and convenient for clerks to work. A counter extends along one side and the rear of the store. Two mirrors assist in the appearance of one side. On this side the shelves are arranged of separate circular display stands with bottled goods shown in this circular form. The attractiveness of this method of display is not shown up well in the photograph. Spice receptacles come beneath the shelves with larger

bins for bulkier goods below them. Canned and bottled goods, built in systematic manner, are shown on the ledge above the shelves.

Metallic Ceiling Installed.

A factor in giving the store an attractive appearance is the sanitary metallic ceiling. This may be cleaned each spring with little difficulty. Canned goods are arranged around the pillars but it is the intention of the firm to place circular mirrored shelves around these pillars, so that any kind of goods, especially bottled, may be shown. Besides a long silent salesman, three racks for showing biscuits are among the fixtures in the store.

One of the chief trade attractors also, and when customers come in, they are introduced and their good points explained.

They have made a success of a number of lines in this way, a certain brand of fancy biscuits being one instance where results were good.

No price cards at all are used in the store. Mr. Forde explains that a high class trade is done and claims most people want good quality goods and are willing to pay the price.

"Yes, we find we can always sell the brand of goods we wish," says Mr. Hastings, the head clerk. "Customers put dependence in the grocer who always gives them good goods and customers will purchase goods which we recommend."

Note Attractive Appearance of the Metal Ceiling, the Shelves, and the Canned Goods Display About the Pillar.

which the store has is its neat, clean and attractive appearance of both front and interior. The store front is of itself distinctive, and when the windows are nicely trimmed they can hardly fail to attract the passer's attention. It is by no means an unusual thing to have people cross the street to view the windows while the goods in the interior also show up to good advantage from the sidewalk.

Fancy Biscuit Line Introduced.

When any new line of goods which customers are not acquainted with is received, an attempt is made to get customers to know them. If the quantity is large enough, a window display is put in. A display is made on the counter

The Delivery System.

This store has a delivery system which they believe saves them time and money. The delivery boxes are of the folding variety and fit together so they can be piled one upon another in the delivery wagon.

"We have had these delivery boxes for four years," said Mr. Forde; "and haven't lost one, and they are still as good as new. The first thing we make known to the driver is that he is responsible for those boxes and they are checked up every 2 or 3 weeks to see that none have disappeared. Previously, we were buying baskets frequently, as they became lost or worn out. Delivery is one of the important features of business anyway. People like to have their goods delivered right. To ensure this a separate box is given over to each customer's order."

A PICTURE OF A BASEBALL GAME.

E. J. Ryan, grocer, Dundas street, London, Ont., has a novelty in an advertising scheme for the sale of a certain brand of soap. He has one of his windows nicely decorated with the soap, and in the centre has a beautiful picture with a fine oak frame, entitled "It Is Up to Me."

The story of the picture is a baseball match, ninth innings, with the score a tie, two men out, and a man on third base. The picture shows the boy at the bat with determination on his face, also the boy behind the bat, with mask on his face signing the pitcher to strike the batter out and thereby win the game. It also shows a crowd of boys with eager faces looking on, some on the fence, some crouched down. Altogther it is a picture that appeals to every boy, who is a baseball fan.

Mr. Ryan offers this picture to the boy who sells the most soap, and it certainly has "caught on" with them. To all boys selling 100 bars he gives a ticket good for any Canadian League game. This scheme should be tried out wherever they have league ball.

Store Wrinkles and Money Makers

Stopping the Reflections.

Window panes sometimes reflect the light and make it difficult for passersby to see inside when the interior is dark. One suggestion to prevent this reflection is to have the windows lighted from the sides if possible and have white ceilings and walls.

* * *

A Water Window Display.

"Come in, the water's fine." This was the inscription on a show card recently noticed in a Montreal window where bottled water was offered for sale. The display consisted of a mirror about 2½ by 1½ feet in dimensions placed flat on the bottom. About the edges of the mirror was strewn some sand. A perpendicular gas pipe about three feet high from the floor, with a globe on the top, stood at the edge of the mirror. At night when the gas was lit the mirror looked like a pond of water. The sand along the edge and shredded green paper covering the floor of the entire window made the scene even more realistic. Placed around the pond were several bottles of the water. The show card, "Come in, the water's fine," therefore had a double meaning.

* * *

Meat Slicer Saves Money.

A meat slicer for the grocer who handles meats is a profitable investment in the opinion of Jno. Carpenter, of Hamilton, Ont.

"It is far in advance of the big butcher knife," says Mr. Carpenter, "both in results to the grocer and satisfaction to the customer. If you slice a pound with a knife, it is not only usually poorly done, but the amount looks very small. However, if the same pound is cut with the slicer, it not only looks nice but it has the appeadance of more for the money. It saves money for the grocer, too, in the fact that waste is eliminated."

* * *

Increased His Coffee Sales.

What is possible by proper salesmanship efforts is shown by the fact that John Diprose, who conducts three stores in London, Ont., has succeeeded in building up a sale for 600 pounds per month of a certain coffee.

Mr. Diprose commenced to handle this coffee in a rather peculiar manner. Having bought out another grocer, a number of his customers said they would continue to deal with him if he handled this particular coffee. And so he did.

At first he was able to sell only 150 pounds per month. However, the fact that certain customers liked it so well gave Mr. Diprose reason for recommending it to others. That customers will purchase on the advice of their grocer is shown in the number of people whom he succeeded in getting to try it. Its good quality brought them back again for it.

* * *

Display of Canned Fish.

A canned fish window recently arranged by B. T. Williamson, of the Barnsdale Trading Co., Stratford, Ont., was one that attracted a great deal of public attention and also was successful in the primary object—that of selling goods.

A miniature fish pond six by three feet was made in the centre of the window. This was made of a galvanized iron tank. All the rest of the window was filled in with real sod. A figure of a "nigger boy" with a straw hat and fishing pole with the line in the pond made the display an interesting one. Pyramids of salmon were built up at the rear corners while a large show card read "Good fishing at this store."

Young and old alike were forced to stop and view the display and although it took some little time and trouble to arrange, the firm felt that it was nevertheless profitable.

* * *

Dealer Recommended the Flour.

The cold weather of the past winter brought out many purchasers of flour beyond the usual number. Possibly it was a desire to return to homemade bread or to make use of the steady fire required in the home.

A Peterborough, Ont., grocer tells of a customer who, when she stated she intended to make bread at home, also remarked she had forgotten the flour formerly used.

The grocer recommended a brand that is known throughout Canada for its good qualities both in bread and pastry. The woman accepted it on her grocer's recommendation. It gave every satisfaction but when she needed a second bag she went to a store that sells more flour and feed than groceries. This dealer recommended a different brand and claimed that it was as good, if not better, than that she had obtained from the grocer. It is also being widely advertised. But the proof of the pudding is in the eating. The customer did not like the bread as well and also concluded that it did not make as white a bread as the first flour. The result was that she returned to the grocer's suggestion again and is still using it.

* * *

Letter to Money Savers.

Eric C. Jamieson, grocer, corner Wilson and Fairleigh Ave., Hamilton, Ont., struck upon a good introduction to a circular letter which he sent out some ago to get new customers. Here it is:

"To Money Savers.—Are you a money saver? If not, please hand this to your neighbor. Modern business requires modern methods, and this grocery and butcher shop is determined to move forward with the most progressive."

Reading further on is noted:

"Let's pull together. Listen: Give us your cash trade and we will share our profits with you. Here's the plan: With each cash purchase you will get a printed receipt from our new cash registers showing the date and amount. Return receipts for cash purchases amounting to $25 and get 50 cents in trade free."

* * *

Doesn't Hide His Light.

The complaint is sometimes made that the show window loses its advertising value while it is being dressed. One expert Canadian grocery window trimmer recently told the writer that his show windows continued in their work while they were being arranged.

"I do not believe in pulling down the blind and shutting myself off from the public when dressing a window. I allow people to see me working at the display. It interests them. They wonder what I am making. Probably if they are near the store when it is finished they will call to see what it is like. I have often seen quite a crowd in front of the window when it was being trimmed. A couple of people will stop; others will see them watching and come to. You know just how it is.

"Another method I have of maintaining the value of a window while trimming it, is by the use of show cards. Cards announcing special prices or new goods are put up. A couple of such cards will often attract considerable business.

"Show cards are valuable things," he continued. "In the summer I use more show cards and put less goods in the window, as the hot weather frequently deteriorates many lines."

Store Wrinkles and Money Makers

Displays that Sold Well.

Fred Millman, grocer, of Woodstock, Ont., believes in keeping window displays to one line at a time.

"When several different lines are shown in the window at once, a person's attention is not concentrated on anything in particular and the result is the window fails to sell goods, and that is what it is arranged for."

When Mr. Millman gets in any line he wishes to push he tries, if possible, to get enough to make a good window display, if he feels at all as if he can sell that quantity.

A recent window which this store had was of castile soap. It was just a simple display but a considerable quantity was used. A price card was added. That the display was a business getter is shown by the fact that in little more than a week about seven cases of the soap were sold.

Another similar case of the window selling goods was that in which a shipment of honey in pails was received. The window was trimmed with this line and the total shipment of about 100 pails was cleaned up in a short time.

Another window in which the one line idea was carried out was a display of pickles, all constructed out of the one brand of pickles. The floor of the window was merely covered with fine sawdust and the bottles scattered about on it. A price card was used and the window brought considerable business to the store.

* * *

Turns Bare Wall to Advantage.

At one side of the entrance to a Hamilton store there is a plain wall. When customers were leaving the store their eyes used to rest upon it. The proprietor's eyes as he came out one day also observed it. He noticed it was bare and unattractive and at once began to plan to improve it.

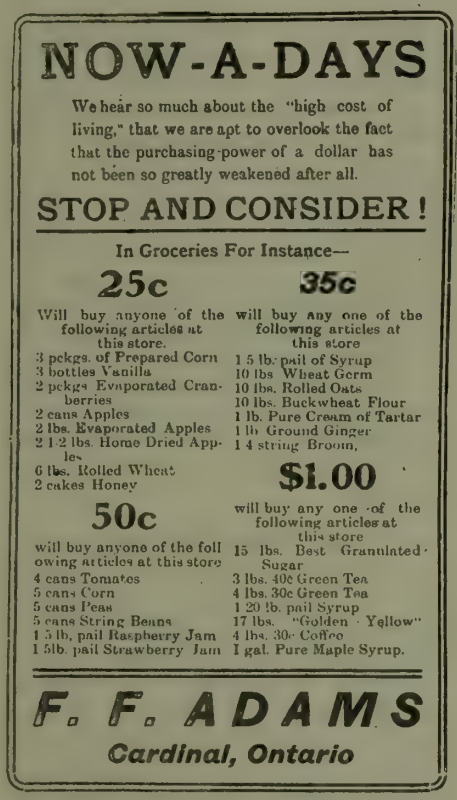
To-day, a customer on leaving the store beholds that glad hand sign, "Call again." in place of the bare wall. Customers will not, however, be allowed to see it until it becomes so old that it creates no attention. In a week or so it will be changed to "Have you forgotten anything?" Thus will this unattractive spot be turned to good purpose in advertising. Other signs will be: "Did you order tea?" "We have fresh oysters to-day." "Fresh halibut for dinner," "Have you everything for baking?"

These short and pithy signs create business.

* * *

What 25 Cents Will Buy.

Four special offers, telling of goods that can be purchased for 25, 35, 50 and 100 cents, respectively, were made by F. F. Adams, Cardinal. Ont., in a recent issue of the local papers. The accompanying cut is a reproduction of the ad.


NOW-A-DAYS
We hear so much about the "high cost of living," that we are apt to overlook the fact that the purchasing power of a dollar has not been so greatly weakened after all.
STOP AND CONSIDER!
In Groceries For Instance—
25c
Will buy anyone of the following articles at this store.
3 pckgs. of Prepared Corn
3 bottles Vanilla
2 pckgs Evaporated Cranberries
2 cans Apples
2 lbs. Evaporated Apples
2 1-2 lbs. Home Dried Apples
6 lbs. Rolled Wheat
2 cakes Honey
35c
will buy any one of the following articles at this store
1 5 lb. pail of Syrup
10 lbs Wheat Germ
10 lbs. Rolled Oats
10 lbs. Buckwheat Flour
1 lb. Pure Cream of Tartar
1 lb Ground Ginger
1 4 string Broom,
50c
will buy anyone of the following articles at this store
4 cans Tomatoes
5 cans Corn
5 cans Peas
5 cans String Beans
1 5 lb. pail Raspberry Jam
1 5lb. pail Strawberry Jam
$1.00
will buy any one of the following articles at this store
15 lbs. Best Granulated Sugar
3 lbs. 40c Green Tea
4 lbs. 30c Green Tea
1 20 lb. pail Syrup
17 lbs. "Golden Yellow"
4 lbs. 30c Coffee
1 gal. Pure Maple Syrup.
F. F. ADAMS
Cardinal, Ontario

—in reduced form—which bears many good features. The introduction is based on an important question, "The High Cost of Living," and would certainly be read. The ad. contains some specific information, giving articles and prices. which should sell the goods. Mr. Adams states that his advertising brings good results, and if his copy is always as effective as above, it should.

* * *

Summer Goods That Need Care.

Great care has to be exercised in the handling of many lines of summer goods that they may be retained in the best condition for sale. A Brantford, Ont., dealer gives some pointers that will offset loss from spoiling on certain lines. "Where bulk pickles and olives are carried, the matter of keeping the brine in condition is an important one. The brine preserves the product and if it is not in proper condition, it cannot do its duty as a preservative.

"Cheese will sometimes swell in the summer from the effects of the heat. Put a cheese that shows signs of puffing as a result of the hot weather in cold storage, and the effect of the heat will be overcome completely.

"Measures," he said, "Should be taken to keep rats and mice out of flour. Wormy, mouldy flour will result from a storage that is not dry, clean and in every way sanitary."

* * *

A Distinctive Calendar.

E. C. Matthews, a Parliament Street. Toronto, grocer, gave to customers at Christmas time one of the handsomest calendars one would want to hang up. Besides being pretty, it is useful. It will serve as a brush holder for instance, and part of its construction is a thermometer. The entire calendar represents an exterior view of a house with its balconies. windows, slate roof, etc. The card-board used is of a heavy design, in beautiful gray, green and gold colors, the stone construction of the house being shofn by blocking off the cardboard with indentations. The thermometer is attached to a white background, which it itself the large front window of the house.

While these calendars cost considerable money, Mr. Matthews states they created a mild sensation around Parliament Street. Everybody was after them and of course the demand could not be supplied, as only about 250 were secured. In Mr. Matthews' opinion they were a splendid advertisement. When you get a calendar get a good one, is the advice of this dealer.

U. S. WHEAT AVERAGE LOW.

United States Department of Agriculture gives average condition of winter wheat in that country on April 1st as 80.6 per cent. of a normal, compared with 83.3 on April 1st, 1911, 80.8 on April 1st, 1910, and 86.1 average for past ten years on same date.

History of Food Legislation in Canada

First Adulteration Act Passed in 1874— Not Much Interest Taken Then — Amendments Made in 1884 in Force To-day—Food Standards Already Prepared and Those in Course of Construction.

By W. S. Greening.

It must be confessed that in Canada the Dominion Parliament has given very little attention to the subject of safeguarding the people of this country from fraud and adulteration in the matter of food and drugs. The amount of time and thought given to this question is distressingly small, and although we have an adulteration act on the statute book, it was so carelessly drawn and its provisions for enforcement are so vague that it may be said to be practically non-operative.

Canada Thirty Years Behind

Of course a good many excuses can be urged in palliation. Canada is young. We have a small population in the midst of a vast country. The first aim has always been to provide facilities for the proper development of this great territory. Thus we see Parliament has had to spend most of each session discussing railroads, canals, the organization of new provinces, agricultural problems and kindred subjects. Purely social legislation has had to await its turn and usually the turn never comes. When a subject like purity in foods becomes too pressing to be ignored, the Government takes the matter up grudingly—gives it as little attention as possible—and then returns to the all important subject of the development of natural resources.

There can be only one result. In the matter of food legislation, Canada is about thirty years behind the rest of the civilized world.

The Initial Move.

Our first Adulteration Act was passed in 1874. The activities of the English Parliament had been reflected in various American states, notably Massachusetts, and Canada could not ignore a movement of such importance. Certain provisions concerning the adulteration of foods were tacked on to the Inland Revenue Act in 1868 as an amendment to that Act, and passed without a division. There may have been some discussion in the House. Hansard was not in existence at that time so it is impossible to say for certain; but it created so little public interest that the matter was not even mentioned in the "Globe" of that year.

As this was the foundation of all subsequent acts, a summary of the provisions may be interesting. Analysts were appointed in Halifax, Montreal, London, St. John, Toronto and Quebec. The Inland Revenue officers were to collect samples of goods suspected to be adulterated, and submit them to the analysts. On receiving a certificate that these suspicions were well founded, they were to seize and destroy the goods. The analysts were to report quarterly to the Minister of Inland Revenue at Ottawa, who was to present the results to Parliament annually. The dealers were obliged to give samples whenever requested, and the penalty for selling adulterated food was $100 for the first conviction, and $200 for a subsequent offence. A manufacturer was to be fined $100 for a first offence, and if caught a second time, was liable to six months' imprisonment.

Too Many Loopholes.

It will be seen that this is rather vague, especially as the definition of adulteration in the Act was faulty and left ample loopholes for a clever lawyer to find a weakness. The enforcement was entirely in the hands of local analysts and Inland Revenue officers who were busy men, and naturally, did not relish any additional duties. The penalties were really far too heavy, and convictions were almost impossible even when the officers of the law showed a reasonable zeal. The Act was practically a dead letter for ten years, when in 1884 the matter was again given a hearing at Ottawa.

Following a resolution by Mr. Costigan, the House of Commons debated the proposed amendments to the Act in March of that year. Conditions were really very bad and the subject deserved careful consideration, but it was a busy time and the Government attempted to force the new amendments through as quickly as possible. They were only partially successful, as Hon. Edward Blake, who was then leader of the Opposition, insisted on some light being thrown on the subject. The result was a very pretty passage at arms between the Liberal leader and Sir John A. Macdonald. Most of the discussion was very far from the point at issue, but some of it is illuminating and will no doubt serve as a guide when the subject is again brought before Parliament.

A Jurisdiction Dispute.

Mr. Blake first raised the objection that the matter was out of the jurisdiction of the Dominion House, and properly belonged to the individual provinces. Any action would, therefore, be an encroachment on provincial rights. This was disputed on the ground that although the provinces, and indeed municipalities, could pass laws regulating foods and drugs, yet the Dominion could regulate inter-provincial shipments as well as foreign trade. Sir John A. Macdonald pointed out that the various provinces had failed to enact any legislation on the subject, and as it was of undoubted importance to the nation as a whole, the duty of the Federal House was clear. This point has been finally settled in favor of the Dominion, which is good sense as well as sound law. If each province were to pass a different food law, we would have the same difficulty that has hampered the United States.

The debate was interesting from the point of view of parliamentary oratory, but as very few of the members had any real knowledge of the subject most of the speeches had only a very remote connection with the point of issue. A few trifling amendments to the text were made, after which the Bill was passed without a division.

Get Copy of the Act.

The Adulteration Act of 1884 is in force to-day. It was amended in 1888, 1890, 1896, and 1900, but these changes are comparatively unimportant, being mostly definitions. The whole Act is in chapter 133 in the Revised Statutes of 1906, and every dealer in food pro-

ducts should make it his business to secure a copy (which may be had free of charge on application to Ottawa) and carefully study its provisions. He would be well repaid.

The new Act provided for the appointment of a chief analyst who was to be attached to the staff of the Inland Revenue Department at Ottawa. He was to be a final arbitrator whenever any question was raised as to the correctness of any analyses made by a local analyst. He was to generally supervise the work of the laboratory of Inland Revenue and prepare from time to time bulletins setting forth the results of the collection of samples. These were to be issued to the public and contain the names of the vendors from whom the inspectors obtained samples, as well as names of manufacturers when possible. The exact condition of each article examined was to be shown, together with the opinion of the analyst regarding its purity and fitness for the purpose for which it was sold. In all, 231 of these buletins have been issued in twenty-seven years. They cover a wide range of articles and are really the most valuable work the Government has done along the lines of pure food.

When Adulteration is Found.

The procedure is similar to the English practice. The Minister of Inland Revenue, acting on information, may order a collection of the articles suspected to be adulterated, and these samples are bought and paid for in the usual way by the Inspectors of Inland Revenue. If they are found to be adulterated under the meaning of the Act, the seller is obliged to pay a sum varying from $8 to $14 to cover the cost of the analysis. This is not a fine, and has to be paid in any event. The fact being thus established, the Government may bring an action in the ordinary courts of the district in which the adulterated goods were sold.

If the action is successful the fine varies from $5 to $200 for a first offence, and a fine or imprisonment, or both, for a subsequent conviction. In 1898 an amendment provided the retail dealer with an additional safeguard in the form of a warranty of purity from the manufacturer. If the vendor can produce this the action is shifted to the giver of the waranty, but the warranty does not relieve the retailer from the necessity of paying the cost of analysis. A clause provides for the fixing of standards of purity. These may be established by the Governor-General in Council at any time, and have the force of law at the expiration of 30 days after publication in the Canada Gazette.

Lack of Enforcing Facilities.

To enforce this law (which is wide enough in all conscience) the magnificent sum of $15,000 was provided by an optimistic government. Some effort was made to put the new law into operation but the Department was terribly handicapped in two ways. The amount of money at their disposal was too small to make the work of collecting samples and analyzing them at all thorough. The laboratory was so small that several months had to elapse between the collection of samples and the final determination of their purity; then when the Department had a case ready and proceeded against an offender it was found almost impossible to get a conviction in the courts owing to a lack of proper standards of purity. In a few cases of actual conviction the judge imposed the smallest possible fine. After a few experiments of this kind the Department practically gave up the unequal struggle and the law became as nearly a dead letter as any law can be. Thus matters drifted on until 1908..

Canada as a Dumping Ground.

The American Food and Drugs Act attracted a great deal of attention in Canada, and it was found that in many instances foods condemned by our neighbors were being shipped into this country. Naturally, Canadians were indignant. Some of the newspapers had strong editorials on the subject, and demanded an explanation of how this was possible, but nothing could be done to stop it as our law did not cover the matter. Still, it had a good effect in arousing public opinion, and it was felt that it was only a question of time before a new stringent law would be passed.

Standards of Purity Needed.

A. McGill had just succeeded to the office of Chief Analyst. He is a chemist with a world-wide reputation, and was thoroughly familiar with the whole question. No man had a clearer idea of the defects of the Adulteration Act of 1884, of which the principal weakness is the lack of proper standards of purity. To remedy this, Mr. McGill prepared a complete set of provisional standards and submitted them to the manufacturers and importers for criticism and approval. Some of these have since become law by an order of the Governor-General in Council; they cover milk and milk products (1910), meats (1910), grain products (1911), and beverages (1911).

Some Expected Standards.

Others covering baking powder, flavoring extracts, jams and cream of tartar are in course of preparation and may be expected shortly. Mr. McGill has endeavored to avoid the difficulties and mistakes which have occurred in the United States, and has therefore proceeded with caution in order not to upset trade conditions more than is absolutely necessary. He has so far given the manufacturers every consideration, and there is no fear that any legitimate interest will suffer at his hands.

In spite of these standards the law is still imperfect, and in our next paper we will go more fully into this weakness and try to arrive at some principles on which an effective adulteration act should be based.

Woman Gets Outside Orders for Brandon Firm

Sutherland & Robertson Only In Business Since 1910 and Have Already Built Up Good Business — Specialize on Nova Scotia and Ontario Apples.

No matter how crowded a business or profession may be there is always room for ability and push. This fact is exemplified in the advances of the young firm of Sutherland & Robertson, Brandon, Man.

They commenced business in November, 1910, in a good stand on 10th St., and from the first made the busisess go ahead. The partners had both been clerks in grocery store in the city for three years previous to beginning on their own account. This, together with their former experiences in Scotland, from which country they emigrated to seek their fortune in the Great West, made them familiar with the trade. The firm handle high grade and fancy groceries, and make a specialty of fruit, keeping in stock large quantities of Nova Scotia and Ontario apples, and other fruits.

One feature of their business is that they have a bright, business young woman on their staff who takes orders in the city, and has been quite successful. The members of the firm believe in making use of modern appliances and use the telephone freely to keep their city and country customers informed of the arrival of new and attractive goods.

They also use the cash register and have installed an account register, of the benefits of which they are quite enthusiastic.

It is seedless to say that the store is neat, clean and inviting in appearance, while their attractive windows are a subject of remark.

Their staff consists of, besides themselves, two salesmen, two deliveries and an office clerk.

Price Maintained in Barrel of Herring Sale

Human Nature Story of a Farmer Attempting to Get Dealer to Cut His Price—The Various Tacks Used and How Each Proved Unsuccessful—"Didn't Have Enough Money" Was One Exploded Reason.

A farmer, his wife and infant in arms called into the store one rather chilly evening and with no ceremony whatever dropped into the chairs that surrounded the cheery coal fire.

Mr. Hutchings, evidently knowing their characteristics, said nothing, but went on with the duties to which he had been attending. Presently both husband and wife went for a stroll about the store and stopped at the provision counter. They exchanged a few inaudible comments and went back to the stove. In a minute or two, when the grocer thought they might be in a position to know what they wanted, courteously asked if they had seen anything they would like.

Began on Salt Pork.

A student of human nature can learn no better lessons than those that come by serving behind a counter in a village or country town store.

All characters of individuals come under one's view. Customers from the country who have their own ideas of business and who so frequently endeavor to get goods as cheaply as possible are a study in themselves.

Farmer and Wife Visit Store.

This is well exemplified in a herring sale which was recently made in Charles Hutchings' store at Port Hope, Ont.

"What is the price of that piece of salt pork?" the man asked.

"Seventeen cents per pound," replied Mr. Hutchings.

"The next piece to it?" was the next question.

"That is 18 cents."

"How much do you charge for a barrel of herrings?"

"They are $3.75 a barrel," said the grocer.

"Three dollars and seventy-five cents!" exclaimed the man, feigning surprise. "Why I can get them for $3.50."

The Place to Go.

"Well," said Mr. Hutchings, "I guess that would be the place to go for them. Mine are No. 1 Labrador herrings and I cannot afford to sell them cheaper. You had better get them wherever you can for $3.50"

The grocer was literally coaxed to accept $3.50.

"Come on now," coaxed the farmer, "you can give me them for $3.50—that's all the money I got."

"I can't help it," was the firm reply, "those herrings cost me practically that much and I cannot sell them for less than my price."

To Provide the Extra Quarter.

"You had better take the $3.50 now," was the next tack, "and I'll bring you in some turnips next time I come to make up the balance. Won't you trust me to do that?"

But Mr. Hutchings was not to be taken off his guard.

"You pay me $3.75 and I'll pay for the turnips when you bring them in."

"But $3.50 is all I've got," and turning to his wife, "have you any money with you?" he asked.

The wife had none. His ruse was to make the dealer think he would lose the sale if he didn't accept the offer.

Wanted to See Them.

At this point Mr. Hutchings turned away and attended to some other work, leaving the farmer and his wife to talk the matter over. Finally he asked to have a look at the herrings which were stored in the warehouse. The request was readily granted and dealer and farmer departed from view.

In a few minutes they came back and the $3.75 was counted out from among a great deal more money and the sale was made. Thereupon the customers left the store.

"I knew that fellow would never come back with the quarter or anything else," remarked Mr. Hutchings. "I was sure he had the money and I couldn't afford to sell the fish any cheaper."

All of which shows the value of a dealer knowing something about human nature and enough to maintain his margin of profit.

To Stop Dead Beats.

In Port Hope as well as in every other town grocers have trouble with poor pays. One dealer there suggests a closer relationship among the various grocers to watch more colsely those who make it a point to run accounts and to get out of paying their debts, if at all possible.

"It would pay the merchants of every town," he said, to have definite arrangements regarding a policy to deal with newcomers and such people who move from one section to another. We ought to be united enough not to be done by these dead beats. If when someone ask for credit whom we do not know, we should find out all about the family, where they came from, with whom they dealt last, whether they paid promptly, what the husband does, how the people live and anything else that would assist us in keeping out of debt.

"If for no other reason I think it would pay us to get together on this point. The only difficulty is that new dealers starting in business are often anxious to take trade away from others and will frequently give credit indiscriminately. If the trade were united and knew definitely what the other fellow was going to do in such a case so that there would be no misunderstandings, it would be better for all of us."

Loss of a $39 Debt.

An instance was cited by one merchant where a woman had run up a bill of $70 with him. It became a rather serious matter and he finally had to take steps to collect. He got members of the family to work for him for a time and reduced the bill from $70 to $50 and then down to $39. Just at that time the husband, who had been out of work, left the town for Kingston or some other city and his family soon followed.

"What chance is there now of me ever getting that money back?" asked the dealer.

EFFECT OF APPEARANCES.

Appearances play an important part in modern business. The firm which appears progressive is the one which receives a good share of business. People decline to deal with the listless and inaggressive dealer. They pass him by to go to his neighbor who puts on an appearance of business.

The listless dealer leans against the counter in a dreamy fashion and munches peanuts. His window is a jumble of goods scarcely discernible through glass that needs cleaning badly. A customer comes along. She views the dirty and unattractive window. She sees the dealer resting on the counter. He appears so listless that she fears to disturb him. She passes on to the next store, where behind clean and attractive windows, the grocer is busily engaged in arranging a display. He appears ready for business. She enters and buys.

It behooves the grocer to look busy. The dealer who looks busy attracts business to his store. There are so many things which he can do in his spare moments to improve the store's appearance, that he has no excuse for standing around with apparently nothing to do.

A Mentor, Ohio, potato grower has discovered a new way to make money out of potatoes. He carefully washes each one, wraps it in an individual wrapper on which his name is prominently displayed an charges double prices for them. They have been jocularly termed "massaged" potatoes from their appearance. A brief history of each potato is given on the wrappers.

Dealer Built Up Condensed Milk Trade

Took Advantage of Admission of One of His Customers — For Long Time Was Sore on Salesman Who Got Him to Stock a Dozen Tins—Now Sells About Case Per Week.

The dealer who makes use of the experiences of one customer to sell more goods to another is the one who is destined to be successful.

This condensed milk story will serve to illustrate the point more clearly. More than a year ago a salesman of a certain condensed milk company was calling on the retail dealers in St. Catharines, Ont., to get them interested in his line and explain to them its advantages.

In one particular store the retailer, who had never handled the line, was skeptic as to its merits and selling power. He steadfastly refused to buy, but the persistent salesman stayed with him and finally practically "forced" a dozen on his hands, knowing he could easily get rid of that number anyway.

A Year Afterwards.

About a year later the same salesman was in St. Catharines, and called on this dealer again. He was somewhat surprised to see a shelf well filled up with the condensed milk, and was curious to know the reason.

"When I was around here a year ago," he said, "you would scarcely buy a dozen of milk; now you have a shelf full—how's that?"

The dealer after a moment's hesitation recalled the circumstance.

"So you're the man," he replied, "that I was sore on for six months after you forced that dozen on me. Do you know that for half a year that lay on my shelf and I didn't sell a can. Then one day a woman purchased a 5-cent can, and every day after that came back for more.

It was Against His Will That he Bought the First Dozen.

Selling Case Each Week.

"I asked her what she did with it, and found that she used it for tea, coffee, etc., and for all baking purposes. Milk in St. Catharines was 8 cents a quart at the time, so she was saving 3 cents every day. I told others about this, and in a short time I had a first-class trade."

This retailer is now turning over a case per week.

It is a fact that trade in condensed and evaporated milk is extending rapidly. The writer knows of one wholesaler distributing as much as 25 cases three times in two weeks, whereas but a short time ago he sold no more than 10 or 15 cases in a month. It is produced in clean, sanitary factories, and can be depended upon as a thoroughly reliable and completely sterilized food.

Customer Enlightens Him on Cheapness of Condensed Milk.

Care After Opening Can.

A point that dealers might make in selling this milk is in reference to the length of time it will keep if proper care is taken when holes are punched in the top of the tin. If the can is shaken the milk will fill up the holes and thus prevent the air from getting in. A still further precaution is to place a small piece of paper over the holes as well. Condensed milk has been known to keep for six weeks in a warm room when both these precautions were attended to.

Not only can the grocer use such selling talk as described above, but every time a customer says she liked a certain article he can use the knowledge with splendid results.

"Here is something I wish you would try," was recently heard in a store. "Mrs. So-and-So got some the other day and she was well pleased with it. She said it made the finest jelly she has ever had." This had the effect of making an extra sale, and no doubt many similar sales were made not known to the writer. If every dealer watched carefully for this sort of selling talk no end of extra sales would be made throughout the year.

One Year After—The Shelves were Well Filled as Large Demand Had Been Created.

HOW PARTIALITY LOSES TRADE.

If a dealer wishes to retain customers, he must use everyone the same. He must give all equal service and must sell goods to each one at the same price. In all well regulated stores there are no premiums, discounts or cuts in price that may not be shared in by all. One customer buys a bag of flour and is charged $3. Another customer comes in and you sell her a bag for $2.90. You may think you are winning over a customer for good by giving her a reduction of ten cents, while at the same time you may be losing another. It's wonderful how these things leak out, but it is often the case that the first customer finds out you have charged her ten cents more than another. You will quite likely lose that customer, although you may never know the reason.

But it does not stop there always. Perhaps this woman acquaints her neighbor with the fact that you charged her 10 cents more than another. The story goes the rounds among your customers and they will look on you with a certain amount of suspicion in future deals. You have lost their confidence in you which is the worst thing that can happen to any dealer. That little cut in price has, like the germ of some dreaded disease, slowly and gradually, all unknown to you, been tearing down the confidence which customers would have otherwise shown in your integrity.

British Columbia Empire Day Window

Dressed Appropriately For The Occasion It Attracted School Children and Parents—Map of British Empire Shown With Products From Different Parts of The Empire Connected by Red, White and Blue Ribbon—An Example of What Can Be Done On Other Special Occasions.

Window displays appropriate for particular seasons, special occasions and patriotic holidays are always advisable. The mind of the passer-by is already inclined towards the spirit of the time and anything associated with the occasion all the more easily attracts.

Besides selling goods, such displays create a most favorable impression and give to the store a reputation it did not not have before.

An Empire Day Window.

A splendid example of this "special occasion" display comes from South Hill, British Columbia, a reproduction of the window being shown herewith.

Display Arranged Especially for Empire Day, Showing Where Certain Products in the Grocery Store Come From. Articles in the Window are Attached to Country of Origin on the Map by Means of Ribbon.

The idea is a product of the mind of F. J. Rolston. Empire Day of last year was the reason for the display and it was certainly arranged most appropriately.

In the first place a large flag formed the background. Spread out in front of this was a map of the world with the British Empire standing out in red. Different points on the map can be seen joined by ribbons to certain foodstuffs in the window. These ribbons were in appropriate red, white and blue colors and the various products shown were those of British origin.

Products From All Over The World.

For instance, there was lime juice from the Island of Malta limes; nutmegs from Sierra Leone in Africa; molasses from the Barbadoes; tea from the Solomon Islands; and butter from New Zealand. Coming nearer home there were salmon and fruit from British Columbia factories, and the Homeland was not overlooked with its oatmeal and English vinegar.

School Children Attracted.

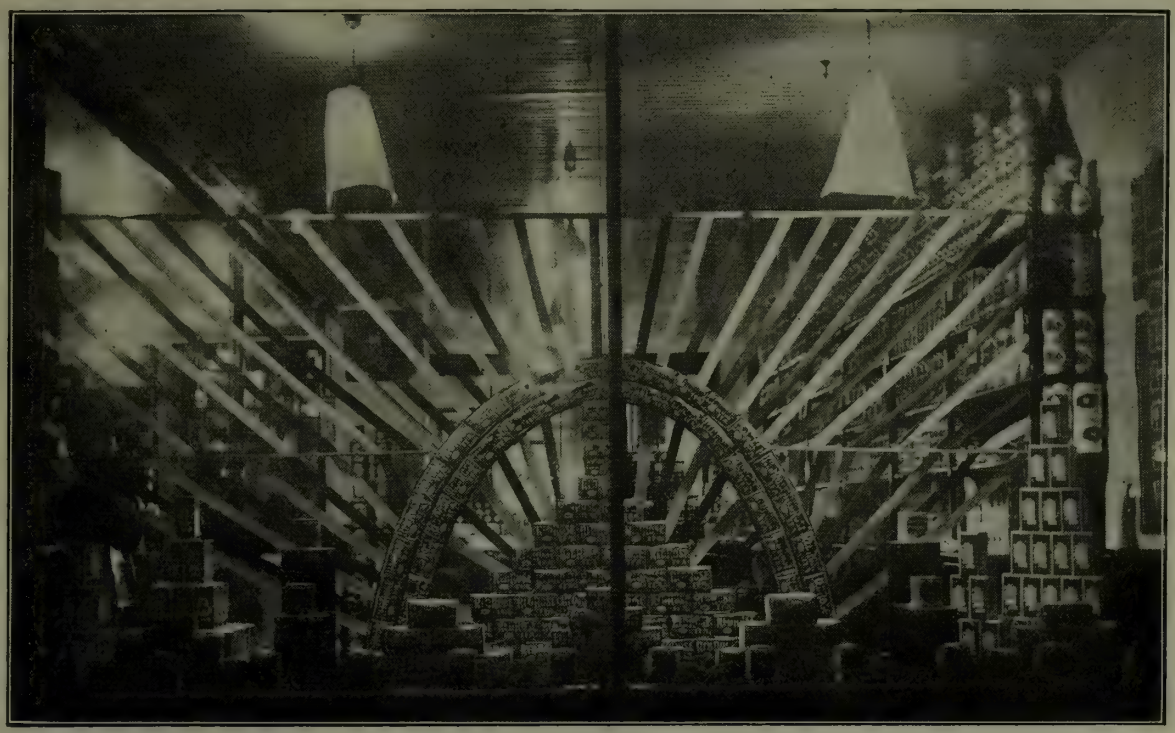
This was a highly educative window. It not only attracted the attention and interest of the school children who traced the manufactured product on the ribbons to their place of origin, but it got the attention of the older folk who did the same. It proved highly educative and apart from its novelty, assisted in spreading the reputation of the Rolston store.

As one who saw it remarked. "a grocery store is perhaps one of the most prosaic of institutions, but the romance in the ordinary things of life is well shown in that window."

Equal opportunities are presented for other holiday occasions. There is the 24th of May, Dominion Day, Labor Day, Thanksgiving, etc., all of which can be made most useful in selling extra goods and spreading the reputation of the store.

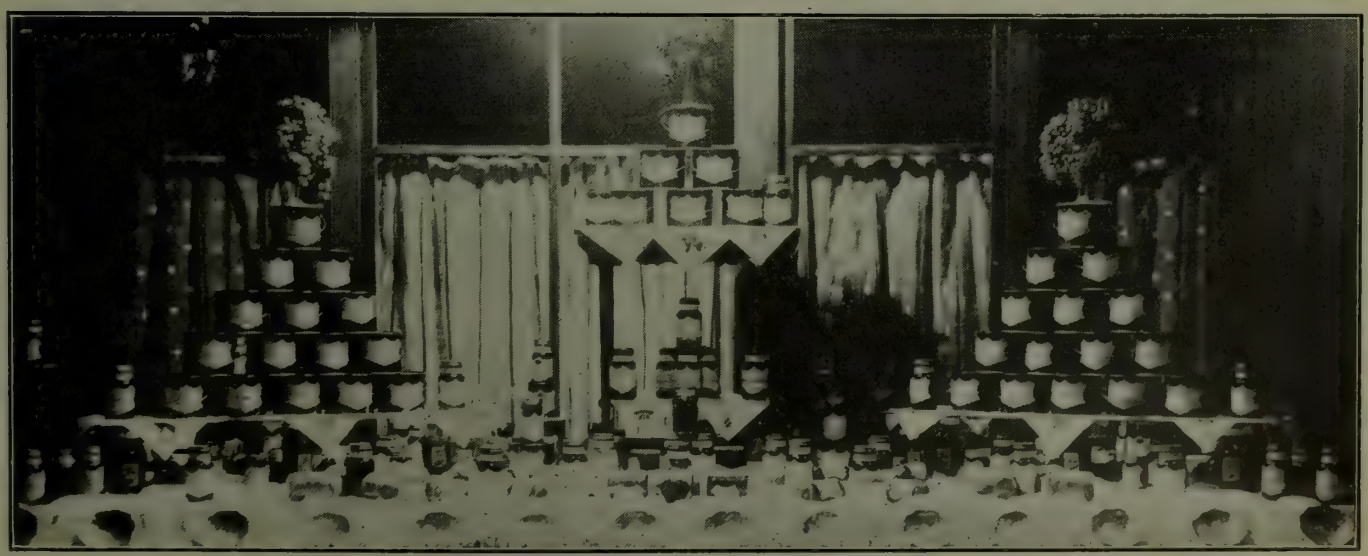
Bring Out The Original.

Every dealer or some of his clerks have some original streak about them, and this should be developed. Get your mind working like Mr. Rolston. The home town paper will only be too pleased to make reference to any worthy display—as it did in this case—and here again comes in some extra advertising. Try it for yourself and get the benefit of the reputation, the advertising and the extra sales.



A STATE OF MAINE TEA WINDOW.

This window was dressed by A. H. Dickison, of Hopkins Bros., Fairfield, Me. The tea packages used in the arch are the original filled packages. It is a display which presents a good appearance and can be arranged with little difficulty.



JAM AND PRESERVE DISPLAY.

A neatly and simply arranged window from Cranbrook, B.C. In the centre is a small table with pails of jam on top and preserves in glass beneath. On either side are steps of jam pails topped by bouquets of grapes. Floor of window is covered with white cloth. Cleanliness is a feature.

A "Time to Brighten Up" Polish Display

Window Suggestion Showing How Box Stove, Furniture, Metal and Silverware Polishes Can Be Impressed Upon Minds of Probable Customers—Business in These Lines Now Going to Other Trades, Which Grocer and General Merchant Can Secure.

All grocers and general merchants do not give to polishes the attention which they rightly deserve. There is a big trade transacted in these lines, so much so that it makes it worth while for the grocer to put some selling effort behind them.

In many towns and districts we find a good deal of this trade going to other dealers such as the hardwareman, the shoeman, jeweler and druggist. They are getting a big share of this trade in some cases, because they make a bid for this business.

Grocery Store is Best Medium.

Where the grocer and general merchant have also made their bid for this business, they are generally doing the larger proportion—which is only natural. The housewife is the person who mostly buys these lines and the grocer has many opportunities of interesting her in them.

We have quite a list of polishes which comes within the scope of the grocer. Besides shoe and stove polish, lines which he should carry are furniture, silverware and metal polishes.

Require Attention to be Moved.

Not only should he stock these lines, but he should put his salesmanship behind them. While they are lying in a drawer or underneath the counter without a clerk or even a showcard to say a word in their favor, customers are not likely to get very enthusiastic. They are likely, indeed, to forget entirely about polishes until they go in to the store of some other dealer and find them on display, and the clerks explaining their good points. There they are likely to buy.

Display Will Mean Much.

It behooves the grocer to be the first to interest customers. These lines should be displayed prominently on counter and shelf at all times. A window should be devoted to these associated lines at least twice a year, and more often, if possible. Now is about the best time to display these lines in the show window. The reason is that housecleaning is now general and furniture, pots, pans, stoves and silverware are all receiving their share of attention in the general clean-up—surely an ideal time to bring furniture, metal, silverware and stove polish to the housewife's attention. Explain to her their uses and how they are used.

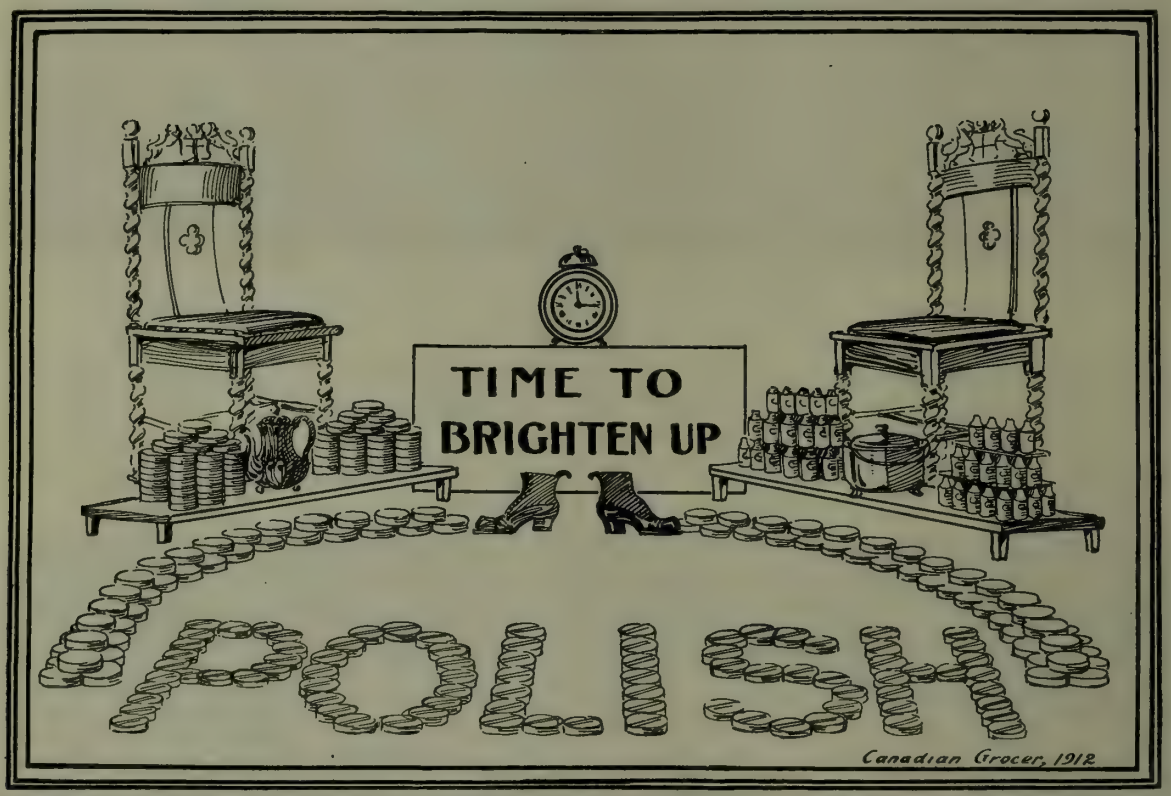
Get After Shoe Polish Trade.

With the snow once more a thing of the past and with streets becoming dried up, people will be discarding their rubbers and giving some attention to the appearance of their shoes. For this reason shoe polish should be brought to the fore.

Herewith is a suggestion for a window display of the different kinds of polishes. The word "polish" is worked out in the foreground with cans of stove polish. A half circle of tins of shoe polish is broken at the back by a space where two shoes are shown. These shoes show the shining quality of the polish. One is left dull and dirty, while the other is shined up in the best possible style.

Two chairs are shown, one on either side. Here the good work of the furniture polish is shown, again by contrast, one chair being polished and the other not.

The work of the metal polish is shown by the pot on the right hand side, one half of which is polished, and the balance left dull. On the left the work of the silver polish is shown. "Time to brighten up" is the inscription on the show card, while the clock carries out the "time" idea.



Every dealer should have a few displays of various polishes during the year. The above is a suggestion described in accompanying article.

People Partial to Polishes Now.

Such a window should attract considerable attention. It is something out of the ordinary. At this time of year people are interested in these lines. The contrast between the polished and unpolished exhibits should drive home the arguments that you wish to impress upon customers.

Polishes are of sufficient importance to well warrant this selling attention to be given them. Results should well pay for the effort, especially at this time of the year.

Grocery Window Within a Grocery Window

Original Display Shown by Goodwins, Limited, of Montreal—Course of Pure Foods From Store to Home—Incidents in Everyday Life Pictured—Much Time Spent on Arrangement.

In many of the large Canadian grocery stores, window dressing is gone into on an elaborate scale. The business that these stores get from their windows justifies the time spent on them and the cost of their construction. Smaller stores, while they may not have the facilities for arranging any elaborate design, may carry out the same idea on a smaller scale and reap the advantages.

An Attractive Design.

The accompanying illustration is that of a window shown recently by the grocery department of Goodwins, Limited, Montreal. A glance will give a good idea of the time and labor spent on it to make it attractive. The aim of the artist was to make it realistic—to present in the window itself an everyday occurrence in real life.

On the right is the representation of a Pure Food grocery store. There is the front of the store with its awning, the door, the window itself—making a window within a window—special announcement boards on the outside, and a well-laden miniature delivery wagon. To the right of the store itself is a tree which makes the setting all the more attractive.

From Store to House.

Connected with this store is a miniature home on the left, the idea of "From Pure Food Store to a Bright, Particular Home," being effectively conveyed. The front and one side of the home may be seen with its screen door and table showing through, its window with curtains attractively drawn, baby carriage in front, the collie dog, the foliage, and the young housewife receiving the groceries from the delivery man.

The central portion of the window is used to advertise a line of soups and a special sale in oranges. The store and the home were designed to attract customers, and on being attracted the soup and orange displays creat a special demand.

Impresses Purity on Customers.

The effect of this display is important. Since at the present time there is much talk of impure, inferior, adulterated goods sold in Canada, those stores which handle and sell only the best should impress the point emphatically on prospective customers. The Pure Food display shown in the window will help to do this. It illustrates a particular housewife dealing at a store where quality goods can be purchased, and it must therefore be considered a splendid assistant in creating new business.

FOR FRUIT ADVERTISING.

Grapefruit is an unsurpassed delicious tonic. You should use it.

You can't get a better insurance policy against illness than oranges. Drink and eat them, and save doctor bills.

Attractive Montreal Window Forcibly Giving the Impression That the Store Sells Pure Goods. The Display has the Unique Feature of Presenting a Grocery Window within a Grocery Window.

Lesson 14---Complete Course in Card Writing

Lettering That Has the Good Points of Roman, but With More Speed — The Ribbon as a Decoration — Getting an Easy Swing in Writing.

By J. C. Edwards, Copyright 1911.

AT the first glance one might say that this lettering is the same as the Roman slant or Italic style; but upon examination the difference is quite marked. In the first place, all spurs are eliminated and in every way possible the letters are formed with the object of promoting speed and giving a continuous or writing effect.

Speedier Than Roman Italic.

Considerable time is wasted in executing the Roman Italic, because of the spurs and the abrupt stops as in the "K," "W" and "V."

This style of letter is easily and quickly made and when properly written, each letter will be joined, giving the effect of continuous writing, and yet it is quite legible.

How the brush is held.

Getting the Easy Swing.

There is some knack in getting that most desirable free and easy motion in writing brush script. The brush must be held at the same angle always, and when the stroke is ended at the bottom line the brush should be quickly returned to the top ready to commence the next down stroke.

Practice will give you an automatic motion—almost mechanical. This is desirable, as it gives speed and confidence. which is readily seen in the finished work.

Continuous Stroke Letters.

There are several letters in this alphabet which, in making, there is no necessity to lift the brush off the card until the letter is completed. Such letters as "W" and "V" come under this head, also the "Z" if made as the small shaded letter without adding stroke four, as shown in the larger "Z."

Practical Pen Lettering.

This style of lettering lends itself readily to pen work. The broad flat-pointed ("Soennechen") pens are used in various sizes according to the size of lettering you desire. For small tickets, a No. 2½ pen makes a very neat sized letter, while for larger card work a No. 1 or 1½ is not too broad. A great deal of practice is necessary to use these pens well, but when it is accomplished the result is very pleasing.

The Decorative Ribbon.

In making decorative cards the ribbon in a great many forms may be used to advantage. The simplest forms are easily made and are quite as effective as the more elaborate styles. The one illustrated in the card here shown is perhaps a little complicated, but is quite decorative and adds tone to the card.

Though Effective—Avoid.

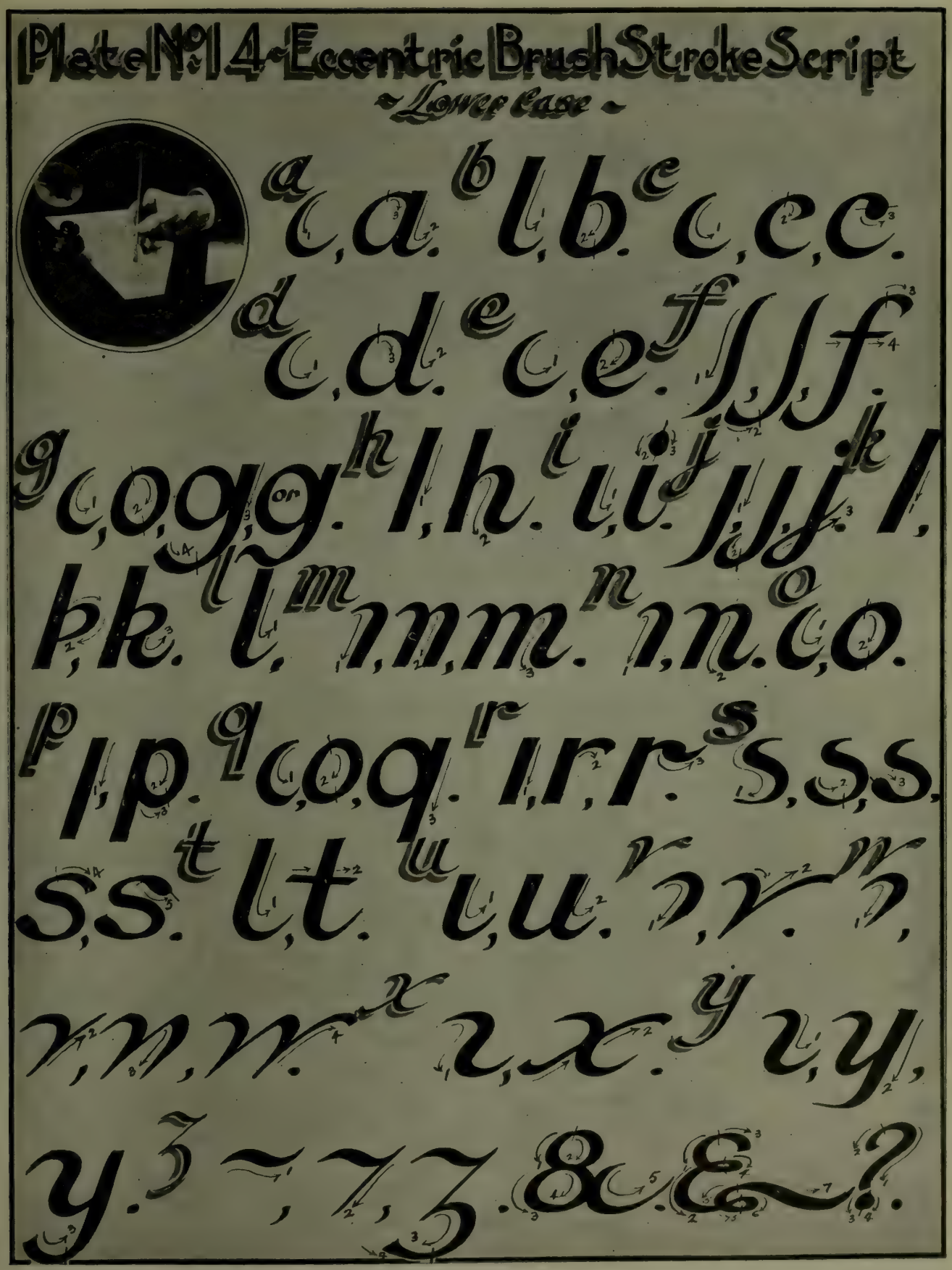
You will notice that the lettering in this card overlaps the ribbon decoration and is practically lost, thus breaking the sense of the reading matter. This should never be seen in any card used on a display of merchandise. The ribbon may be made in a flat color or may be made in white shaded with some dainty tint and bearing the heading or the important inscription plainly lettered or shaded.

The Ribbon
The Ribbon makes a very effective decoration for the show-card and may be made and treated in hundreds of different ways carrying out relief suggestions as the above or flat effects in various colorings which add life and attractiveness to the work.

Card showing application of ribbon design and the brush stroke script.

Many forms of relief are resorted to in show card work. The card here shown gives one idea which is used to advantage behind a ribbon or panel. It is a grey silhouette, but may be made in black or, in fact, any flat opaque color.

Put this into practice, along with other ideas which you may see or think of. and note the various effects you can achieve with very little effort and which adds greatly to a fancy card.



This plate is descriptive of a letter that can be effectively applied to many uses.

Woman's Tongue Helps Boom Olive Oil Sale

How One Dealer Sells Forty Gallons of New Brand in One Season—Asks Feminine Judge to Give Him Recommendation—Value of Using Information to Assist in Creating Demand—Dealer Frequently Asked to Choose—Interesting Story in Account Collecting.

EVERY good dealer has his own methods of using information that will create new business. Many of these are reported in other articles in this issue and they go to show the advantages — the monetary advantages—to the retail grocer of putting his salesmanship abilities into practice and of selling goods above the actual, routine, every-day demand. There is no question that if any dealer looks about him, takes in information he hears or reads about, and applies it to his own business his progress will be much more rapid.

Selling New Brand of Olive Oil.

Herewith is an instance where a Cobourg, Ont., retailer increased his sales of a certain brand of olive oil to a marked extent. On getting in the new brand he decided to make a test of its quality by using the tongue of a good judge of olive oil and if found satisfactory by adopting the success of the test to his own business.

The dealer in question is Mr. Hooey, of Hooey & Son, grocers in that Lake Ontario town. To begin with Cobourg is a spot visited in summer by a large number of United States visitors. It is convenient to Yankee cities across the lake and many families—usually minus their husbands—spend the hotter months there.

"I got in a shipment of a new brand of olive oil," said Mr. Hooey, in relating the circumstances, "and began figuring how I could sell it. There was an American woman whom I knew was a lover of good olive oil so decided to get her recommendation if the article warranted it.

Just in Her Line.

"If I'm a judge of anything in the world it's olive oil," she told me when I broached the subject.

"I asked her to take home some and try it and if she didn't like it she could return it.

" 'You can recommend that olive oil to anybody,' she said next time she came into the store. 'It is splendid stuff and you had better put another one away for me.'

Knowledge Used with Results.

"So naturally we used her recommendation and last summer worked up a trade of 40 gallons simply because we coulo state for a fact it was capable of bearing out all we could say in favor of it."

In the Hooey store it frequently occurs that women use the knowledge of the grocer in selecting their goods. They often ask for advice on what to buy and it is up to the dealer to decide which brand should be recommended. In such cases of course the customer has confidence in her grocer since he knows or should know more about the goods he has for sale than anybody else.

Tobacco and Cigar Show Case.

Much attention is given to tobaccos, cigars and pipes in this store. Hooey & Son have a long counter show case just inside the door and in this is always a neat display.

That there are some peculiar characters in this world was exemplified one time by Mr. Hooey in selling a pipe.

The customer looked over the assortment and gradually got his choice down to two. Both were the same price but one was a little better than the other, although the prospective purchaser didn't know it. He was not a judge of pipes.

"Now which one would you advise me to buy?" the customer asked, whereupon the better one was naturally pointed out by Mr. Hooey.

"I'll take the other,' he immediately said, put the pipe in his mouth and paid for it."

The man had evidently made up his mind that the grocer wanted to get rid of the worst. Such are the peculiarities of some people.

Farmers' Methods Changed.

An interesting question has been raised by Mr. Hooey on the change in methods of farmers from those they followed in the past. He points out that whereas in years gone by, farmers used to spend their money in the towns now they deal at the cross-road store. Then there was little mixed farming; not it is all mixed and the farmer hasn't the same amount of grain to move as before. He takes his produce to the nearest store and gets his groceries.

"Farmers come here on Saturdays in the winter time merely to meet one another," he said. "They do little purchasing and they cannot trust their wives in summer with horses when they have to come any distance. They prefer going over in the evening, once or twice a week, to the country store and once they get in the way of doing this they continue throughout the year. It means that country towns have lost a lot of business in this way."

Those Tough Luck Stories.

Cobourg dealers are interested in account collecting. They are as familiar with the hard luck tales as are the grocers in any other town.

In advising merchants to go slowly and carefully with those who sometimes are unable to pay yet who do not intend to be dishonest, one dealer tells an interesting story.

"One man a few years ago used to get from me," he said, "a few items now and again on credit until finally it got up to some $4 or $5. I asked him for something as I didn't want to see the account get beyond him. He was hard up at the time and couldn't pay it so I diplomatically showed him how I couldn't let him have any more goods on credit unless he settled.

Was Not Offended.

"This had the desired effect so he began paying cash for everything without clearing off the book debt. Since that time he has been dealing with me on a cash basis, his business amounting to $80 or $90 a year. Ocassionally he gets hard up and wants credit but I have always the outstanding debt to refer to. I say 'just as soon as you clear that off then we'll begin all over again.' The result is he continues to pay the cash.

"Had I been harsh with him in the first place I would no doubt have lost not only the $4.50 but his cash business ever since. I believe in being fair and reasonable with a man but I maintain that we should closely watch our books to prevent bad debts."

A Change Suggested.

Railway employes are paid once a month, but Mr. Hooey above referred to, believes this should be changed to weekly. Factories, he thinks, should be on the same basis. Then a merchant, says Mr. Hooey, is in a position to watch a customer more closely and keep him within bounds. One could then put a weekly limit on a doubtful pay and if he should get behind two or three dollars in that time, he can be checked up before he is in debt to the extent of eight or ten dollars. If this policy were in force there would, he maintains, be less likelihood of any lengthy poor book accounts.

The food value of walnuts is high. They are rich in fat, containing as much as 63 per cent., while the proteins amount to nearly 16 per cent. It has been calculated that 30 large walnut kernels contain as much fat as 2¾ pounds of lean beef, and yet the walnut is used as a supplement to a square meal.

Plan of British Columbia General Store

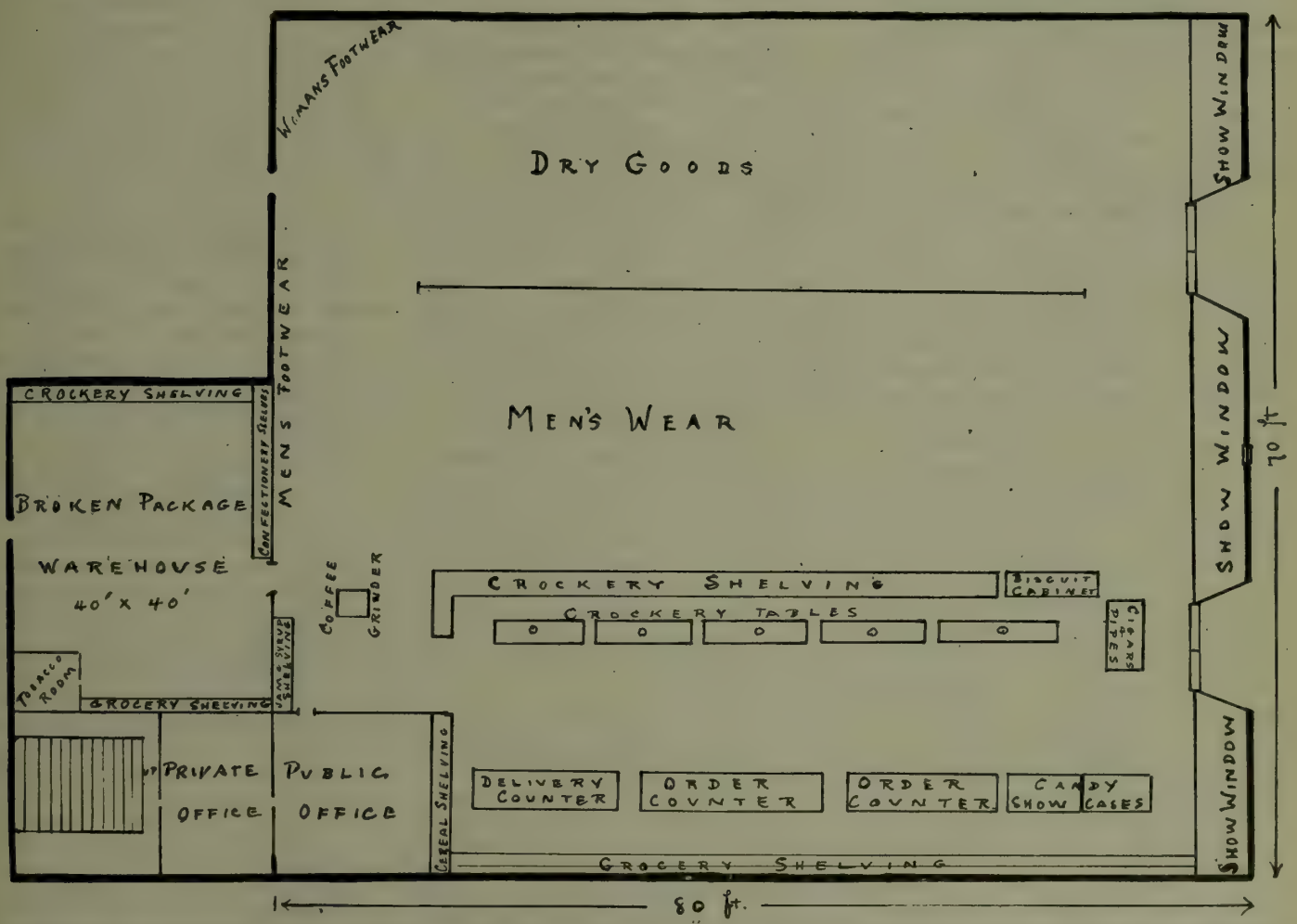
How the Various Departments are Arranged—Groceries and Crockery Close Together—Cigar Show Case Near Front Door —Modern Display Fixtures Used Throughout — Frost-proof Warehouse for Vegetables.

Planning a general store to give the best facilities for handling customers is no easy problem. It requires careful consideration in the location of departments and sections of departments, if convenience in service is to be realized.

The Lawson Limited, Kelowna, B.C., have a large general store 80 feet wide by 70 feet frontage in dimensions. In addition to groceries and crockery, dry goods, boots and shoes, men's wear and footwear are sold. There are three show windows in front of the store separated by two doors. One windw is devoted to groceries. As will be noticed from the plan shown herewith crockery and chinaware are arranged near the grocery department, as these goods are more associated with that department than with any other.

Near the front door leading into the grocery department is a cigar and pipe show case. This is a good idea as it catches the eye of the masculine sex from both the men's wear and grocery departments as well as from the door itself.

It will be noted from the plan that this store has a special delivery counter where goods for delivery are placed. Phone orders are taken from the buyers' desk in the office, but there is also another phone behind the counter, in case there is no person at the desk.



Ground Plan of the Thos. Lawson Limited, General Store in Kelowna, B.C. Modern Bin Fixtures are Installed in Every Department.

Display Fixtures Throughout.

The grocery shelving and counters are fitted with modern display receptacles that keep out dust and dirt. The biscuit cabinet, the crockery counters and shelving, and in fact the entire store, including the office is fitted in a similar up-to-date way.

To the rear of the store is two-storey cement warehouse 40 by 80 feet. This is fireproof and includes two rooms in the rear, each 20 by 20 feet which are frost-proof as well. Apples, potatoes and other vegetables are stored there without any danger of being frost-bitten.

Shelving for Surplus Goods.

In the Broken Package Warehouse may be seen surplus shelving for groceries, confectionery and crockery as well as a special corner for tobaccos.

If at all possible it might be advisable to place the office in a central position where a view of the entire store could be obtained. The office in a store often suggests the payment of an account, and if it is a benefactor in this respect, naturally it should be where everyone can see it.

The balance of the store is well portioned off into men's wear and men's footwear in the centre with dry goods and ladies' footwear at the opposite side.

In the construction of any general store, as intimated above, special attention should be given to convenience in serving and in the arrangement of departments according to their associations with one another.

Dealer Creates Demand for Brand of Tea

By His Own Efforts he Sells 1,800 Pounds in 1911—Was Confident of Its Value and Used His Selling Strength to Introduce it to Customers—How He Sells Fruits, Fish, Pork Products, etc.

CREATING demand for a good article where none existed before is undoubtedly one of the most commendable features of retail selling.

A good illustration of what can be accomplished in this respect comes from Bowmanville, Ont. T. H. Knight of that town does not simply supply actual demand, but works up good trade in goods which eventually are among his best sellers, whereas originally his customers never inquired for them.

"Two years ago," Mr. Knight recently stated, "there was scarcely a pound of —— tea sold in Bowmanville," naming a brand of package tea.

$640 Worth Sold in 1911.

"When I was persuaded to buy it, I investigated the proposition and found it good value for the money. After trying it myself I urged customer after customer to try it, knowing they would be pleased. They were, too, and the realization that it was good value spread from one family to another so that in 1911 my sales of it alone were about 1,800 pounds, or about $640 worth."

It will therefore be seen that Mr. Knight sold on an average about six pounds per day. He created that demand himself as prior to the time he took hold of it scarcely a customer asked for it and very few if any people in Bowmanville used it.

"But to sell any line of goods," he added, "one must have confidence in it. I couldn't recommend an article about which I know nothing and I know if I did I would make a failure of it. You have got to have confidence in the lines you are pushing and know they will give satisfaction."

If he were to recommend an inferior article to any one it would only react on himself—that person would not have the confidence in him again and he therefore would simply have to supply her actual wants henceforth and possibly lose her trade.

Can Sell What He Wishes.

Mr. Knight is, however, thoroughly acquainted with his goods. He believes in getting behind goods of quality which bear a fair margin of profit and he strongly maintains he can sell what he likes.

"There is nothing under heaven I couldn't do without," he stated in his own emphatic way in this connection.

The selling power of display is given much attention in this store. One of his windows is frequently given up to fruit and vegetables. These displays are made exceedingly attractive and according to Mr. Knight and his salesman they "certainly sell the goods." They are original in design and succeed in attracting many besides regular customers. Often they assemble crowds.

Now Sell More Confectionery.

In this store bulk confectionery used to be shown in a counter glass case. A new method which has created more business is the display of them in a stand made especially for this line. It is built on the same principle as the individual biscuit show cases, somewhat in form of steps. Each display box is divided into compartments with glass covers. The different varieties of candy may therefore be easily seen and as there is a small scale on a little shelf which is a part of the stand, it takes little time to wait on cusomers.

This method of displaying the candy has increased sales extensively. The features of it are that the various kinds can be seen at a glance from any part of the store and the glass tops prevent pilfering. If thought advisable, such articles as prunes, dried peaches or apricots can be displayed in these receptacles and thus kept free from dust. On top of this display stand, candy such as horehound, acid drops, etc., are displayed in bottles.

Sells Fish All Summer.

Demand is created for fish, as well as confectionery, throughout the year. During the summer a white enamel receptacle is placed in one window. This is the exact shape of the window, having been made to order, and is about six inches deep. Fresh fish can be kept in ice. There is also an opening to drain off the water so that the fish are kept in first class shape.

"It sells lots of fish," declares Mr. Knight. "People passing see the inviting display and come in to buy."

Creates Ham and Bacon Sales.

There is also a special arrangement for displaying and selling pork and products.

In the windows are a number of thick glass shelves supported by nickel T-shaped posts. These shelves are in the form of steps, one higher than the other, and since they are made of glass can be kept clean easily. The nickel posts are replated in the spring.

A nice piece of cold ham or a side of bacon can be shown to best advantage and sales result.

It will be noticed from the above that this store places much dependence in the windows.

"They are the best aid to business I have," remarked Mr. Knight, "the best advertisement a grocer can use."

Work For Profit.

As before intimated, Mr. Knight maintains a dealer should not use his selling power in creating sales for goods on which the profit is small.

"If the margin of profit is not good enough, we make no attempt to sell an article," he states, "and if every grocer were like us manufacturers who don't allow a fair profit would soon go out of business whether they advertised or not."

The above facts serve as a good illustration of what can be done in the way of creating sales, if vim is placed behind the methods.

PHONE FROM STORE TO HOUSE.

Methods for Arranging a Home-made Line Which May be Useful.

Following are a couple of methods for constructing a home-made telephone which some might find useful in conversing from store to dwelling, etc.:

Take an empty tomato can, melt the bottom therefrom, over one end draw a piece of rawhide and tie tightly so it will act as a drum head. Make a hole in the middle of the rawhide large enough to insert a waxed string, which is fastened by putting a knot or button at the end of the string. This constitutes your trasmitter and receiver for one end of the telephone. Do likewise on the other and draw the waxed string tight from one end of the line to the other and you will find that a conversation can be carried on very distinctly. To call, merely drum on the rawhide and it will be heard very distinctly at the other end of the line.

Another and possibly a more permanent telephone is made as follows:

Take a box about a foot square, attach it to the wall, remove the bottom from the box and draw a piece of rawhide or sheepskin tightly over same and tack securely so the end is tight like a drum head. Run a piece of wire through the centre of the rawhide and attach a button to the wire to hold it there—do likewise at the other end of the line. Draw the wire tight from one box to the other and your telephone is in working order. This type of simple home-made telephone has been known to give good service for several hundred feet, saving time and labor at practically no cost. It's worth trying.

A Store of Things That Shouldn't Be

Tea Mixed with Dirty Hands—Cat on the Counter—No Methods for Introducing New Goods or Selling Stickers—Best Part of Bookkeeping System Not Put Into Practice—Open Pails of Lard and Dust Covered Prunes. —

THE majority of the reading matter pages in this issue tell of practical methods Canadian retail dealers are using to develop their selling power and increase their business.

This article will illustrate the negative side of the question. It deals with an actual store in a small but thriving Ontario town and what is stated here are absolute facts which came under the writer's observations during a recent visit there.

In the first place the grocer in question has been in business almost 20 years. The trouble has been, in the writer's opinion, that while times changed and at the same time retail conditions, yet he did not advance with the times. He belongs to the old school and present up-to-date systems of retailing have left him so hopelessly behind that he will not likely reach the front rank again.

The appearance of the grocer was against trade with particular people. Whether his face and hands had seen the wash-basin that day is a question, but one can bank on it that soap did not assist in the morning's ablutions.

Tea Mixed With Dirty Hands.

Such negligence would not, of course, make much difference if the dealer handed out only canned and package goods. But a woman customer arrived on the scene at the time and asked for tea. The grocer took a couple of scoopfulls from two tins and dropped then on a piece of wrapping paper on the counter. Then with his dirty hands he mixed the teas in front of his customer

"With dirty hands he mixed the tea in front of the customer."

and emptied the blend into a paper bag. Fancy drinking it yourself!!!

Such slovenly methods are not conducive to business building and are bound to repel rather than attract trade.

While the tea was being weighed out a cat was having a nap on the counter not two feet away. Another was on the floor beside an old dirty stove that had not recently seen polish, and immediately in front of an open pail of lard which also occupied a space on the floor. Behind this again was a row of soap boxes piled three high, which should have occupied a space in the back warehouse.

They were, however, in keeping with the general appearance of the remainder of the store and the apparent loose methods of its proprietor.

On the counter was an open box of prunes which were literally covered with dust and dirt. If they were ever sold it would be highly interesting to know what class of people were the purchasers.

Although it was 10 o'clock in the morning the floor had not been swept. It was littered with string and paper, broken boxes, crumbs from the counter and other unsightly refuse.

Bookkeeping System Abortive.

Strange to say the dealer had established one of the recent methods for bookkeeping. He had a cabinet with a counter-check book for each customer, these books being arranged in alphabetical order in pigeon holes.

But he didn't get the use of the best feature of the system. There was a space for "past account" on each leaf which, had it been used, would not have necessitated at the end of each month the totalling up of all the charge accounts. He knew, he said, it would dispense with a lot of work but didn't just do it—that was all. "It's the proper way to bring the accounts forward," he understood, "but we don't do it here." This was his only reason.

Could Suggest Nothing.

There was much trouble with bad debts and deadbeats in that town. He realized that much money was lost each year on account of this, but had he any suggestion to offer to eliminate this feature?

No. "We simply have to take our chances," he replied.

Neither had he any method for introducing new goods or selling off stickers. There were two show windows but from their appearance they were not used with a view to making sales. He confided the opinion that "we have to depend on the people coming here for goods."

The Interior Display.

In one-half of the store much space is given up to crockery, chinaware, etc. These goods are to be found on the counter and shelves. But mixed indis-

Many privileges are allowed cats in this store.

criminately with them were canned goods, cereals, baking powder, soda, etc., which should have been only on the grocery side of the store in their proper place.

The crockery, he said, was dead stock. Anyone would expect it to be in such a store with such a manager.

He knew the Garnishee Law was unfair but could not suggest any improvement.

Gave Away 10 Cents.

While the customer above referred to was in the store he walked over to a fruit box, picked up three oranges and gave them to her as a present. That meant ten cents which at that rate per day would amount to more than $30 in a year.

For examples of things that shouldn't be, this store will hold the record until something worse is produced.

CHEESE AND CRACKER DISPLAY.

Wm. C. Miller, a Yonge Street, Toronto, grocer, recently had a display of cheese that without doubt aroused a great deal of interest in this line. The display was not large but quite an assortment of different kinds was shown. The display was made on a large flat of plate glass raised slightly above the level of the counter, the associated line, crackers, being shown underneath the glass.

Besides the ordinary domestic cheese, the display contained Pimento, Swiss, Roquefort, Gorgonzola, Limburger, Stilton, cream cheese, as well as peanut butter.

Such a display of the various lines could not help but interest customers, and if sales did not follow at the moment, it would at least acquaint customers with the fact that all these kinds of cheese might be had at this store.

Advises Studying the Selling Points

Unless Grocer and Clerks Know These Talking Points Best Results Cannot Be Secured, Says Quebec City Dealer—Man Who Simply Hands Out Goods Asked For, Classed As Slot Machine—Salesmanship Overcomes Price Cutting.

A Quebec city grocer whose success is indicated by the possession of a growing business recently in an interview emphasized the importance of knowing all there is to know about the goods.

"Where a good many clerks fall down," he remarked, "is in failing to master the selling points of each article. I find that it pays in every sense of the word to study the goods I handle, and I do study them at every opportunity.

The Work of a Slot Machine.

"Of course, there are lots of people who purchase things they want. A slot machine could wait on such customers. But there are others—the vast majority, in my experience—who in buying will visit two or three different stores. To cinch the business of such customers we have to convince them ours is the best value for the money.

"And I find that the statement that an article is 'positively the best' isn't usually convincing. The salesman has to appeal to the customer's intelligence in a subtler fashion than that. For instance, if I want to emphasize the value of our coffee, I don't use a lot of superlative adjectives. No, the best course I find is to tell the customer why the stuff we sell him will make him the best coffee he ever drank—and I can give him directions for making it, too, that will ensure the product being up to the mark. It's just the same all along the line.

Know the Selling Points.

"And there's more to this than just helping sales. Studying the selling points will educate the clerk to the selling of better goods. I find that quite often a clerk will push an article at a popular price because it sells easily, while better lines at higher prices and better profits remain on the shelves. The clerk himself doesn't understand just where the difference lies which would justify the higher price; and, because he can't explain the differense, he's actually afraid to introduce the higher priced goods. Now, when he knows just what the difference is, he can push the quality article and at the same time avoid knocking the cheaper line of stuff.

"Salesmanship of this sort is the most effective way of meeting price cutting. It's my experience that it pays a grocer to understand the selling points of his goods, and when he has a few minutes to spare it's a real good investment to talk over this article or that with the 'boys,' too."

Backbone Needed to Prevent Price Cutting

If Every Dealer Succumbed to "I Can Get it at Blank's for That" Threat, Retail Business Would be in Quite a Turmoil—Instance of Where Woman Was Wrong—Should Have Been Potatoes, but She Said Tomatoes.

"Half the failures in business, I honestly believe, are due to lack of courage on the part of merchants," declared a prominent Calgary grocer. "Merchants are afraid to strike out on their own initiative. Each man is watching what the other fellow is doing.

"That's the cause of a lot of foolish price-cutting, with consequent business disaster. One man sees the fellow next door making a cut on a certain line, selling a cent or two less; and forthwith he, too, must cut. It may be that the man next door has purchased to a little better advantage and doesn't know that he is retailing at a lower price than his competitor. But each grocer seems to think that if he doesn't meet his competitor's price, he'll have to drop right behind in the race, put up the shutters and go out of business.

Believes in Maintaining Profit.

"Now, that view of things is perfectly foolish. It's absolutely impossible to have exact uniformity of prices, unless there is an understanding with a view to fixing prices. There must be some difference in prices between one store and another. But because one man sells a certain article a cent or two lower, is no reason why every other grocer should chop his price accordingly. I find it pays to hold up the price to a decent level. People buy from me just the same; and I make as much on a single sale, in some cases, as the other fellow makes on two.

"This foolish business of always meeting the other fellow's price is responsible for a lot of failures and a great deal of hard feeling that shouldn't exist at all. Just because someone comes in and tells him that a rival is selling say, sweet potatoes at eight pounds for 25c., a grocer thinks that he should sell his sweet potatoes at the identical price, where he has been selling six for a quarter. He doesn't stop to point out the difference in quality, or to give the customer some enlightening informaeion with regard to the different varieties. And it's the same with a lot of other lines. If I cut whenever I heard that a rival was cutting, or went by everything that was told me, I'd be cutting prices all the time.

A Tomato Sale.

"Last spring a typical instance occurred. It was when the first tomatoes came in. We had been selling at ten cents for a small basket. A lady asked for a peck of tomatoes, and offered 25c. I explained that the price was ten cents a quart.

"But they were selling on the market at 25c. a peck,' she rejoined. 'Mrs. So-and-So said they were that price on the market and in the stores."

" 'Well,' I told her, (for I knew pretty well what tomatoes were worth) 'if you can buy any in the city at 25c. a peck, I'll make you a present of all the tomatoes I've got in stock right now.'

Potatoes and Not Tomatoes.

"She was about to start out, when she thought of something. 'Can I telephone Mrs. Blank?' she asked. 'Of course,' I rejoined. She telephoned, and a minute later she came back and bought a quart of tomatoes at ten cents. I didn't like to enquire too closely; but before she went she explained that when Mrs. Blank was talking to her before she, herself hadn't been listening very closely, and what Mrs. Blank really told her was that she'd bought POTATOES at 25c. a peck."

Good Advertising

Bargain Idea Making Way for Service

Advertising of Marshall Field & Company Emphasizes Growing Importance of Honest Goods at Reasonable Prices with Adequate Service—Service is that Which Effects Genuine Economy.

Modern retail business builders are more and more coming to the conclusion that Service rather than Bargains is the dominant feature in getting new business that proves profitable. Every reader knows about the great Marshall Field & Co. store in Chicago. Being a departmental store one would naturally suppose it would cater to a large extent to the bargain hunter. That is not so. The ideals of this institution so far as Service is concerned are lofty. This will be observed from the following business editorial which appeared some time ago in their advertisement in Chicago newspapers:

"THE SERVICE AND SPIRIT OF A GREAT STORE.

"'Profits are legitimate only when they come from service.'—Woodrow Wilson.

"The Passing of the Bargain Idea.

"Look into any retail business, large or small, and it will be found that it is governed by either one or the other of two basic ideas:

"First—The bargain Idea.

"Second—The Idea of Service.

"The **Bargain Idea** is put first because it is so old historically. It goes back to dim centuries when the merchant was a peddler, selling from a pack at markets and fairs. His profits depended largely on the gaudiness and apparent cheapness of his goods and his skill at double-dealing. Of course, his methods were such that nothing but improvement was possible. Yet the merchant of to-day who is wedded to his Bargain Idea still underrates public intelligence. He assumes that penny-saving is the chief object of people purchasing goods. He centers effort on buying merchandise that will be tempting by reason of the bare prices he can mark upon it. Value and quality are taken into account last of all—sometimes never. This sort of merchant offers the public a disconnected string of 'price sensations.' Yesterday it was marked-down ribbons, to-day bargain shoes, to-morrow a terrific slaughter in clothespins. Everything is haphazard, and stocks have little relation to the wide needs of the modern family.

Takes Broader Aspect.

"But a merchant guided by **The Service Idea** on the other hand, has a broad conception of the public's intelligence, sees his community needs as a whole, and understands his own function in it. He knows that customers weigh points of value as well as prices—purity, durability, appearance, convenience, originality. He searches the world for the latest and most beautiful products. Even though he has but a small establishment, his stocks will be complete, representative, adequate to meet the whole demand in his line of the average family, and they will be maintained with a view to progress in that line. Shopping is made agreeable. Growth and reputation come from customers' satisfaction after goods are in use and price forgotten.

From its foundation the business of Marshall Field & Company has been governed by this **Service Idea.** The public's discrimination, intelligence and appreciation of true values have not only been understood, but have been the chief force in shaping this business.

Bargain Idea is Wrong.

"The old **Bargain Idea** * * * is a subtle commercial fallacy, difficult to keep out even where a business is rigidly held to principles of Service. Ideals may be clear, yet doubts arise. Some rival, appealing to the public on cheapness alone, may seem to be gaining an advantage. In a given case there may be a feeling that the public cannot be trusted to distinguish value. There is always the temptation to rest the case on cheapness just this once, let value take care of itself, and cater to the desire for crowds. That tendency has to be fought constantly, consistently and vigorously.

"But the **Bargain Idea** in its general acceptation is certainly passing away. If an article said to be worth a dollar is offered at seventy cents, there is exactly thirty cents in value missing somewhere. Haphazard bargain-hunting is steadily giving way to intelligent, constructive, economical buying for the needs of the home.

Sound Value, Reasonable Prices.

"As understood by Marshall Field & Company, that only is service which effects genuine economies for the customer and facilitates the work of shopping. Selections in every section of this store are ample, representative. Stock is so arranged that practically all requirements for man, woman, child, or home may be bought here with the least expenditure of time and energy. Sound values are so adjusted to reasonable prices that there is a saving of money, true value considered. The customer confining purchases to the establishment of Marshall Field & Company all the year around will be able to figure definite savings over anything that could be effected by indiscriminate bargain-hunting. At the same time, in the normal adjustment of their great stocks day by day, remainders of goods are constantly being sold at reduced prices, without resort to sensational methods.

"That is the **Service Idea** governing this store, and for nearly half a century the business has grown up on it."

Montana has a new law which makes it an offence to call eggs over seven days old "fresh eggs."

To remove a tight cover from a baking powder or similar tin, lay the tin on its side and roll it swiftly under the palm of the hand. This will loosen the cover.

Friendly Criticisms of Newspaper Copy

What Ad. Writers Should put Into Their Copy to insure it Being Read and Acted Upon—An Analysis of Eight Newspaper Ads. With Suggestions on How They Could be Improved—Absence of Rules Preferable.

By A. H. McKay.

Newspaper advertising is either an expense or an investment. It is an expense when it ISN'T read, or when IS read but DOESN'T bring results. To become an investment it MUST be read and the copy must be written so that when read it will not only create a DESIRE on the part of the reader to purchase but that that desire will be transferred into ACTION.

It is, therefore, plainly seen that the writer of ad-copy must arrange his copy so that it will ATTRACT readers and be read; and so that when read, the reader will ACT on the suggestion and purchase. That advertising has proven an investment to hundreds of Canadian dealers is beyond contradiction. That it is called an expense by others, is probably due to inefficiency in the writing of the copy.

Generalities Tabooed.

In the first place an ad-writer must have something definite to talk about. Then he must arrange it in plain, readable, business-like fashion, adding if possible an appropriate illustration.

The more direct the proposition is broached the more effective it will be. Businesslike terms cannot be improved upon for presenting a matter of business. The advertiser who indulges in windy persiflage or who crowds his space with an exaggerated lingo punctuated with superlative adjectives may carry readers to his last sentence, but he will fail to arouse their business interest. They may admire his aptness with words but they may at the same time suspect the sincerity of the proposition he has clothed in such ornate manner. And the object of an advertisement, do not forget, is not to win encomiums on the literary style of the writer. An advertiser is a man with something to sell, not a short story writer.

Did you ever hear or read this:

He who whispers down a well
About the things he has to sell,
Will never reach the golden dollars
Unless he climbs a tree and hollers.

Climb the Tree.

To make a large success in the retail business, a man must "climb a tree and holler." He must use advertising in its various phases. If he has a bright, clean, sanitary store he should tell it. If he keeps quality goods, let the people know and give them some straight definite information. The meek, mild waiting-for-business attitude is of little avail. A business-getter now-a-days must be a hustler who of his own accord creates business. He must be a Creative Salesman, not an order taker.

On the opposite page are several retail grocers' newspaper advertisements. Some are fairly well written and others are not. Some contain well written copy but the printer did not do the best work in setting them up.

Be Careful About Introduction.

The ad. of the Annadale Supply Co., New Westminster, B.C., is well balanced. It occupied a single column space in the newspaper. One criticism is the size of type used in setting the second paragraph beginning, "Several varieties, etc." This should have been smaller; as it is there is too much heavy type. The heading is neat—"Special Lines at Special Prices,"—and should catch the attention of the reader. This ad. could have been improved by telling in a few words in each case something about the quality or the flavor of the goods advertised. For instance, "New Zealand Butter—fresh, wholesome, grass make—2 lbs. for 75 cents," should without doubt induce more people to buy. The same applies to the asparagus, herring, etc. The prices quoted should be a little heavier type than the rest of the line. Let them stand out prominently.

Fruits to be Depended Upon

Queen Alexandra Oranges, sound, sweet and juicy, per doz. **30c**

Bananas, every one guaranteed firm, per doz. - - **20c**

Lemons, best on the market, per doz. - - - - - **30c**

Apples, the famous Wagner are worth every cent we ask—per bbl. - - - **$5.00**

The C. A. DRAKE CO.,

Phone 101 **911 Stanley St.,** Nelson, B.C.

Suggested rearrangement in small space of The C. A. Drake Co.'s ad.

The Kind That Isn't Read.

The advertisement of C. A. Drake Co., Nelson, British Columbia, seems to have been written at the last minute to catch the press. Goods listed in this manner do not afford a possible buyer to form any opinion regarding them. Every grocer handles these fruits; therefore there should be some distinctive reason why they should be bought at Drake's. The accompanying suggestion on this page may form a suggestion for a better ad.

One of the Best.

The ad. of the West End Grocery Co., Victoria, B.C., is one of the best written, best laid out and best set of the eight. The heading is catchy and appropriate, the general talk convincing, and the items are neatly set, with prices in black type. Something about each item, as in the case of the former ads. referred to, would have been an improvement.

Good Opportunity Lost.

The copy in J. A. Irving & Co.'s advertisement would have been improved by the addition of something descriptive regarding Spring Cleaning. The heading is a good one. Had it been followed by "The time is close at hand when particular housewives will be cleansing the home. Let us name you some of the articles you should have, to chase away the dust and dirt that has assembled during the winter," it would have been more suggestive of the season. The prices ought to have been brought out nearer the margin and printed in heavier type.

Try for Appropriate Heading.

Whidden & Richardson, of Saskatoon, Sask., have not a bad ad. Instead of "Groceries," as a heading possibly "Grocery Buying Economy," would have been more effective, followed by, "The housekeeper can save on her weekly grocery bill by reading the prices below and visiting our store." The rules should be eliminated; they detract from the appearance of the ad.

Where Space is Wasted.

Henniger's advertisement is from a Sydney, Nova Scotia paper. In the first place it would have been better to have the name at the bottom. News about oranges is what the people want

to know about and where they can get best value for the money. Then "Orange News," or "Oranges for every Purse," would have been a better heading. Too much space is consumed by the name. The surplus could well have been used by telling more about the quality of the fruit.

Yerxa, of Fredericton, New Brunswick, usually have well written advertisements. They are newsy, informative and offer something definite. The one must make an impression on the man who is thinking of his farm or garden. The selling talk is splendid. What the writer would have done would have been to confine the entire ad. to seeds, and instead of inserting the "Grocery Specials," named a list of garden seeds such as radish, beet, turnip, etc., and the prices. Once you begin talking seeds to a customer in the store you tell him all about them even the price, before switching off onto something else. The

But if you're going to Easy Street,
you'll find you're in a race.
You can't sit back and shirk your work
and look at those who've won,
But bid good-by to laziness and just
jump in and run.
You must jump in, and fight and work,
nor care for one defeat;
For if you take things easy you won't
reach Easy Street.
It's fine to be on Easy Street, free from
misfortune's goad,

Special Lines at Special Prices
Several Varieties Carr's and Huntley's and Parmer's Biscuits
Half lb. packages, regular 15c, for 10c
Sea Foam Asparagus, reg. 35c for 25c
Fresh Herring, in tins, reg. 15c, for 10c
California Peaches, Pears and Apricots in large tins, each 25c
Fresh New Zealand Butter two lbs. for 75c
Annandale Supply Co.
Phones 1 and 67
P. O. Box 2
FRUITS
Oranges
Queen Alexandra
Bananas
Lemons
Apples
The Famous Wagner
The
C. A. Drake Co.
Phone 101 Nelson, B.C.
314 Stanley Street
A Genial Judge of Good Eating
Who knows the difference between superior and inferior groceries, never fails to distinguish upon the merits of our PURE FOODS. The groceries we offer are without exception the HIGH GRADE KIND. You can always obtain genuine satisfaction at our store where QUALITY and LOW PRICES prevail.
TRUFFLES, in glass bottle.....75¢
FRENCH PEAS, in glass bottle.....40¢
FRENCH STRING BEANS, in glass bottle.....45¢
FRENCH ARTICHOKES, in glass bottle.....50¢
FRENCH TOMATOES, in glass bottle.....40¢
FRENCH MUSHROOMS, in glass bottle.....75¢
CHERRIES IN MARASCHINO, per bottle, $1, 75c and.....85¢
Fresh Rhubarb, Asparagus, Cauliflowers, Cabbage, Lettuce, Artichokes, Celery, Cucumbers
THE WEST END GROCERY CO., LTD.
1002 Government Street. Tels.: 23, 58 and 1761
Get Ready for Spring Cleaning
Brooms, 50c. and 60c
Mop Handles, 25c.
Mops, 50c
Royal Crown, White Swan, or Eclipse Soap, 6 cakes 25c
Household Ammonia, 25c. bottle.
Window Cleaner, Bon Ami, 2 for 25c.
Dusthane for your carpets, etc., 40c. per tin.
J. A. IRVING & Co. THE GREAT SUPPLY HOUSE
Baker St. Phone 161
Groceries
For the Economical Housekeeper who wants her dollars to go far in providing for the home
This Week's Prices
Strawberries, per tin 20c
Raspberries, per tin 20c
Cherries, per tin 20c
Lawtonberries, per tin 20c
Pineapples, per tin 20c
Blueberries, 2 tins 25c
Corn, 9 tins $1.00
Tomatoes 3 tins 50c
Raspberry or Strawberry Jam (Wagstaffe's, Buchanan's or Smith's, per 5 lb. pail 80c
Wethey's Mince Meat, per 5 lb pail 65c
Reindeer-Jersey Cream, 9 large tins $2.00
Sauer Kraut, 5 lbs. 25c
Corn Flakes, 3 pkgs. 25c
Macaroni or Pickles, per bottle 25c
Jelly Powders, 4 pkgs. 25c
Extracts, Lemon and Vanilla, 8 oz. bottles . . 60c
DUST BANE
It Keeps Down the Dust
One large tin 35c
Finest Creamery Butter, 2 lbs. 75c
Strictly Fresh Eggs, 2 doz. 65c
Pure Lard, 3 lb. pails 50c
Fry's Cocoa, half lb. tins 25c
Jell-O, 3 pkgs. 25c
Taylor's Borax Soap, 6 bars .. 25c
Toilet Soap, reg. 25c per box . .. 20c
Whidden & Richardson
329 Ave. C S., Just around the corner from 20th St. Phone 386
HENNIGER'S
NEWS
Oranges
Jamaicas, sweet and juicy.....20c, 25c and 30c per dozen
Navels, seedless.....25c, 30c, 40c, 50c and 60c per dozen
Grape Fruit, Pineapples, etc.
CUT FLOWERS--SEE OUR SOUTH WINDOW
APPLES!
We can give you a grand trade on Ontario Spy Apples
40 Cents Peck
ORANGES
Splendid Juicy Seedless Oranges, 18, 30 & 35 cents dozen
Very Best Valencia Oranges. 10 and 15c dozen, 40 cents peck.
Best Malaga Grapes, 15 cents pound.
Best Lemons, 25 cents dozen.
BEANS
9c. quart; 3 quarts 25c.
65c peck; $2.20 bushel.
SUGAR
Fine Cane Granulated.
17 lbs.. .... $1.00
MOLASSES
Fancy Light Color Barbadoes MOLASSES 40c. Gal.
FISH
Fresh Herring .. . 18c. doz.
Kippered Herring ... 25c. doz.
Bloaters .. .. 20c. doz.
Best Salt Herring $3 half bbl.
WHAT YOU CAN GET FOR A QUARTER
7 lbs. Large Onions .. .. 25c.
10 lbs. Smaller Onions .. 25c.
6 pkg. White Wave .... 25c.
6 lbs. Farina ... ... 25c.
10 lbs. Cornmeal. .. .. .. 25c.
10 lbs. Gran. Oatmeal ... 25c.
7 lbs. Rolled Oats . ... 25c.
25c. pkg. Quaker Oats 23c.
6 lbs. Codfish .... .. 25c.
4 Marguerite Cigars 25c.
2 Bottles Liniment . 25c.
1 gal. Can Apples .... 25c.
2 lbs. Evaporated Apples . 25c.
25-cent Pills'.. ....19 cents
50-cent Patent Medicines... ....39 cents
$1.00 Medicines.....79 and 89 cents
YERXA'S
Phone 327 P. O. Box 628
Get Ready for Planting
You are often disappointed in not getting just the variety of seed you would like to plant. The only way to avoid that objectionable feature is to get your seeds before the other fellow. We are ready for business—seeds all opened up—and three reliable houses to pick from, FERRY'S, STEELE-BRIGGS' and McKENZIE'S
Do not wait till the last day to get your assortment.
Grocery Specials
Mooney Biscuits, Regular 25c, ... 20c
Cowan's Cocoa, Reg 15c, ... 10c
Lowney's Cocoa, Reg. 15c 10c
Sunbeam Tea, Reg. 50c, ... 40c
Reg. 40c, ... 30c
Quaker Oats, 5 lb. pkg., Reg. 40c, ... 30c
(Contains a premium)
Post Toasties, Reg. 12½c 10c
Pure Apple Jelly, Regular 25c, ... 20c
JUST A REMINDER
When in need of Crockery, China or Glassware just bear us in mind.
O'KEEFE & MARTIN
The Grocers

Group of Ads. Run by Canadian Retail Dealers in Their Home Town Newspapers. Criticisms Appear in the Accompanying Article.

shown in the group is no exception. The setting is its worst feature, and here again the printer must be blamed. There are too many rules altogether. They almost give one the impression that several advertisements are there instead of one and they hamper the reader.

The last one of the group—O'Keefe & Martin—another British Columbia ad., is one of the best looking of the eight. The heading "Get Ready for Planting," is set in just about the right type and same applies to the writing of an ad. The printer has made a nice appearing ad and that is often half the battle.

If, therefore, a retail advertiser hasn't been getting the results expected, it might be advisable to study more closely the copy being run. Better copy may solve the problem.

EASY STREET.

It's fine to be on Easy Street; it is a pleasant place;
But the road that leads to Easy Street is a long, hard road.
Don't mind the burden that you bear; be true of hand and heart;
Whether you reach the goal or not, don't play a loafer's part.
Don't waste time in envy, and never say you're beat
For if you take things easy, you won't reach Easy Street.

Actual Results from Retail Advertising

Country Town Merchant Relates Number of Experiences Where He has Secured Direct Returns—Printers' Error Showed that Ads. Were Read—Introduced Meat Sauce and Peanut Butter Through Newspaper.

By J. W. Bryans.

We have never regarded advertising as charity to the printer, nor yet altogether as an expense. Rather have we considered it an investment and one that pays, when properly conducted, a substantial dividend.

Situated in a small town, we have had ample opportunity to test the value of the local paper as an advertising medium for the country merchant. Put to the test it has proved in our opinion quite profitable, as also has circular advertising at intervals when conducted in unison and assisted by the regular space in the local paper.

The Tracing of Results.

Perhaps one of the reasons that the grocer has been rather uncertain as to the value of advertising is that he is unable to trace what amount of business is the direct result of that advertising. It is therefore impossible to measure exactly the value of an ad. or a series of ads. The dealer, knowing of few instances in which an ad. has directly brought business,, may be inclined rather to doubt its value although that same ad. may have paid for itself many times over, but unknown to the grocer.

It is true that direct results are not always traceable, but nevertheless we have had instances enough to prove that they really warrant the expenditure.

Error Proved Ad. Was Read.

That the ads. in the local paper are read we have ample proof. A mistake which recently occurred in setting up an ad. proved this to be true. One item in the copy which we sent to the printer read: "Prunes—a good food—special offer, 90's to 100 for 10c. pound."

Mistakes are liable to occur even in the best regulated printshops and when our ad. appeared it read: "Prunes—a good food—special offer, 90c. to $1.00 for 10 pounds." The printer evidently didn't understand prune sizes.

This was certainly cheap for prunes and the enquiries which we had showed just how closely our ads. are followed. We explained that it was a mistake in printing and although it meant some loss, we followed out the reading of our ad. and sold the prunes at the lower figure quoted.

Some time ago another mistake in which "clothes pins, 3 dozen for 5c." had been changed around to "5 dozen for 3c." brought sufficient inquiries to prove that people read the ads. This brings up the question of whether a dealer should make good a mistake in an ad. We believe that if it will not mean too big a loss it is well that he should do so. By explaining it to customers, it gives them a favorable opinion of the store and its methods.

An Inquiry From a Farmer.

Another instance which I can recall is when we advertised a brand of flour we had just begun to handle. In the copy the quality of the flour and its good bread making qualities were dwelt upon.

The paper came out on Thursday morning; Thursday afternoon a farmer came in and asked the price of it. "I just came in to-day to get the mail and some flour. I see in the paper that you have somehting new which you think pretty good."

We soon convinced him enough to induce him to try a sack. It proved satisfactory and he is still buying flour from us. He had only purchased small quantities of goods at intervals before this, but now each time he comes in for flour, we generally manage to interest him in something else. We expect to make him a regular customer before long.

We also had some other inquiries from that ad. One farmer's wife said she had been using that particular flour for some time, going to another neighboring town for it. Our town being closer she began purchasing from us.

Combine Newspaper With Circular.

About a year ago we issued a circular to the trade, quoting prices on a number of lines. We pointed out that we would take butter and eggs in exchange for goods. We announced in our space in the local paper that we were sending out these circulars and that every reader should see they got one.

Now, ordinarily, we could not tell just exactly what business such advertising brought us, if any. We always figured that they at least kept our name before customers, which is a good thing. These circulars, however, we sent also to people in outlying districts. The number from a distance who responded and who had never dealt with us, and in fact who rarely ever came to our town, proved the value of advertising. Especially did we have a lot of people bring us butter and eggs in exchange for goods—as we had solicited in our advertising.

Created Sales for Meat Sauce.

One manner in which a person may judge whether an ad. is really read and whether it is such as to create real interest in the goods is in introducing a new line through the paper.

Not long ago we stocked a new line of meat sauce, advertising it in the local paper. Now meat sauces are not a particularly fast selling line at any time in our town, but the inquiries that came for that particular sauce following the advertisement were qnite gratifying, considering the space that was devoted to it.

Ad. Sold Peanut Butter.

Some few years ago peanut butter was quite sparsely used in our town. We got in a shipment and announced the line in the local paper, giving some particulars about it. The ad. brought around several people who had already used the article as well as others who had been interested when they read about it. As a result peanut butter began to move quite freely with us.

We believe that continued and regular advertising, even in a small space, ultimately brings better results than spasmodic efforts in a larger space. Some firms will boom forth sensationally in large space for a couple of weeks and then discontinue altogether. We believe that the same amount of money spent in a smaller space and regularly will in the end create more business. It is keeping everlastingly at it—keeping the firm's name continuously before the public—that counts.

Conducted properly, advertising to the country merchant at least is profitable. There is no doubt in our minds that the business traceable to advertising, if it were possible to really trace it all, would show that advertising is not an expense but an investment.

HOW CHICORY GROWS.

Something About Its History and Its Uses.

Some people have the idea that chicory grows on trees, the same as coffee. More than one person has had that idea. Such is far from being the case as chicory is a vegetable which grows like a carrot, looks like a parsnip and has a top like a sugar beet. It grows in many parts of the world but principally in Europe. Belgium produces a good quality chicory as the cool, damp summers of that climate are conducive to slow growth, developing little fibre and a greater percentage of essence.

When dug up, the root is washed, cut into small pieces and dried in a kiln until shrivelled up to about a quarter its original weight. It is afterwards roasted with a little oil or fat to prevent it burning, and ground into powder.

Some medical authorities describe chicory as a mild tonic without being an irritant.

What Good Fixtures and Equipment Mean

Montreal Store Interior Where High Class Trade is Gone After—Fixtures Include Electric Cash Register and Coffee Mill, Vegetable Display Fountain, Display Refrigerator, Silent Salesmen, Meat Slicer, Biscuit Display Rack and Spice and Cereal Receptacles.

General interior appearance has much to do with the class of customers who come into the store. A bright, clean, inviting interior is bound to attract new custom, and custom which is particular where its purchasing is done. This is the kind that is profitable to the grocer because it can afford to buy high grade goods and plenty of them.

men in business should take full advantage of it if at all possible and surroundings justify the expenditure.

Creates New Business.

The Fraser Viger Company, of Montreal, have long since realized the value of attractiveness of store interior as a business getter and business builder. Their new store erected last year on

store-floors are littered with barrels and cases among which customers sometimes have to wend their way with difficulty.

Store Has Many Modern Fixtures.

To the right and left of the entrance are handsome silent salesmen, in and on which goods are always displayed to good advantage. On the left also is an electric coffee grinder, a modern meat slicing machine and a small floor biscuit display rack.

In the centre near the rear may be seen a vegetable display fountain on which vegetables can be kept fresh and inviting by a continuous stream of water.

Along the rear end is a large display refrigerator. Cheese, butter and pro-

An interior of a well appointed Montreal Grocery Store. Silent salesmen, cash register, coffee grinder, meat slicer, display refrigerator and vegetable display fountain are among the fixtures.

The equipment, fixtures and decorations of any store make it attractive or otherwise. An interior where no care is taken in keeping the walls, ceiling and lighting fixtures clean is not conducive to bringing in new customers. People, it must be remembered—and women in particular— like to congregate and show themselves in bright and beautiful surroundings. It is a failing, if you like, to which we all are heirs, and because of ehis hereditory characteristic of the human race—in this country at least—

Laurier Ave., to which The Grocer has previously made reference, was constructed with the idea in view that an appeal to the eye was often the means of getting a new customer. Backed by good service the customer would be held.

The illustration shown here is one view of this store with eight members of the staff. It will be noted that both ceiling and floors are bright and clean, the former being distinctive in its architecture and the latter conspicious for the amount of room allowed customers. Too many

visions can be kept fresh, and still be within eyes' reach of a customer at the provision counter.

Just inside the archway to the other section of the store stands a large electrically driven cash register of modern design.

In the Fraser Viger store is also a fine system of bin fixtures behind the counters. They are attractive in appearance and provide for almost everything—cereals, rice, tapicoa, spices, nuts, etc. The shelving, too, is in accord with

the general high-class appearance throughout. The fittings are all in quarter-cut oak, the counters being of the same material.

A store fitted up with such an attractive array of fixtures and equipment for convenience in serving customers must of necessity attract new business.

Such a store is a creative salesman itself.

Forced to Change from Credit to Cash

How a Country Merchant Was Practically Compelled to Start Cash Business—Competition Stepped in and Those Customers Who Owed Him Began to Deal With the New Man—Best for Business With Small Purchases He Says.

By C. Denike.

Circumstances play an important part in the career of a business and has done so in ours, as, only for a change in circumstances we would very likely still be conducting a credit business with our books loaded down with burdensome accounts and debts running into a large sum, while as it is at the present time, we are conducting a cash business with no accounts on the books and debts quite low.

This apparently ideal condition of affairs was brought about by the appearance of competition in our line of business. Generally when opposition steps in, it means to most business men a greater extension of credit and time that customers may be retained, but in our case it was just the opposite.

Always a Credit Town.

It was several years ago that we started business in a town of 1,200 population and as it was a "credit" town, we were obliged to fall in line with other business men and extend credit to customers. This went on for a number of years and while there was not any enormous amount on the books; still even after a continual hustling to keep the amount within reasonable bounds, we found it was increasing.

It was at this stage that opposition sprang up and we began to think that our troubles had really commenced. We would have to be more liberal than even before in extending credit, which would indeed be a bad state of affairs. We decided to keep close watch on the competitor and see how the business was affected.

During the first two months business dropped off a great deal and we were in a sad state of mind but decided not to give up. We analyzed affairs to see in just what way business was decreasing and in a short time solved the mystery.

Debtors Went to Opposition Store.

We found that nearly all customers who owed us would go to the other store to make their purchases as it is common for the debtor to try to evade the merchant he owes.

We came to the conclusion that if the credit system was affecting the business in this way that we would abolish it and at once started on the cash plan. When we began we made it a point to use the amount we had been losing each year in bad accounts in advertising and the results were good. During the first year under the cash system and with the opposition, sales showed only 10 per cent. decrease but even at that amount we considered we were making more money than the year before. After the first year business began to grow again as by continual advertising we created demand for many new lines.

Knows Where He is at.

Under the cash system a merchant knows when he locks the store at night just how much he has made during the day but we do not argue that it is the best system for all stores or in all cases. Our business—it is a drug business—consists chiefly of small purchases and for such a trade we consider the cash system is undoubtedly the best."

Value of Getting a Line on the Customer

Business Building Doesn't Simply Mean Handing Out Goods Inquired For—Dealer Believes in Securing and Using Information that Will Mean Extra Business Later On.

"I find that it pays to make a careful study of each individual customer," remarked a Chatham, Ontario, grocer the other day. "Pretty nearly anybody can wait upon a customer, give him something that he asks for, and ring up the payment on the cash register; but that doesn't constitute real business building. I try each time to pick up some information about the customer which, next time he comes into the store, will help me to do business.

"For one thing, I try to remember his name and street address. When he comes the next time, he'll feel more at home if he's greeted with 'Good morning, Mr. Jones,' than he would if it were just 'Good morning.'

Remember Customers' Likes.

"Then each individual has certain peculiarities, and particular likes and dislikes. The observant merchant or clerk in the regular course of business can pick up a lot of valuable information along this line. Now, just as an example, take coffee. Some clerks will serve a customer once a week all the year round, and each time will ask the same stereotyped question, 'Strong or mild, or just medium?' It creates a far better impression, I think, if the clerk, when coffee is called for, can remark with perfect accuracy, 'You prefer it strong, don't you?' And so on all down the line.

"I know from personal experience that this sort of thing helps business a lot. It brings people back, which is one of the great things in building a business. Some people seem to have a knack of storing away just such information where it can be drawn upon at the right moment. Others can't seemingly remember anything. I worked once with a clerk who apparently never forgot the name of a person who once gave him an order. That fellow was a genius for remembering things, and he worked his memory for all it was worth, too. It was largely his example started me on the same tack. I think the knack of remembering can be acquired, provided a clerk sets his mind to it, and it's worth while to him as well as to the business."

SUGGEST PROFITABLE GOODS.

"The clerks in our store," states a Regina, Sask., dealer, "are instructed to suggest and they do suggest to customers the purchase of profitable articles, goods which are not necessities, and it is these sales that bring the "velvet."

"We pride ourselves on having no dead stock on the shelves. Everything moves at least once in 30 days. Our turnover of goods is materially assisted by our window displays.

"Our store is well-lighted, the floors are oiled, and the store front and wagons are kept well-painted and varnished. We belive in having the best horses and modern, money-saving store fixtures.

"Our window displays and our fresh fruit and vegetable displays are kept up to date, and are money-makers for us. We try to have everything possible to attract attention to the quality of our goods and the service we render.

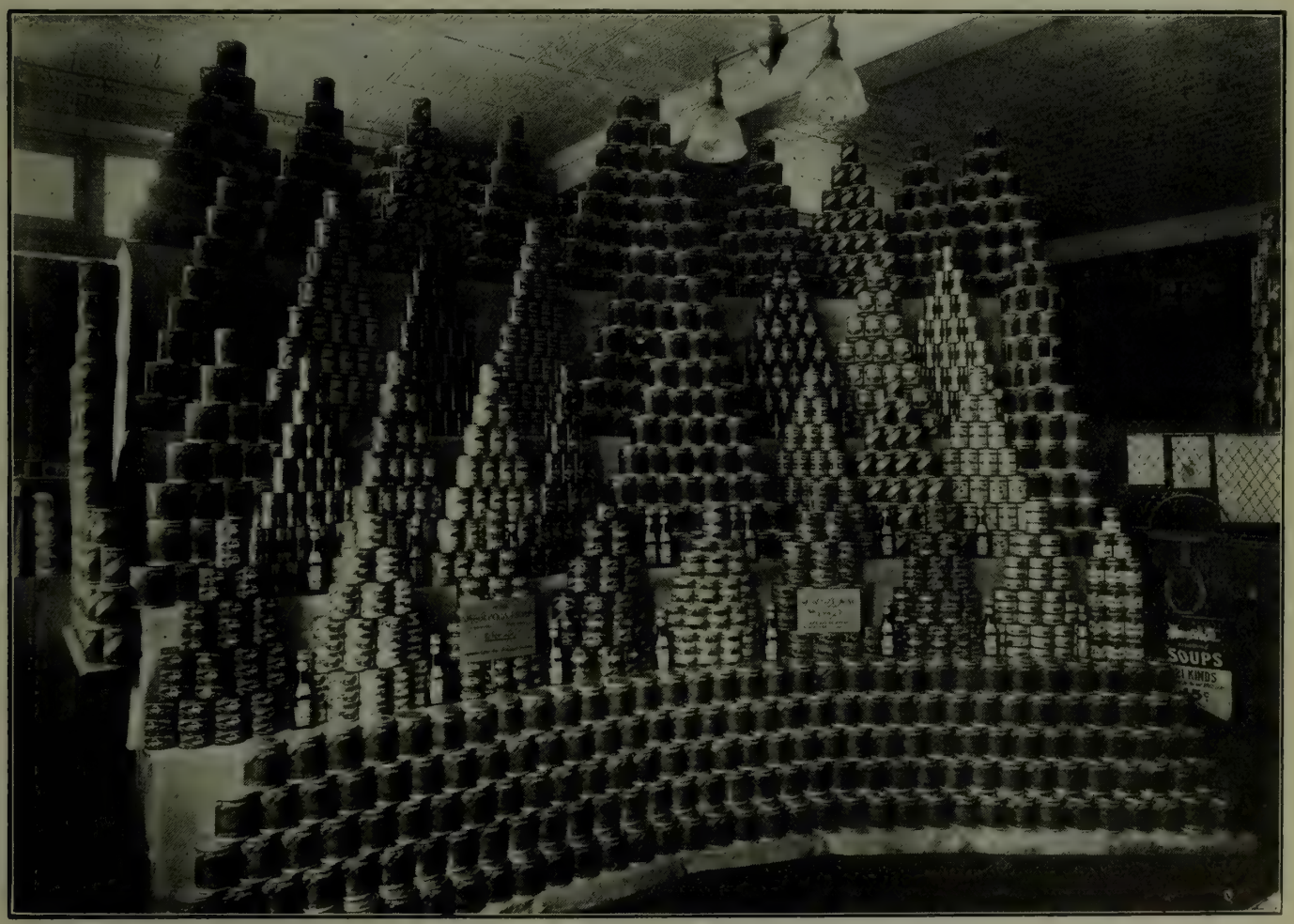
Interior Canned Food Display of 1,400 Tins

An Unusual Showing in a Retail Store—Took Salesman a Day and a Half to Arrange it—But it Created New Business—Exemplifies Importance of Having an Attractive Interior.

It isn't often one sees a display of canned goods in a retail store such as is exemplified by the illustration on this page. It appeared in the grocery store of B. S. McMurty, 1146 Yonge street, Toronto, having been arranged by one of Mr. McMurty's salesmen, G. F. Grinyer.

About 1,400 Cans.

In this canned goods display there are some 1,400 tins of canned food. Of this about 450 tins are tomatoes. These may be seen in the four rows at the bottom



A Display Showing Importanee Placed on Interior Arrangement. Contains About 1,400 Tins and Took Day and a Half to Build.

The display certainly emphasises the fact that in this store there are canned goods and all kinds of them for sale. The moment one enters, canned goods stare him in the face and there is no possible chance of them being overlooked if the customer has had any thought at all of purchasing. The display could be easily seen from the street and created a favorable impression as to the character of the store. It is a well-known fact that a customer who is at all particular will be impressed by appearances and an inviting interior will frequently result in the casual purchaser who is eventually evolved into a regular customer.

as well as up through the centre and at either end. In addition to tomatoes there are various brands of Canadian and French peas, corn, all sizes and brands of salmon, haddies, lobster, soup of different kinds, asparagus, and a few bottles of tomato catsup.

Mr. Grinyer spent about a day and a half arranging the display including the carpentering work on which the canned goods rest.

"But it has sold some goods," he states, and his work has, therefore, been justified.

The display is situated on the left as one enters the store. The counter is on the right from which the accompanying photograph was taken. The McMurty stores place a great deal of dependence on window displays as well as interior, one of them having won a $10 prize in the recent Quaker Oats contest.

Every grocer must eventually realize the importance of good displays in creating demand, introducing goods, raising standard of quality and therefore increasing business. This might be just as well realized now as later.

There is not nearly enough attention given to interior displays in some stores and considering that an attractively arranged interior is one of the best assets a merchant can have, more time should be spent on it. It has been frequently said that the grocer's window is an index of the class of merchant the grocer is. But even more so does the interior appearance reflect this character as a merchant and the character of the goods he handles. It not only creates business but confidence on the part of customers in the goods sold and the business methods of the dealer.

Clerks---The Good, Bad and Indifferent

Actual Notes Taken on Different Classes of Clerks in Retail Grocery Stores—The One Who Raises Standard of Quality and Sell Goods Not Asked for Typified—Evidences of the Young Man Who has no Apparent Interest in Serving a Customer.

A young man went into a store in an Ontario town to purchase a box of chocolates for a particular feminine friend. In the window he had seen a box he thought might do. It was marked. He made known his wants, remarking that something like that shown in the window would probably be alright. It was a girl behind the confectionery counter, and she demonstrated herself a real saleswoman. She might have sold him the $1 box, but she was anxious, wherever possible, to raise the standard of goods sold, because it meant larger sales, and more satisfied customers.

A Selling Talk That Sold.

She showed the $1 box, but also placed on the counter before him two other boxes, one worth $1.60 and the other, $1.75. "Here is something especially nice," she said, picking up the $1.60 box, "that I can recommend. This is a slightly larger box and everything about it is the very best. You can see for yourself that the box is very pretty, and when you see that seal," pointing to a seal which connected the ribbons and which bore a well-known name, "you can certainly depend on what is inside."

No more was necessary. The young man purchased the $1.60 box. The saleswoman had succeeded in raising the standard goods. She had increased her sales 60 cents over what they otherwise would have been.

Such is truly an example of a good clerk. All clerks cannot, however, be described as such. Some are apparently content to hand over the counter just those articles asked for without attempting to sell more goods or raise the standard of quality.

While the writer was in a store recently, talking to the proprietor, the clerk was arranging a shelf, or rather filling it up, as apparently he was making no attempt to make it attractive. He was standing on a chair, and as he picked up each package he blew the dust off. The dust, of course, would circle through the air and settle on show case, counter, and all the goods open on the counter.

When a customer entered, it was very slowly that he tore himself away from the shelf arranging. She ordered a couple of small articles, and inquired what salmon was worth.

"Twenty-five cents," replied the clerk, drumming on the scales with a pencil.

"It's awful dear, isn't it?"

"We have some at 20 cents," replied the clerk, still drumming.

"Is it good?"

Instead of pointing out the better quality of the dearer article, he replied, "Oh, yes," and sold her the cheaper one. She may possibly not like it, and will henceforth go elsewhere for her salmon.

Knew Nothing About New Goods.

Later the same clerk showed his inability or lack of ambition. A customer was observing a display of a new line which another clerk had made. A show card had been placed on it. "What is it like?" inquired the customer.

"I don't know," calmly replied the clerk, "some new stuff we got in."

Such information, or rather, lack of information, would certainly not interest the customer in that line.

"That's all, is it?" was the parting negative suggestion of the clerk.

Some Extra Sales Made.

How different were the selling efforts of another clerk who displayed real salesmanship ability in his work. He is drawing a good sized salary too, because he is able to sell goods. There was no waiting in his case when a customer came in. He was right there with a cheery "good morning." He took her order for a few staple lines.

"We have fresh lettuce and onions this morning," the clerk then suggested.

"No, I don't think I want any this morning."

"We have some nice washed celery. It would be very nice for Sunday dinner."

This interested her and she purchased two bunches. She then said she would like something for dessert.

"How about strawberries?" asked the clerk.

"They are a little too sweet for me," she replied.

"Well, here is something that is very nice, this canned pineapple. It is in the heavy syrup and can be had either whole or grated."

"I believe I will try a can for a change. I will take the grated."

"If you want something for pie, Mrs. Campbell, we have some excellent layer figs. They make nice pie and are easy on the sugar, you know."

"I like figs, but the last I had were not nice. They looked as if they were old."

"Well, I can guarantee these to be this year's stock. Just look at them." She purchased figs.

The Indifferent Clerk.

Then we have the clerk who seems indifferent, does not apparently care how sales go, whether he improves as a salesman or any of those other things in which he should be interested. Saturday, and his weekly pay, are about the only things that coax him onward.

This is the class of clerk who after a considerable time spent behind the counter will still be unacquainted with prices, goods carried, or any of the important details so essential to a good salesman. The writer ran across just such a clerk a short time ago.

A customer inquired for a line that might be called a grocery specialty. The clerk seemed a little hazy. Possibly he had some slight recollection of having seen it about the store at some time. It is quite evident that he had not been interested enough to glean any particulars about it.

Without speaking a word to the customer, he calmly leaned against the counter and surveyed the shelves. Then underneath the counter was given his attention. Finally he waddled down to the back of the store to ask the proprietor.

Back he came with the article, whistling lustily the latest "rag time," and depositing it before the customer, jerked out, "Is that it?" as if it were the customer's business to know, not his.

Didn't Know the Price.

"How much is it?" enquired the customer.

The clerk suddenly awakened to the fact that he had forgotten to ask the proprietor the price. It was rather too far to walk again so he made use of his strong bass vocal organs to inquire the price. It was transmitted back and given to the customer.

"Is this pretty good stuff?" asked the customer.

"Yep, I think it is," was the far from assuring answer of the clerk.

He Lost His Job.

It was learned about a month after that this clerk was no longer employed in that store. No one would be a bit surprised. A clerk with such a lack of ambition to learn the necessary things about the business at which he is working does not deserve to be retained by any proprietor. The clerk who is indifferent to his employer's business cannot hope to succeed.

New Cereal Introduced Over Counter

Belleville Dealer Places His Selling Power Behind It—Sixteen Packages Sold In Four Days—How He Gets Customers to Buy a Good Brand of Pastry Flour With Better Profit—Introducing Meat Sauces, Etc.—Methods to Prevent Bad Book Debts.

"No goods are pushed in this store unless they bear a fair margin of profit," is what A. J. McCrodan, Belleville, Ont., says about salesmanship.

"If there is profit backing a good article, then we make it a point to sell it; if not, we don't."

In the McCrodan's store they sell things, besides supplying actual demand. New goods, worthy of backing, are sold because energy is put into the work.

Selling a New Cereal.

"We just got in that new cereal last week," said Mr. McCrodan, "and are already selling it to our customers without any outside advertising assistance whatever. We placed it on the counter, and whenever a possible customer came in, we pointed to the fact that this cereal was something new—everybody usually likes to try new things—and in the first four days of this week sold sixteen packages. Not very much, but it's a start, and will lead to more business."

Mr. McCrodan is, therefore, entitled to the credit of all sales in future arising from these sixteen. He has created that demand by his own efforts, and every time one of those sixteen customers asks for that particular article again, he and his salesmen do not simply act as a machine in handing out the goods, but they are reaping the reward of the selling work previously done.

That introduction was merely the nucleus of a possible perpetual demand—the future demand, of course, depending on the quality, flavor, etc.—which would no doubt mean a good many extra dollars.

Display Sells New Lines.

Other goods are sold similarly in the McCrodan store. "If a new line of meat sauce, salad dressing, preserved fruit, etc., is secured, we show it on the counter, and talk it up at every possible opportunity.

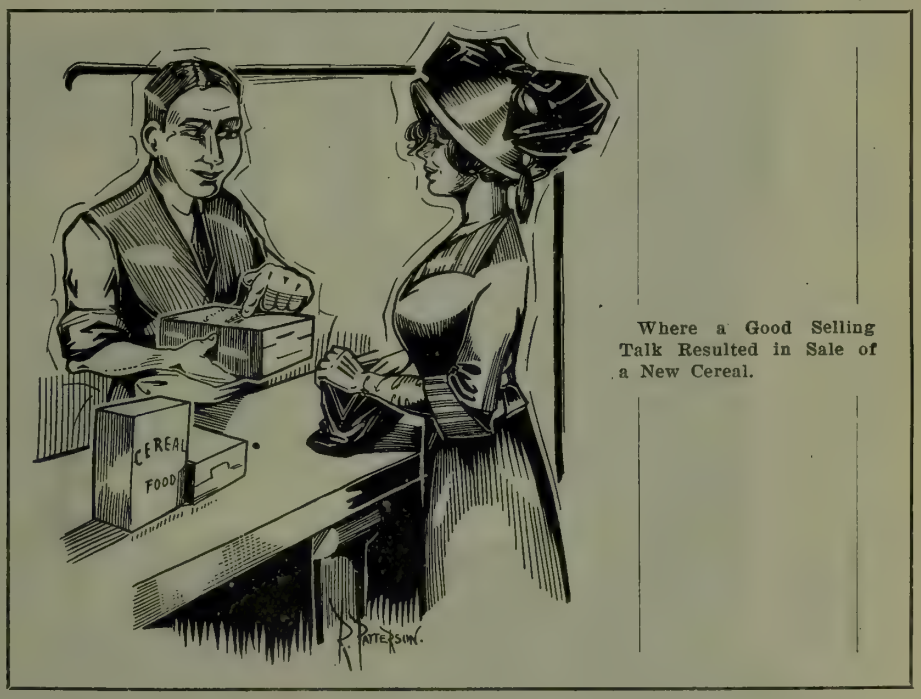
"Often, too, we place a new line like that in the window, where people see it. They come in to ask about it, which means the sale is already made. If they like it, they tell their friends, and very soon others are making inquiries. It works out that in a few months time we are selling a considerable quantity, and all from that one window display.

"We try to keep what the people ask for, but do not display prominently any line without a good profit.

Changed Brand of Pastry Flour.

"I have recently got many of my customers buying a pastry flour which I recommended. Many of them who were using another, are now convinced I am offering them better value as a pastry flour, the profit is a little better, and I am selling more flour."

Still another line is the McCrodan store pushing with success. A competitor dealing exclusively in this line sells the goods by giving something extra as a premium. Mr. McCrodan points out to customers who buy this line at the opposition store that he gives them better value for the money. He demonstrates this fact in his own store, and now this trade is coming back to him.



Where a Good Selling Talk Resulted in Sale of a New Cereal.

Opens Accounts With Good Pays.

Mr. McCrodan believes that an important part of any dealer's success is getting his money from credit customers. It is one of his policies, for instance, to open accounts only with conductors, brakemen, engineers and firemen on the railways These men receive anywhere from $85 to $125 per month, and, therefore, earn enough to pay their grocery bills Others have to pay cash Having been in business in Belleville for many years, he knows pretty nearly everybody, and is therefore in a good position to watch credits

"I haven't lost more than $200 in sixteen years," he said, referring to bad book debts "It is a man's own fault if he loses $3,000 or $4,000 in bad accounts"

In such a case, he claims a dealer has been too anxious to get trade, and is almost sure to sustain these losses. Neither does he believe in forcing a man under certain circumstances—illness, etc.

"Treat him right, and you will get your money back" is his motto. In his opinion, salesmanship is only to be commended when you get your money. Anybody can load up a dead-beat.

New men in the trade in a certain town in Mr. McCrodan's opinion, are not usually careful enough. Because of the fact that they do not know the people well, they should not allow their anxiety to attract new customers to run away with their good business judgment. "Bad debts have put many a man out of business," he states, and he is right.

Personal Attention to Railway Accounts.

His method of handling the "railway trade" is to look after it personally. He himself calls on the wives of the men every Monday and Friday for orders, and in this manner keeps closely in touch with them and their necessities. He believes railway men should be paid monthly, as at present.

Selling Methods of St. John, N.B., Dealer

A Store in Which Business is Not Waited for But Gone After—Interior Arrangement Attractive to Induce Public to Come in—Fixtures Installed That Aid in Service—Fish and Confectionery Departments Given Special Attention.

AFTER having conducted a grocery business for twenty years with each year bringing renewed and improved successes, it would hardly be exaggerating to say that F. E. Williams & Co., St. John, New Brunswick, are well experienced in grocery circles. The business was begun on a moderate scale and now occupies the whole of the three-storey brick building in which it was established.

Exterior View of F. E. Williams' Handsome Store in St. John, N.B. The Windows Are Dressed in Easter Lily Garb.

This firm is recognized as among the leading dealers in St. John, if not in the Maritime Provinces, and every article from the store bears the stamp of reliability; for unless the goods are of a nature which can be recommended to any customer, they will find no place in stock with F. E. Williams & Co.

Twenty-Year Customers.

In the centre of a fine residential district with an extensive territory to draw trade, the firm cater to a good class of customers, and many of the families with whom they first opened accounts twenty years ago, are still purchasing their household supplies from the shelves with the same degree of contentment. "Reliability" is their watchword and it is looked upon as one of the best to induce custom, for with reliable goods in store, the natural sequel is satisfied customers, and increased business. The firm keep closely in touch with latest methods and ideas in conducting a grocery store, so that while they may be old from the standpoint of inception, from the trade point of view they aim to be entirely modern and new.

Frank E. Williams is the real head of the business. "There have been many changes in the grocery business in St. John since I first started a score of years ago," he said recently, "but I have always made it a point to keep well abreast of the times, to retain my old customers and to attract new ones. To do this of course, experience has been an important factor, but selling methods have been material aids as well, and by this I do not mean 'forcing" or "superflously talking sales" so much as being attentive to detail, keeping a well furnished store, replenishing stock carefully, looking after the new ideas in fixtures,, lighting, etc., and installing the latest in patents for attracting attention from the general public on which we have to depend for trade."

A Store That Attracts.

Keeping in mind these suggestions, Mr. Williams has met with prosperity. On entering his store it is noticed that there is a general air of cleanliness which at once commands attention, that his goods appear fresh and tempting, and that his fixtures and methods in displaying the various lines are such as to do so to the best possible advantage. His store has two entrances, the one leading to the grocery department, the other to the meat and fish departments,

and the whole is connected by a doorway in the interior so that customers may pass freely from one to the other. Hygenic methods are carefully attended to in the grocery store and in the meat and fish departments as well, and every article kept in bulk in the shop, is protected from dust, flies, or other menace to trade, by hermetically sealed covers of plate glass, so that the contents of the jar, box, or other receptacle for holding goods are easily visible and appealingly displayed to catch the eye of the prospective purchaser.

Believer in Price Tickets.

Fully ninety per-cent. of the goods carried in stock and displayed to attract attention bear price-tags and most of the lines when featured in a fairly large quantity have a short, snappy, catchy paragraph as well to further interest the customer. This is especially true in the matter of window displays. This latter is regarded as being of keen importance in creating custom by the firm, and frequent changes of display goods are made with the intention of attracting passing trade.

Fish Display Changed Daily.

In the grocery department the windows are changed quite frequently and made to appear as appealing as possible, while in the meat and fish stores there is not a night that the display of meats and fish is not changed and a different line featured.

There is considerable travel along the street on which the store has its greater frontage, and because of this, to draw attention to the windows, the goods, and the shop itself, the store is lighted every evening during the week so that those passing along must see what goods are displayed in the windows, in the silent salesmen inside, on the shelves and in fixtures and other places about the premises.

Clerks Have Specific Duties.

One reason given by the firm for the tidy, and attractive exterior and interior of the store is that they have departmentized to as great an extent as is possible, and each clerk is responsible for some certain sections wherein are offered or stored lines of goods which it is easy to group together and for one clerk to give his especial personal attention. It has been found that the results are much better and more productive than when it is left with the clerks in general to attend to the various details of the store arrangement.

For instance, one clerk is responsible for a particular counter and the goods in the fixtures beneath and behind, and the same is true as regards the rear store fixtures, the show cases and silent salesmen, but of course the departmentizing does not prevent a clerk who gives his personal attention to some particular lines, from attending to the wants of a customer in others.

These methods serve to keep the clerks well in touch with the store and the stock and do not permit of some lines becoming more stocked than others, while they also tend to familiarize the staff with the various goods kept for sale, and make the suggestive policy of selling the more easy.

Staff Tender Suggestions.

At all times of the year it is expected of the staff to report on what might prove to the advantage of the store in the way of suggestions for the selling of some one or other line, displaying some wares, or replenishing a low line of stock. Interest in the welfare of the firm is thus more keen and under such circumstances the answer to a customer's query which is sometimes, "Well, we are all out of that special line, Mrs. So-and-so," is never heard in F. E. Williams' store.

On entering the store a delightful and fragrant aroma of coffee greets the sense of smell, and on looking about there is seen an electric mill for the preparation of this drink. "Fresh ground coffee, a specialty," is one of the maxims of the store policy. And nearby in galvanized casings different blends of teas are kept, while inside glass panels in the fixtures adjoining are samples of the various grades of coffee and tea kept for sale.

The Confectionery Department.

Another manner in which to induce sales by creative methods outside of salesmenship is manifested in the tempting array of fancy cakes of all kinds shown in fixtures near the door of the grocery. These are featured in boxes alike in pattern and with oval fronts of glass so that the contents may easily be seen without having to open the cases. Beneath these cake fixtures are pails of candies with patent glass coverings and nearyby in show cases or silent salesmen are the fancier lines of chocolates and candies kept in store.

Above these suspended by chains from the ceiling are glass shelves on which repose the boxed goods which it is desired to feature, and there are also glass jars in which candies are kept.

A Mirrored Refrigerator.

To the rear of the meat and fish department is a large roomy refrigerator which is of material value in conducting this branch of the business. It is furnished with large mirrors inside so that the goods stored in it can be seen both from the front and rear and there are also several plate glass shelves on which cut roasts, steaks, or other maller meats are deposited before delivery.

Special Seasons Taken Advantage of.

At certain seasons of the year special efforts are made by the management to induce extra custom by the featuring of lines appropriate to the occasion, and this is a policy which has at all times worked advantageously. For instance at Christmas time special lines of goods are stocked which are not regularly on the order list and the clerks are given instructions to "boost" these as largely as possible, while at Easter the same policy is resorted to.

Few customers are allowed to leave the store without carrying with them or having given an order for the lines which are being pushed or some of them at least. This policy is not only adhered to in the grocery department, where extra lines of candies, fruits, nuts, and other articles are featured, but in the meat store as well, for here are displayed to advantage choice western beef, poultry, relishes, etc., and customers are always reminded that these have just been received for the Easter market.

No Special Ordering by Phone.

The idea of telephoning to customers and asking for an order at stated intervals during the week, for instance on a Thursday evening to get a Friday fish order was tried for a while with this firm, but eventually was abandoned. It was found that while some of the customers slightly favored the scheme the majority did not, particularly those who were not regular dealers with the store. It was found that the orders would come in for some thing or other just the same, and the policy was given up. Some people who had fairly large homes, would be in a distant part of their house when the 'phone would ring and they would have to leave something important in order to go to another portion of the house, or downstairs, perhaps, to answer it, and when they found what was wanted, they would be none too well pleased.

During Lent and Advent.

In the season of Lent and Advent extra endeavors are resorted to in order to work up and keep the fish trade and the best known means, the management say, is to always have in stock a full supply of all the lines of fish, have them nicely and attractively displayed and suggest to a dubious customer that perhaps a fish dinner would make a pleasing change from continual diets of meat, etc. Every other day in the Lenten season the display of fish in the fish window is changed and with pieces of ice and greenery it is made as attractive as possible.

Winnipeg Dealer's Success in Two Years

For Thirty Years Was Employed as Salesman with Hudson Bay Co.—Phenomenal Results From a Cheese Window Which Shows One Method For Introducing Goods—Winnipeg's Cosmopolitan Population Have Many Tastes.

AMONG the many successful grocers in Winnipeg, few have achieved more marked success than R. H. Graham—"Dolphy" Graham, as he is called, for the old sport nick-name sticks.

Mr. Graham was for thirty years an employe of the Hudson Bay Co. in the grocery department. Some two years ago he determined to start in business for himself, and it was not long until he was in the front rank and catering to a portion of the best trade in the city. In this he is a close competitor with his old-time employers, and it was while with them that no doubt he acquired that discriminating judgment that has ensured his success.

Strong Believer in the Window.

Speaking of his window, the dressing of which has become a fine art with him Mr. Graham said: "I consider my window as a most valuable if not the most valuable form of advertising to me. Day after day and every hour of the day, I see people stop to look at the window, and then walk in.

"I have secured many new customers by it, and if once we get a customer we generally manage to keep him.

Results From a Cheese Display.

"Perhaps I could give you a case in point to show what my window has accomplished for me. Now, during bonspiel week I had a cheese window—not a very promising subject, you would suppose, for display purposes—but we arranged our lines, and I was surprised myself at the number we carried. Canadian, American, English Stilton and Cheddar, Gorgonzola, Limburger, and a host of others were on view—and say, the people certainly did show interest.

"Well, our sales of Limburger previous to the display, averaged about 10 lbs. a week. During the bonspiel the entire stock went out in a couple of days.

Almost Half a Ton Went.

"We sold 800 to 1,000 lbs. of fancy high-priced cheeses during that week, and have averaged about that ever since.

"Scores of people told me that they did not know that such a one, their favorite cheese, could be got in Winnipeg until they saw it in my display. Seeing it, the old taste revived, and has had to be satisfied."

The Lines They Feature.

"We try, in our window display, to bring into prominence lines that are escaping attention often because people are ignorant that they are obtainable or ignorant of their existence. You will find people in this city to-day with most discriminating tastes and with money to gratify such whims. It is these people that we try to get after in our window display."

Many Varieties of Tastes.

In answer to a question as to the changes he had seen in the requirements of the city in the way of groceries, Mr. Graham stated that they were little short of revolutionary. Winnipeg to-day is a cosmopolitan city. It is also a wealthy and a hospitable city. It is necessary to carry goods to suit the Britisher, German, Frenchman, besides the Canadian and Yankee. All these people have their pet delicacies, and where they can get them they will also come for staple lines.

No grocer that is up to date, but carries many lines that were not dreamed of ten or fifteen years ago. "I never start a new line but what I carefully display it in my window. Ten to one it will catch me some customers. Once we get them to come in it is up to us to do the rest," said Mr. Graham.

Twenty Years in Business Celebrated

Towel With Customer's Initials Given as Souvenir—Credit Eliminated Altogether—Cash Business Now Being Done—A Large General Business With Turnover of $70,000.

The Earle Co. of Creemore, Ont., recently celebrated their twentieth year in business. It was in 1892 that Alex. Earle first established the business at Maple Valley, Ont. Later it was removed to Creemore where under the business methods adopted it has seen a gradual development. It was in 1895 that the firm was incorporated under the present style of The Earle Co.

Creemore is a small town on the Grand Trunk Railway between Toronto and Collingwood. Although it cannot boast of a large population, still the thickly populated and prosperous farming community surrounding it makes possible the extensive and up-to-date store which Mr. Earle has established.

For the size of the town, Mr. Earle has a large store and shows just what it is possible to do even in the smaller country towns. It is a general store but the grocery department is an important one and is given a good deal of prominence. The ground floor of the store is 75 feet wide by 214 feet deep, giving an extensive floor space which allows of liberal display of goods. The grocery department takes up 70 feet of one side, a big stock being carried.

Have Many Modern Fixtures.

Many of the latest improvements in the way of grocery fixtures are to be found in the store. Liberal use of silent salesman has been made in this department. Cash carriers are installed throughout the store. The second story of the building is devoted to house furnishings.

Four large show windows add much to the appearance of the store and are reponsible for a good deal of business. Displays are changed regularly every week. In window display, groceries are given a good deal of space. A well assorted stock of fancy groceries, ranking with some of the best in the larger cities is carried. The business which is done in fancy groceries would surprise many dealers in towns of the same size. The store now has eleven clerks in its employ.

Operates on Cash Basis.

For a number of years a credit business was done. The losses entailed made such a cut in profits that after a great deal of consideration, the business was established on a cash basis. That was three years ago. That the cash method in Mr. Earle's opinion, has proved successful is shown by the fact that last year the turnover of the firm amounted to $70,000. This was on a stock of $20,000. Absolutely no credit is given.

The firm are big advertisers, believing strongly in the value of printers' ink in attracting business and forestalling the encroachments of the mail order houses.

Their twentieth anniversary was made the basis of something special in this direction. On this occasion they gave a souvenir to each customer in the form of a towel with the customer's initials on it. Such a gift could not help but bring the store to the recipient's mind frequently.

In order to moisten cigars which have become dry, place half a moderate sized raw potato in the box for a few days. The same method will help to moisten any kind of tobacco.

A Business Founded on Sound Principles

Initial Announcement Two Years Ago Brought 102 Customers First Day—Evidences That The Dealer's Recommendations Go a Long Way—Instance Showing how a Satisfied Customer Advertises The Business—Little Chance For Dead Beat.

Guelph, Nov. 24, 1909.

Dear Madam,—

Having bought out the business of Peter Anderson, we have opened up with a full line of all kinds of groceries, fruits in season, and a fine display of crockery and china.

The firm consists of L. J. Hood, formerly of Toronto, and W. G. Hood, who has had over ten years' experience with Mr. Robt. Mitchell, and four years' with Messrs. Benson Bros. We have confidence that we are capable of serving you to your best interests. We shall give our personal attention to every detail of our business.

We kindly solicit a share of your patronage.

We are,

Yours respectfully,

HOOD BROS.

Phone 128. 10 *Wyndham St.*

The foregoing letter gotten out in neat and attractive form was the first announcement sent out by a Guelph, Ont., grocery firm which in a little over two years since its establishment, has made good progress. First established as Hood Bros., the name of the firm now is Hood & Bennallick, the partnership consisting of W. G. Hood, who had 14 years' experience behind the counter in Guelph before going into business for himself, and Arch. Bennallick, who also learned the business in the Classic City.

Made Sure of Good Mailing List.

Hundreds of the circulars were sent out through the city. Names of housewives who might become customers were secured from every available source, and this circular sent to them. It is a noteworthy fact that on the first Saturday after the doors were thrown open to the purchasing public, 102 persons visited the store and made purchases. This number established by actual count was encouraging indeed to the young firm.

How Increases Came.

During the first year in business over two and one-half times as much business was done as by the firm previously in this location. The second year showed a nine thousand dollar increase in sales over the first, while this year business has been increasing at the rate of $1,400 per month over last year. This proves that the years spent behind the counter as clerk gathering business ideas were of some avail.

The location has probably been somewhat of a factor in their success as they are situated in an excellent part of the city, and being on a corner, their store stands out prominently and has the advantage of show windows on two streets. The entrance to the store is exactly on the corner, inviting within, as it were, all passers-by, no matter from what direction they might come.

Specializes in Canned Goods.

The store makes a specialty of canned goods, and attempts to constantly have some special line to interest customers. Mr. Hood gives an instance showing the value of a special line. It meant the securing of six customers and all indirectly from the sale of one can of a particular brand of peas. Having purchased a case of this line, Mr. Hood succeeded in selling a tin to a certain customer. She liked it and came for more and, moreover, recommended it to her friends.

As a result of this free advertising done by a pleased customer, five others commenced to purchase this article. At first they purchased only this particular brand but gradually began to buy other articles, and several might now be considered as regular customers.

The chief method of introducing new goods in this store is by display on counter, shelf and in the window. "I do not believe in forcing new goods or any goods for that matter on customers," says Mr. Hood. "The man or woman who leaves your store feeling that something which they really did not want or need has been forced on them, are liable to avoid your store next time they are shopping."

Results From Newspapers.

The local paper is also used in introducing new goods and it is not an unusual thing to receive direct results from newspaper advertising of new lines. Mr. Hood has somewhat of a new idea man regarding advertising. "When we have a special bargain on any line we do not advertise it in the paper. We keep our newspaper advertising to general or new goods. A special price in our opinion is an ad. itself, so that heralding it forth in the paper is like doubling up and using space to little purpose.

"We try as much as possible to carry all lines which will be asked for, but we find that we can generally sell the brand we want to." For instance, they do not stock a certain brand of soap powder, one which is advertised to the consumer quite extensively. They have one, however, they consider of just as good quality and which they find customers will buy on their recommendation.

An Eye On The Slow Pay.

The prevention of the inroads of the dead-beat has proved an interesting feature of the business. This firm has been fortunate in this regard, having possibly not more than $300 worth of bad debts on their books after two years' business and a big turn-over. The explanation is the care with which they guard against this profit reducer of the grocery trade. Years in the business in this city has acquainted them with a large percentage of the good and bad pays. When a stranger seeks credit, he must furnish some particulars in order to establish his claim. One of the important questions is where the prospect previously dealt. The last dealer is communicated with and his or her honesty or lack of it ascertained.

The value of this is shown in a recent case. Two families applied at this store for credit. They were asked where they had previously dealt and both gave dealers' names in a neighboring and smaller town. The reports of these dealers were weighed and one was given credit and the other refused. That they were sized up correctly is shown by the fact that the one given credit is keeping well paid up. The one refused has since been in the courts for failing to call on pay days at the store that gave him credit.

That this method of sizing up a customer is not always a sure thing is shown by another instance. The woman in this case gave the name of a grocer who said she had always paid him. She had evidently kept this man paid up for a short time in order to establish a reputation, as she had left a wide balance with the man who had previously had the "pleasure" of serving her. This, unfortunately, was not found out until some credit had been extended. However, when she did not settle on the first pay day, she secured no more credit.

This store believes that enough is plenty, especially when it comes to credit.

Have Chinaware Department.

Hood & Bennallick handle chinaware as well as groceries. One side of the store has been, until now, devoted to chinaware, but arrangements have been made to transfer this department to the second floor while the whole bottom floor will be given over to groceries. Ample space will be devoted to chinaware on the second floor, the side being fitted with a glass front so that the chinaware display may be seen from the street.

A Day's Extra Sales in a Country Store

Amounts to $9.10, Which, if Carried on Throughout Year Would Mean Sales of $2,790 Above Actual Demand—How Corn Syrup and Flour were Introduced—Unprofitable Delivery Trip Turned Into Profitable One.

The merchants and his clerks have excellent opportunities presented them daily for selling goods over and above actual demand as well as for raising the quality of goods sold. The person who is content to hand over the counter merely those goods which customers may ask for is not a salesman. The real salesman brings salesmanship methods into play to create demand for goods which he has on his shelves. For this reason he is a more highly paid man than he who makes no attempt to sell goods other than those for which customers ask.

Opportunities for creating demand or displaying creative salesmanship are far from few in every store. It matters not whether the clerk may be dispensing groceries in the city or behind the counter of the country store. The possibilities are to be found in either place.

A Day in a Country Store.

The writer recently spent a day in a country store and there he had several objective lessons in creative salesmanship which impressed him why some grocers are more successful than others, and why some salesmen are drawing a larger pay envelope.

A Sale of Corn Syrup.

The day's business had not proceeded far when the first example was brought to light. A farmer had completed the purchase of a few odd groceries, when the enterprising clerk brought corn syrup to his notice. The farmer had had no notion of buying but when the clerk pointed out that the children liked it and that it was a great saving on butter, he became interested enough to enquire the price of the smaller pail.

"That one is worth 30 cents," replied the clerk, "but here we have one containing four times as much which we are selling at $1.10. It is cheaper to buy it this way, and besides you have a more serviceable pail when the syrup is used." By the time he had again emphasized its comparative cheapness, the farmer had decided to buy.

Made the Trip Pay.

Shortly before noon, a customer who lived about a half a mile from the village telephoned in a small order for groceries. The amount was so small that it would really mean a loss to the grocer in delivering it. Here the merchant came in with his creative salesmanship and turned the delivery into a profitable one. He telephoned a customer on the same route, informed her that he was delivering some goods her way, and inquired if there was anything she needed.

About the only thing she could think of was, "50 cents worth of granulated sugar.

"Anything in canned goods, tomatoes, peas or corn?" he inquired.

"No, I have plenty," he stated she had said.

Sold Some More Flour.

"How did you like that flour I sent up some time ago?"

"Very well. Say, I believe you might as well send me up another twenty-five pounds."

"Yes. And now we have some fresh lettuce in this morning at 10 cents a bunch. What about them?"

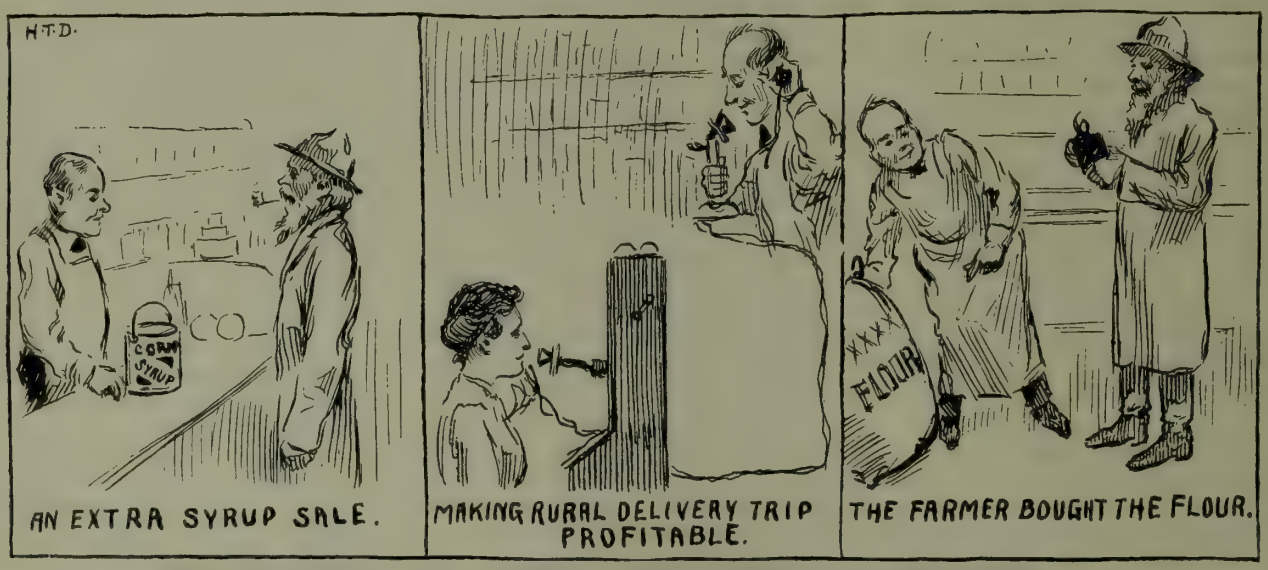
Two bunches were ordered, which with a bottle of vanilla completed the order. The delivery had however, by the salesmanship of the merchant been made profitable.

Clerk Introduces Syrup Again.

The grocer went to dinner. A woman customer came in. When she had given a small order, the clerk still remembering his success in selling syrup, introduced the same line to her.

"Are you using any corn syrup, Mrs. Customer? We are selling a lot of it just now. Not only do the children like it, but it is good for them."

"And it will save the butter, too," remarked the customer, herself. "I believe I will try one of the smaller pails."



Sales Above Actual Demand Amounted to $9.10 in One Day in This Country Store.

The clerk seemed to be getting interested in the salesmanship game. As the day advanced his enthusiasm to sell more goods than customers inquired for grew greater. Here and there, he secured the opportunity to attempt to interest customers in "something else." All his energies did not, of course, prove successful. His efforts to increase sales to one old woman proved particularly unsuccessful. She thought foods were all very dear. She referred to potatoes.

Beans Instead of Potatoes.

"Why don't you try beans," suggested the clerk. "They are a good food and not particularly high."

"How much are they?"

"Five cents a pound."

"My goodness you could buy them for half that a few years ago," she remarked. She decided, however, to look at them. She pointed out there were several broken ones among them, and all the efforts to sell her proved in vain. The clerk, however, was by no means disheartened at all this effort being expended without result. He still continued his salesmanship methods.

The Wife Wasn't Pleased.

The proprietor also did his share in promoting sales. A farmer came in for a plug of tobacco.

"What kind of flour are you using now?" inquired the merchant.

"The last I got was Blank's."

"How did you like it?"

"Not very well. It didn't please the wife at all."

Here the merchant a saw the possibility of a sale. "I have just received a shipment of ———— flour. I'm the first man to sell it here. I would like you to try a couple of cwt. By test, it is an excellent flour and makes good white bread."

"I'm a little wary about buying flour, We always found Blank's alright."

"Yes, Blank's is a good flour, but I think this is fully as good if not better. I got my wife to try it and she had great success with it. Probably your wife would also."

What it Would Mean During Year.

Thus the discussion continued, and when the farmer who had come for a plug of tobacco drove away from the store, he carried in the back of his sleigh, two cwt. of flour. The extra sales thus induced by the salesmanship of the merchant and his clerk amounted during that one day to $9.10. If this were continued during the 307 selling days of the year, it would mean total extra sales of $2,793.70. Think of it. The extra profit made would almost pay the wages of a clerk. Surely something worth striving for.

Such is Creative Salesmanship. Examples of it can be seen in many stores most any day of the week. In some stores the amount of business secured is much greater than in others. The merchant and clerks in such a store are better salesmen. On this selling power of the grocer depends to a large extent the success of the business from year ro year.

WHY RETAIL STORES FAIL.

Insufficient knowledge of the real value of merchandise.

No inborn trading instinct.

Extravagance, i.e., no natural gift of economy.

Reckless price cutting.

Poor advertising.

Inattentive, incompetent help.

Lack of neatness, order, and attractive display.

Failure to include all fixed charges in figuring the costs, such as freight, drayage, rent, insurance, salaries, operating expenses, etc.

To the reasons mentioned above must be added the failure of many retailers to turn over their stock quickly.

Need of a System in Every Grocery Store

Business Should be Conducted on Organized Basis—Goods Coming in Ought to be Closely Checked—Watching the Delivery—Arrangement of Goods on the Shelves.

By W. L.

Every retail dealer who wants to become successful must have System in the store.

A grocer may carry a splendid line of goods; he may be a first-class salesman —neat, courteous, painstaking and a hustler in every sense of the word; his store may be a model of cleanliness and his clerks everything they should be, but where is his business, where his profits, if he lacks a system? If he runs his store without a sound, organized method of conducting it?

The system by which the big successful houses and enterprises are conducted, the great care and study given to even the most minute and apparently unimportant details, would be a revelation to many a grocer.

Nothing is too small or unimportant to be given attention and therein alone lies the secret of their seemingly wonderful progress—this aetention to detail.

What System Means.

What is meant by system is a careful, intelligent, organized method of conducting your business—a well-regulated order in which to do things, from buying your goods to delivering them to your customer.

The systematic grocer, for instance, possesses a receiving book, in which he enters the receipt of all goods and the date received. Goods should be entered as soon as received and not two or three days later, when they are likely to be forgotten altogther.

Weights should be entered, and it is a good plan these days, when goods are packed so irregularly, to also note and enter contents of each case. These items should be promptly checked and added upon receipt of bills or invoices, thereby showing the correctness or incorrectness of same.

Too Much for Granted.

Too many grocers neglect this plan. They take too much for granted—that bills are right, weights and extensions correct, etc. The best of us make errors, but by this method the most trivial mistake can be detected and possibly a big leak stopped. It is simply applying a system to your business.

Again, as with receiving your goods, the same care should be taken in delivering them. Accuracy in checking out orders should be always maintained, and while, of course, mistakes cannot be entirely eliminated, by a careful system of checking these same errors can be greatly decreasd.

A Delivery System.

It might be a good plan to have regular hours for local deliveries and regular days for out-of-town deliveries. Let your customers be well acquainted with them. A good plan is to have them posted in a conspicuous place where they can be readily seen. Stick to them; don't favor such and such a customer to the sacrifice of another. Don't send your wagons over the same territory four, five or six times a day. It means time lost and no busy man can afford this. The public is too ready to impose on the easy grocer. Don't be him. But, of course, tact and courtesy are needed in this matter, and if used your trade will certainly not suffer.

Then with your work in your store. Have one man in charge of your provision department if it is large enough. He will be able to soon weigh butter right to the dot and you know that means money saved.

Have another man weigh your sugar for the same reason. Have regular days to do this and see that it is done upon those days. Study out your most profitable articles. Make displays of these and see that your clerks push the sale of them to the utmost.

Remember the Shelves.

Another important item is to have your shelves systematized. A grocer's shelves may be clean and orderly and yet without any systematic arrangement whatever. Don't put soap upon your front shelves next to pickles or olives or cereals. Don't put the items you sell most of on the top shelves or away to the rear of the store. Don't put your new goods in front of the old stock.

This sounds like too many don'ts, doesn't it, but how often one or two of these things are done, either through carelessness or thoughtlessness? Many and many a time. Systematize.

Dealer's Signature on Order Placed Ahead

Traveler Claims the Merchant Will Appreciate Such a System Once Accustomed to It—Experience With Dealer Who Was Asked to Do This—Also Maintains That Draft System is Preferable in Paying Accounts.

By F. R. McIntosh.

I was starting out to address you as "Mr. Retailer," but I won't address you that way, because what I have to say to you, does not apply to you distinctly as a retailer. I want to say something about a prejudice that exists among a great many merchants—there, I have it! Mr. Merchant—an undue prejudice against signing orders; and also with some, against accepting drafts or signing notes.

Most of us are more or less familiar with the man who "never accepted a draft in his life." This man does not consider that in refusing to do so, he is interfering with the best system ever devised for making settlements, as well as slighting a firm who, without security, are lending him hundreds of dollars from time to time, in the form of the goods they ship him. And he does not consider that when he says, "I do not accept drafts!" he implies—"I have no business system."

Dealer Took the Note.

I was in a country store once, while the merchant was trying to sell a fur coat to a young fellow. It was after the turn of the year, when most merchants are glad to give any terms to get furs out. After considerable dickering, the merchant said, "Well, take it now and pay for it next year." "I will," said the young fellow, "if you'll take my note for it." Take my note for it!

This seemed so out of the ordinary, that I asked the young fellow after, why he was so anxious to sign a note. "It's just this way, sir," he said, "that fellow sells more than one fur coat a year, and six months from now he might forget just what our terms were and ask me for the money. But I have his receipt for my note and there's no danger of any misunderstanding."

The Instructions Not Read.

A few days ago, one of my traveling friends let me in on a little incident which will show the inconsistency of some people in their business exactions. About a year ago he had been successful in landing a pretty fair order from an Ontario firm, who, in the ordinary course of their system, required him to leave and also take a copy of the order on their printed form. Good business this—so far. But my friend did not notice, and neither did his firm, a clause on that form which read, "we do not sign notes or accept drafts, but remit by cheque when due."

The goods were shipped and in the ordinary course a draft was drawn at three months; and then both my friend and his firm learned the importance of the eagle eye on business documents. The draft was refused and along came a letter with such phrases as "What do you suppose we print instructions for?" and "better have your bookkeeper take the wool off his eyes!"

The Epilogue.

"Of course," you will say, "the traveler should have noticed those instructions." Yes, certainly he should have; but that is no excuse for one business man to heap invective on another; and besides, this little narrative has an epilogue, and that is how I came to be let in on the particulars.

My friend had a letter from his firm, enclosing one from these people, asking them to accept a note at three months for a bill on which they had already had three months' open account. They said it would "greatly facilitiate them." Well, my friend advised his firm to accept it; travelers do try to do things for their customers. But don't you think he was just a little tempted to have his firm write and say—"we do not accept notes; we prefer to have accounts settled by cheque when due?" It is well when making regulations, to see that you are able to live up to your end of the contract.

Your Signature on Orders.

And now, Mr. Merchant, about signing orders. It is, of course, not very necessary to have copies of the sorting orders you give so often, the invoices of which are usually in your mail the second day after you have placed the order. But you place a lot of orders for future shipment, sometimes three or four months ahead, and when you are doing this kind of business it is absolutely necessary that you protect yourself by system.

There are several very good systems, but only one which will positively prevent misunderstandings; and that one is to have all "future" orders signed in duplicate. Each party to the transaction will then have an identical copy, and there will be no possibility of your getting goods that you "didn't think you ordered," or of you expecting goods "you thought you ordered." Your signature is your protection; it is not a means for the seller to hold you up. If you have good reason to cancel an order you will find the seller as ready to accommodate the man who signed as the one who "never signs."

A Case in Point.

A traveler for a grocery house, who had learned by experience that booking orders ahead without a signed copy was bad business, decided to take "future" orders in duplicate. One of his first experiences at such, pretty well illustrates the undue prejudice which exists among a great many merchants against signing orders. This was with a merchant whom (judging from his appearance and the general up-to-date look of his store; and also the fact that he was well up in church and fraternal circles) one would take to be the very one to fall into line with any good scheme. That is to say, his environment was not such that he should have been expected to act as he did. It was in August, 1909; the traveler had booked him for raisins, currants, etc., and after making out the order in duplicate, asked him to sign it.

The traveler was hardly prepared for such abuse as was meted out to him.

He was told he could "cancel the order, if the firm couldn't trust him after doing business for years they could do without his business; he wasn't going to run away." All this was thrown out to a traveler who had backbone enough to put up a system for the protection of his customer. I say for the protection of his customer, for I will show you that this customer needed protection.

Had Been Caught on Canned Goods.

The traveler got him cooled down and when he thought he had him in a proper humor again, tried to sell him canned goods for future. "No," said the customer, "I'll never buy canned goods ahead again from anybody. Year before last I got a double dose, and I still have them; tomatoes cost a dollar and a quarter, and I suppose you sell them now for eighty cents. I only gave one order, but Joe Peters said he was sure I gave him the order, and Fred. Pemberton said I had given it to him; they both said it was a good purchase, so I kept them."

Perhaps either Peters or Pemberton stuffed him, but he does not know which one. If he had made a practice of signing "future" orders in duplicate, he could have asked to see his siginature and ascertained just where and when he had placed the order. As it is, he holds a grudge against each of them. I know Peters and I know Pemberton, and I know something of their business methods, and I am inclined to believe both are innocent.

The loose system is to blame. If you wish to avoid trouble with your "future" orders, insist upon signing them in duplicate, and keep a copy.

Figuring Profits to Be on the Safe Side

The Error Shown of Building From Cost—Selling Price Must be Divided—A Change in Method from Years Gone By—Computing Margins in Stocks, Bonds and Real Estate—How the Jobber Figures.

*By Henry Johnson, jr.

To go back to my Vancouver friend. My object in so carefully defining Margin and Profit is to bring out a point never indicated, so far as I know, before I covered it about a year ago. That date, by the way, may serve to show my friend that others have disputed my method of calculation—yea, numbers have done so during the past nine or ten years.

The point I am talking about is, that Margin is used in my talks to cover the Process of making a Profit—or a Loss.

What Margin Is.

Think over that. The entire work done in your business during the time from January 1st to December 31st is Process; hence Margin is applied to all differences between laid-in Cost and Selling Prices during the entire year, or whatever period elapses between inventories in your business.

After the inventory is priced and figured up and the books are completely closed, except the needful "Balance" to even up the Loss and Gain Account, you are ready to state correctly and finally about Profit. You can then state what net Profit you have averaged from your sales and what percentage of net Profit you have earned on your invested Capital. Get that clearly in mind, for it is significant as you will see immediately below.

Take a grocery business of usual proportions. The total Capital employed is, say, $6,000. The sales have been $30,000. The net standing on the credit side of Loss and Gain is $1,800.

Finding the Net Earnings.

First, what has been the net earnings on business done? I am sure you will answer 6 per cent.—$1,800 on $30,000. How do you get that? By dividing the $1,800 by $30,000, decemially—or, if you have done much of this sort of thing, you will not have to "figger" at all; you will read the answer at a glance. But note, you will not divide that $1,800 by $24,000, the average cost. Nor should you, because never do you figure your expenses that way.

Next, you seek to learn what net Profit you have earned on the Capital employed. A glance will show that you have made 30 per cent. Now is the one time in your business that you compute your Profits on Invested Capital. Why? Because not until now have you completed a Process and reached a finished transaction. Inventory times are the only times when all the figures and reports are before us so that we can definitely tell just where we are, and these are the only times when we should use the word Profit, because only at these times can we accurately state just what our Profit is.

Experience in our daily business teaches us approximately what net Profit we must aim for and what we can probably realize; but until the final figures are in, all we really know definitely about is Margin. Hence my effort to carefully distinguish between the two.

* * * * * *

His Early Teaching.

Yes, if I remember rightly the little schooling I had before my eleventh year, when I went in behind the counter, we were taught to compute all margins or profits from cost. That kind of thing stands in the books to-day, I also believe. I do not think it will remain there for another generation, however, because light will gradually percolate into the brain of arimeticians. They will get this light from the surrounding illumination which is now breaking so brilliantly on the business world that it will force itself on the notice of the scholastic world, too.

In fact, I find that I have only to state to an arithmetician that merchants always compute their expenses on their Selling Price for him to see that then they must also compute margins from the same end of the problem. That is the only safe way.

The Bonds and Stocks Issue.

What I have said will dispose of the Real Estate, Bonds, Stocks, etc., to which my friend referred. Bonds and Stocks are commodities in which we invest without doing anything other than putting in our money. The work of every kind is done by somebody else and we get an absolutely net return, with nothing to come off, of certain interest or dividends. Real Estate is slightly different in that it has a considerable element of speculation in it; but after it is sold the Process is much the same as in our grocery business. We buy a vacancy for $5,000. We hold for four years and then we sell for $7,000. Is that $2,000 Profit or Margin? It is Margin, because it is subject to certain deductions before you can ascertain your Profit. Here are the deductions:

Taxes, four years	$ 80 00
Interest, 6%, four years	1,200 00
	$1,280 00

Which shows us a net Profit of $720, 14.40 per cent. on Invested Capital. Here you do not work on the selling price at all because it is so simple a transaction and is finished and complete in itself. This is just like your position at inventory time—the work is done and all factors are definitely before you.

Factories' Method of Figuring.

It is true that many factories have been run as my friend states. It is

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

also true that numbers of them have gone broke that way. It is further true that many of those which have not gone broke have avoided disaster through an amendment of their method of figuring. One big one in a certain city found at the end of a year that its overhead expense, which we call general expense, was 30.30 per cent. of its sales. The following year those people added 30.30 per cent. to the cost of labor and materials directly charged against each machine, and thought they were O.K. But they suffered a considerable loss that year, and could not tell why. Expert advisors showed them that each machine sold was financially made up as follows:

Labor and materials	30.30%
Overhead	39.40%
Sales Cost and Profit	30.30%
Total	100%

Further computation showed that the overhead was 130 per cent. of the cost of Labor and Materials.

Our spreads are not so wide and our units are so small that we cannot keep accurate tab on all elements as they do in a factory. That is why we can go on for years working on a mistaken basis, just keeping our heads above water, wondering why we cannot make any money.

Computation altogether on the Selling End is safe and will always reveal the true state of your affairs; hence it is the method to use.

* * * * * *

The Jobber's Position.

The jobber? Yes; he is the fellow in our line of business who is conceded to make all the real money. He does this because he figures right. If any manufacturer goes to a jobber with such a proposition as is related by my friend, he will promptly be told to "come again" with his figures, as he is now only allowing the jobber 16 2-3 per cent.

The jobber buys 250 cases of breakfast food not on any basis of cost whatever, but "at list less 20 per cent., delivered, 2 per cent. for ten-day cash." Say the list is $3, the jobber's bill reads:—

250 cases at $3	$750.00
Less 20%	150.00
Net	$600.00

Freight allowed. 2 per cent. cash ten days.

If the jobber has taken the manufacturer's way of figuring, he would have paid the same bill, but then his margin would have been 20 per cent. on $600, or $120—difference, $30.00; or he would have paid $3 less 16 2-3 per cent.—$2.50 per case—$625.00 and had a prespective gross margin of $125.00—$25 less than he is careful to get.

A Slight Difference.

The jobber sometimes talks a good deal about "100 per cent. and more" to you, but he does not figure that way himself.

With him, the price he can get for the goods, the Selling Price, is 100 per cent. Part of that selling price is made up of cost, another part of expense, a final part of net margin; or there are only two parts—cost and gross margin.

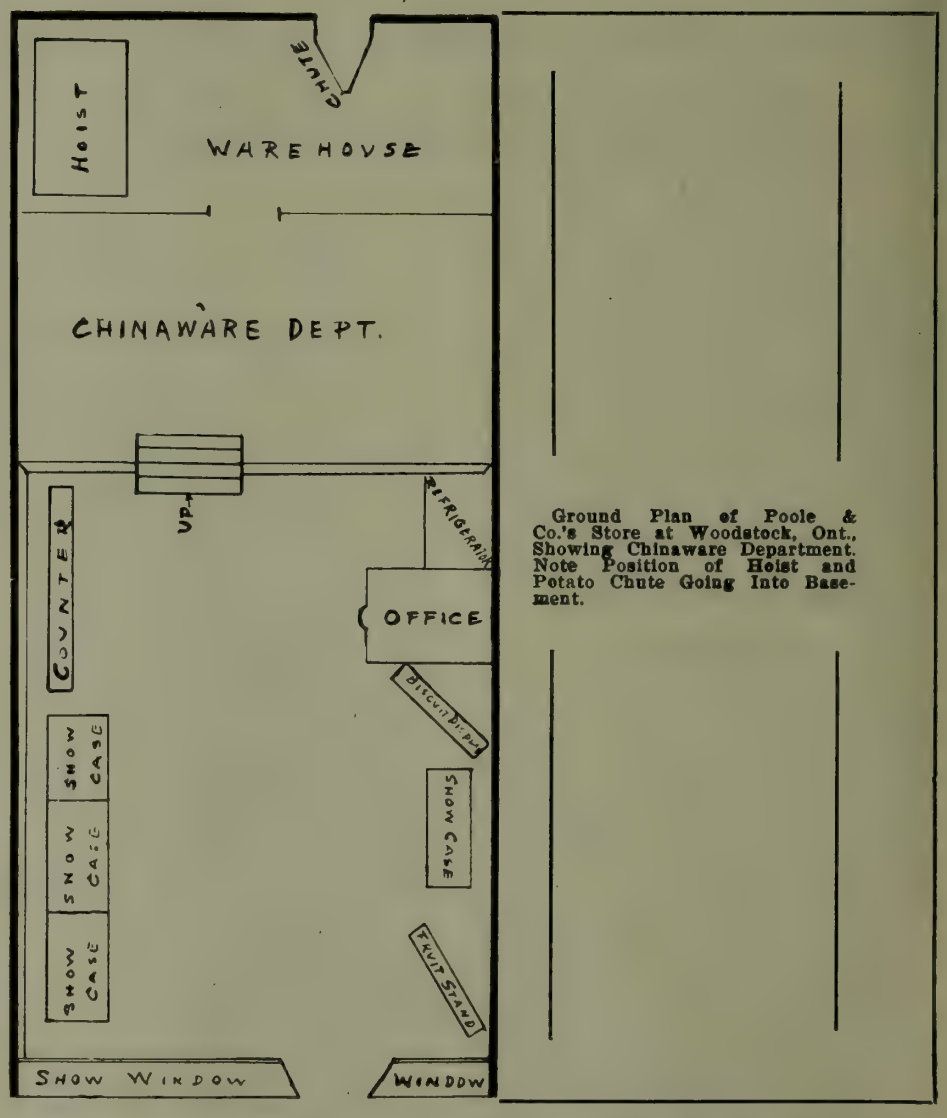
We must figure as the jobber figures. Then we shall be safe and Right, and do a profitable business.

Chinaware Department on an Elevation

Placed To Rear of Grocery Section — People Who Come To Look At Chinaware Must Also See Grocery Displays—Methods Of Woodstock Grocers — Think Display Windows Worth Something—Goods For Delivery Leave By Rear Door.

The man who is satisfied with his present conditions and content to allow his store and his business to remain as they are, is not likely to progress much unless circumstances make it impossible for him to do otherwise.

turn-over of $85,000 last year—he is by no means satisfied with present attainments. He has greater ideals for the appearance of his store, his methods of doing business and the amount of business he wishes to do. He feels that



Ground Plan of Poole & Co.'s Store at Woodstock, Ont., Showing Chinaware Department. Note Position of Hoist and Potato Chute Going Into Basement.

Peter Poole, proprietor of Poole & Co., Woodstock, Ont., is a man who has not reached his ideals yet. Although he has a large and quite attractive store and doing a good business—having a there is always room for improvement.

Thinks Windows Worth Something.

"One thing that I have done in the past that I do not think is right," says

Mr. Poole, "is allowing manufacturers to use my windows to display their goods alone without some remuneration. These companies have to pay high for street car and poster advertising and my window is certainly just as valuable as an advertising medium and they should pay for it."

Mr. Poole regards his windows as valuable space. He has two show windows, one on either side of the entrance, and while one is rather small, the other is good sized. When new goods are being introduced the window is made good use of, combined with advertising in the local paper. He believes that show cards are valuable in making sales even if no special price is given on the goods. Instances are by no means infrequent where sales have resulted directly from showing goods in the window with a price card.

"I believe it is well to vary window displays both in regard to goods and method of display. For instance, a display of one kind of goods is followed by something of an altogether different character, always aiming, however, to show seasonable lines. The windows are half the business, and I would certainly like to have more window space. I believe it would mean more money for me."

Employs Boy to Open Door.

A new idea which Mr. Poole has inaugurated and one which should be appreciated by customers is having a boy in attendance at the door on Saturdays, and when the staff is increased by two or three to handle the business. It is the duty of the door boy to open and close the door for customers, carry in baskets for them, inquire the wants of any one who may drive up, and otherwise make himself of assistance to the store's customers.

The cost of this boy on a Saturday is not much, and Mr. Poole believes him to be a good investment, as such service raises the store in the estimation of customers.

System Means Efficiency.

Mr. Poole believes in system in the the store. He believes it saves a great deal of time and time means money. He even carries it as far out as his barn where everything is arranged so that horses may be fed and cared for in the least possible time.

The store has a big storage space, both the cellar and second floor being devoted to this purpose. The surplus stock is so arranged that a hand may be placed on any article required at any moment. At the back of the store is a hoist that goods may be transported to and from cellar and second floor with rapidity. Another facility for saving time is a chute to carry potatoes from the back door to cellar, making it unnecessary to carry them down.

The store is 125 feet deep. The front 70 feet is devoted to groceries and the balance to crockery, chinaware and glassware. This department to the back is raised above the level of the grocery department, thus giving it greater prominence than it otherwise would have.

Chinaware and Glassware.

Only high class goods are handled in chinaware and glassware, but glass and other similar expensive goods form no small portion of the sales of this department. This means that a good many well-to-do customers are attracted to the store to purchase these goods and as they must pass 70 feet of grocery display on either side as well as the show windows, the assistance which this department is to the groceries can easily be seen.

A young woman is given special charge of this department, and is thus able to keep in intimate touch with the stock. These goods must be seen in order to sell, so that considerable attention is given to display. Wall shelves range along both sides. Two long tables the whole length of the department also show the goods up to advantage.

Show Case and Shelf Display.

Three silent salesmen extend along the front of the counter side of the grocery department. The shelves are not built up regularly. There are only two shelves above the bins at the bottom, and above this canned goods are built up in pyramid shape along the wall, in between smaller displays of other lines being made. This method of display is somewhat out of the ordinary. On the other side are two silent salesmen, two biscuit display racks and fruit display stands.

Goods Go Out Back Door.

The question was of whether it is best to take goods out the back or front door is one frequently asked. Mr. Poole and his assistant, J. R. McAllan, believe in the back dor route. "While it may be of some advertising value to load up a lot of goods where people cas see them." they argue, "the way you interfere with customers as well as the way it upsets the front part of the store makes it best to take goods out the rear door. The work can also be done with greater rapidity."

The store has worked up a good trade in cheese, giving special attention to securing the kind that will appeal to customers. They place in a stock of June and September cheese each year large enough to last them the entire season. The June make is for cutting during the winter, and the September during the spring. They find that these are the months' make that take well with customers.

THE FOLLY OF GUESSWORK.

It pays to be certain before acting in the grocery business. The grocer should not operate on guesswork. It may come out all right sometimes, but the times that it doesn't are too many to run chances. Recently a customer of a Winnipeg grocer ordered a twenty-five pound bag of flour.

She did not state the kind and as she had been buying both bread and pastry in this size, the grocer was uncertain as to which she wanted. Instead of phoning the customer's home to find out for certain, he took chances and sent pastry flour. It happened to be bread flour that was wanted and when she attempted to make bread, the result was that the grocer lost a customer, who could have been retained by a little special care.

Clerks should also be trained to take the same care in serving customers. The writer knows of a clerk who, by acting before being certain, caused a great deal of unpleasantness between a merchant and his customers. It was during the pickling season last autumn, and the clerk was filling up the spice cans from the surplus stock. He came to one bag of which he was uncertain, but he took chances and as a result, many customers received the wrong kind of spice. It certainly pays to proceed carefully in the grocery business.

FOR THE DELIVERY MAN.

Dr. W. J. Fowler, of the Ontario Veterinary College, gives the following rules for the care of the horse:—

See that your horse has a bed.

Watch your horse's teeth, and if he has any too long saw them off.

Water your horse before feeding him. Water, hay and oats is the order.

Feed a draught horse 15 pounds of hay a day or less. The majority of people feed too much hay.

Don't let your horse have much water when he is overheated.

In grooming, curry him every way.

Scrape off all bot-fly eggs with a knife.

Leave him his forelock, mane and tail, but trim them if necessary.

Dry your horse's feet at night; wash them in the morning.

See that no nails get in his feet.

In harnessing, keep the backband back from the withers.

Shoe your horse regularly, but do not allow the blacksmith to rasp off the outer edge of the hoof, which should act as varnish does on a pine knot.

To prevent the shoulders of a green horse from scalding, raise his collar periodically and thoroughly dry his shoulders.

Value of a Confectionery Department

Reasons Why It Should Be Given Prominence In Every Grocery Store — How Best Results Can Be Secured—Item of Display An Important One—Beware of Loss In Weighing—Be Careful Not To Overstock.

Weighing Must Be Attended To

By Harry McKinlay, Sydney, Nova Scotia.

Confectionery should be carried by every up-to-date grocer for the reason that it can be made a highly profitable branch of the business, and also increases our service to our customers.

No line in the grocery business shows a higher theoretical percentage of profit than confectionery, and by careful handling this profit can be made practical.

Loss in Careless Weighing.

The main cause of loss of profit in the confectionery business is by reason of carelessness in weighing on the part of the dealer or his clerks. Few grocers will be found who in weighing sugar throw in an extra scoopful to please the customer; yet they seem to forget the equal waste that is going on in their confectionery department all the time. Many of those who say that handling confectionery does not pay for the extra work and attention it demands will find on looking into the matter that they have been giving their candy away, not selling it.

Advises Computing Scale.

A computing scale that is made especially for the weighing of small amounts is a necessity to overcome the danger of giving overweight, and grocers will also find it profitable to get clear of the clerk with friends who ask particularly for him when they wish to purchase confectionery.

A silent salesman fitted with trays for the bottom to hold bulk goods, and using the shelves for package goods seems to be the best way to display confectionery to the best advantage. Confectionery lends itself to attractive display and occasional window displays neatly ticketed make a drawing card that no grocer would do well to overlook.

Fresh and Assorted.

The stock must be kept fresh and well assorted, taking care to have certain lines which are almost staple always in stock, and enough of the novelties to make people watch your display to see the latest.

Neatness and cleanliness are of paramount importance in the confectionery display as nothing seems so disgusting to a particular person—and your candy customer usually is particular — than to see the candy that you wish him to buy in dirty untidy piles, and perhaps even so badly looked after that the flies have been allowed to crawl over it.

Let Manufacturer Help.

Handling quality brands that are well known is best for it lightens the work of building a confectionery business to be able to offer your customers goods that they know about already.

To realize the part confectionery plays in the service of a store, it is just necessary to imagine a store that has been handling confectionery in an up-to-date manner and which for some reason has let the stock run completely out. It has come within my experience to work in such a store and there was only one way in which to please the disappointed customers, and that was to supply another stock of confectionery.

Accommodation For the Public

By A. J. Northmore, London, Ont.

A grocer to handle confectionery profitably should obtain a nice show case and place it in one of the most conspicious spots in the store, so that the customer cannot fail to see it on entering.

The case should be kept in such order as to attract the attention of the customer by its cleanliness and neatness. Each morning it should be cleaned and aired, the cakes of the previous day should be set aside and sold at cost price if necessary; if orders are properly regulated there will be very little of this to do.

Appreciate The Accommodation.

It is often a great accommodation to people, once they are acquainted with the fact, that their grocer handles nice fresh confectionery; it will also bring the dealer new trade, and as it falls to the lot of the woman of the house to attend to the table he often has them in his store when otherwise he would not. Every grocer realizes what a great benefit it is to have the customer come to the store, as he can often interest her in other lines and make extra sales. Confectionery frequently brings them.

Above all things orders sent by parents with children should be filled with the greatest care. Do not substitute unless you are sure they will be satisfied with your choice; be sure what you send is always fresh or you are accused immediately of taking advantage of the child, while you are at a loss to account for the reason why you lost a valuable customer.

Brings People Into the Store

By G. J. Jackson, Brandon, Man.

Every grocer should handle confectionery, because it brings people into the store that perhaps never would have entered the place of business if it hadn't been to purchase a few candies.

A good display of confectionery is a salesman in itself. A man or woman will come in for some candies, and in many cases not only buy some other article, but may next time bring along her weekly order if she has been impressed with the store and methods. The ultimate result may be a permanent customer.

There are three important principles in regard to the successful handling of confectionery. The first is the display. Candy can best be displayed in a show case where passersby could see it as well as customers who enter the store. The bottom of the case might be used for the display of fancy boxes. There could be a shelf half way up where trays of candy could be shown with good results.

The second is cleanliness. Cleanliness is one of the most important of the three. The glass should be spotless. The candy should all be kept under cover, where neither fly nor dust can come in contact with it. The grocer who has to shoo the flies away before weighing out candy isn't likely to give his customer a good impression not only of his confectionery department but of his store methods in general.

The third is in regard to stock. A dealer should sell the kind of candy that will appeal to his trade, as well as the passer-by. He should have a good assortment, something that will catch the eye and satisfy the buyer as to quality as well. Do not overstock, and work out the old stock. These are two very important points to remember. Also get your profit on every 5c. worth you sell. Those two or three extra ones so many dealers and clerks are in the habit of throwing in often represent his profit.

Salesmanship Chances in Confectionery

Grocer Can Get the Business Easier than Druggist if He Goes After it—Sugestion to Place Young Woman in Charge of Department—How Department Stores Secure the Trade.

By O. S. Johnston.

A Montreal grocer recently remarked, "I don't think there is much trade to be done in confectionery. The druggist and exclusive confectioner gets the business." This statement is not beyond contradiction and every wideawake dealer will agree that the grocer has quite as good a chance of doing a profitable candy business as either of the above mentioned.

Why does the druggist find it possible to sell a satisfactory amount of sweetmeats? Is it because the public look to him as a logical distributor? Not at all. It is because he realizes that the fittings in this store, etc., which must be spick and span, lend themselves admirably to good displays, and he further realizes that the customer, who generally has to wait for some little time for prescriptions or powders as the case may be, will notice the stock of chocolates and toffee and be impressed with the fact that he carries a good assortment. Such an impression counts for something, and a little tactful selling talk later results in sales.

Grocer Gets First Call.

The same thing applies to the grocery store; but the family grocer has mostly the first call on the consumer, and has, therefore, more frequent opportunities for sending the customer away with a small order of candies. The showcase containing neatly aranged goods naturally is a strong and potent factor in the disposal of goods, and dealers are practically all agreed that while it could be done without, that it nevertheless is a kind of magnet, and that the degree of magnetism depends entirely on original and artistic interior display, plus good position.

The showcase can be made more attractive—that is, the fair sized—by a card neatly printed with some catchy saying relative to sweets, placed directly over the display. This serves to further rivet attention. But the dealer finds his customers walking around frequently examining goods and so forth. Then he has an opportunity for directing their attention to his stock of sweets and without undue pressure he can frequently create a sale. Provided the goods are first class, and such they should always be, he can do further educational work, and thus in various ways build up a profitable business.

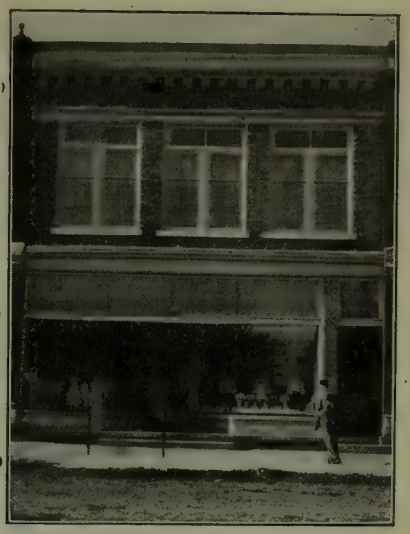
That there should be a show of cleanliness in every corner of the store there can be no reasonable doubt.

The demand for clean foodstuffs is insistent, and the more agreeably the dealer caters to his clientele the better will be the actual business done. "Why shouldn't it pay a grocer to open up a dainty candy department and entrust that portion of the store to a neatly dressed and attractive young girl?" recently remarked the manager of a large Canadian chocolate company. "She need only be paid a small wage and allowed a fair commission on all sales, so that there would be a strong incentive for her to dispose of a large quantity of goods."

Demonstrator Gets Attention.

In these statements there certainly rests a good hint as customers would regard such a move as highly aggressive, a reputation would be created, and the store would be invariably associated with cleanliness and freshness wherever mentioned. It is surprising how many people a neatly attired lady demonstrator attracts to her stand in the large departmental store, and figures indicating sales are always pretty gratifying whenever she is handling a line of approved quality. Why couldn't the same thing be done in the average grocery store, only on a modified scale? Wouldn't it pay a number of grocers with commodious stores to experiment along such lines with confectionery?

"Never venture never win." This is an old saying, but its truth is as apparent to-day as ever, and the dealer who never makes an attempt to boost confectionery sales has no right whatsoever to claim that there is nothing doing in the line as far as the grocery store is concerned. Would the north and south poles have ever been discovered if explorers had not set out in quest? Would aerial navigation be so far advanced as it is to-day if no one had made an attempt to emulate the bird? Not one bit of it. A beginning is essential to accomplishment. Moral: "Don't say you can't sell sweets till you give them a fair trial." Further, don't place them under the counter, and expect them to "move." Rather go in for displays and the combined efforts of yourself and your clerks, if directed in the proper way, will soon convince you that any quality line can be sold, even under adverse circumstances if pure salesmanship is brought into action.



A New Merlin Store

J. A. Halliday, of Merlin, Ont., has recently moved into a new store which is one of the finest in Western Ontario. It is a two-storey building and is fitted throughout with modern bin fixtures and silent salesmen, and is lit with electric light which adds greatly to the attractiveness of the store. The windows are large and roomy with front and side panes and are admirably adapted for window displays. The ground floor of the store is devoted to a complete and well assorted stock of groceries, as well as boots and shoes, to the selection of which Mr. Halliday brings a business experience extending over twenty years. The upper floor is given to chinaware and crockery of which he carries a large and well chosen stock.

A NEW PORT ARTHUR STORE.

The Kyro-Hellberg Co. have opened a large store in Port Arthur, Ont. The lines carried include groceries, provisions, fruit, crockery, dry goods, men's furnishings. The building is 35 feet by 90, and at the rear of the store is a two storey warehouse which, with the basement, is filled with goods. Two delivery rigs are in operation and the area of the district covered is from Current River to West Fort William, a large shipping trade with various lumber, tie and railroad camps being also done.

The store is of British Columbia fir and oak throughout, and is lit with powerful electric lamps.

Arthur Martin looks after the grocery department, and the Easter window is his handiwork and reflected credit upon him. Eggs were arranged in barnyard fashion on the floor, and live white rabbits were running here and there, feeding upon the lettuce placed for them.

FIVE YEAR PRICE COMPARISON

PRICE comparisons from year to year are always interesting. They bring the dealer more in touch with the value of his goods, show him what he had to pay in the past, and as sales have frequently a great deal to do with price, give him an idea of how much he will be able to sell, based on past prices and conditions.

On the opposite page is a chart of price comparisons supplementing our market reports. In it are presented comparisons of prices for the past five years on 28 of the more important articles handled in the grocery store. The prices are taken from our files, and are based on the Toronto market quotations of April 12 in each year.

From a study of these prices, many changes will be noticed from one year to another. For instance, in 1908, apples were plentiful, and not very high in price. The following year there was a scarcity, and prices went up to as high as $6.50 per barrel. In 1900 the crop was again large. Last year, as everyone will remember, there was another scarcity, and prices soared. Last fall's crop was better, and during the past winter apples have been fairly reasonable. According to these observations, next season's apple yield should show a slump.

High prices in provisions and the year 1910 will always be associated with one another. It was the time of the world shortage in hogs. Bacon and lard prices soared to record heights, as the chart indicates.

The high market in cheese, potatoes, sugar, canned tomatoes, beans, butter and eggs, as compared with the corresponding periods of the past four years, is also in evidence. The drought of last summer accounts chiefly for these. Cheese has not been so high in years. The potato crop in Ontario and Quebec last year was much short of a regular yield; so much so has this been the case that Irish potatoes have had to be imported, and New Brunswick stock has sold more extensively in Upper Canada during the winter than for many seasons.

Butter from far off New Zealand has been brought in to help meet the demand. The dry weather last year prevented the usual storage pack, and prices during the winter ascended to heights unknown before.

Sugar, it will be remembered, reached a point in 1910 higher than for 22 years back. It has recently been on the decline, but is still 80 cents above the price in April, 1911.

While rolled oats are high compared with the past three years, yet they are 75 cents below 1908. The only other item below the 1908 April price is Ontario flour.

This Spring Number should be kept on file, if for nothing else than to refer to this price chart, when occasion demands. These quotations are accurate, and can be depended upon. A close study will reveal some interesting features.

TORONTO. APR 12	1912	1911	1910	1909	1908
APPLES, bbrl	3.50-4.50	3.50-6.50	2.00-4.00	4.00-6.50	2.50-3.50
BEANS, PRIME, bush	2.50	1.90-2.00	2.10	2.00	180-185
BACON, B'KFST, lb	17 — 18	16 — 17½	18½ — 19	15 — 15½	14½ — 15
" ROLLED, lb	11½ — 12	12 — 12½	15½ — 16	11 — 11¼	10 — 10½
BUTTER, CREAMERY	36 — 38	27 — 29	29 — 32	25 — 26	30 — 32
" , DAIRY	30 — 31	22 — 23	23 — 24	18 — 19	27 — 28
CURRANTS, FIL, lb	7½ — 8	7½ — 8	6 — 7	6¾ — 7	6¾ — 7
CREAM TARTAR	27	28	22 — 25	22 — 25	22 — 27
CHEESE, LARGE	16¾ — 17	14	12½ — 12¾	14 — 14¼	14 — 14¼
CORN, 2's, doz	1.10 — 115	105 — 107½	80 — 85	85 — 90	97½ — 1.00
EGGS,	23 — 24	18	21 — 22	19	17 — 18
EVAP. APPLES	10½ — 11½	14½ — 15	7½ — 08	07½	08½
FLOUR, MAN. No 1	5.60	5.10	5.70	6.00	5.50
" STR. ROLLER, ONT	4.00	4.15	5.10	5.20	4.60
HAM, COOKED	23 — 25	20 — 21			
LARD, PURE, tubs	13¾ — 13½	11¾ — 12	16¾ — 17	13 — 13¼	11¾
POTATOES, ONT., bag	1.85 — 1.90	1.00 1.10	50 — 55	90 — 1.00	100 — 105
PEAS, EARLY JUNE, 2's	1.35	1.50	140 — 1.60	82½ — 87½	102½ — 105
PRUNES, 40's to 50's	12 — 13	13½ — 14	09	09½	09½
" , 70's to 80's	10 — 10½	12	07	07	07
ROLLED OATS, SACK	2.65	2.05	2.00	2.60	3.40
RAISINS, SULTANA	11 — 12	10 — 12	5 — 5½	7½ — 9	9½ — 13
" VALENCIA	8 — 8½	8 — 8½	6 — 6¼	5½ — 6	6½ — 7
RICE, RANGOON, CWT	3.55	3.10	2.95	3.05	3.50
SUGAR, CWT	5.45	4.60	5.15	4.75	4.85
STRAWBERRIES, 2's	2.40	177½ — 180	1.40 — 1.50	1.90 — 1.95	227½ — 2.30
SALMON, CLOVERLEAF	2.50	2.05 — 207½	1.90		
TOMATOES, 3's	1.65 — 1.80	1.40 — 1.50	80 — 85	95 — 1.00	127½ — 1.30

CANADIAN GROCER

Latest Review of the Grocery Markets

Weak Tone of Sugar in Sympathy With Raw Market—Tendency in California Fruits is Easy—Figs and Dates Hold Steady—Beans are Higher—Canned Corn Quoted Lower in Montreal—Warmer Weather Helps Movement of House-cleaning Goods.

QUEBEC MARKETS.

POINTERS—

Canned Corn—Down.

Baked Beans—$1 per dozen.

Sugar—Weak.

Montreal, April 18.—Local dealers still report business of a satisfactory order, although no important changes have taken place this week. Weather has been favorable. Canned corn and baked beans have declined. Canned corn is now quoted at 95 to 97½—much lower than it has been for some time. Baked beans are now $1 per dozen.

SUGAR.—No particular features have developed in market this week. New York markets are on decline and dealers on this side of border are expecting a similar change to take place.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—There are no important features to syrup or molasses markets. Prices are unchanged and trade of a steady nature continues.

Fancy Barbardos molasses, puncheons	$0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Portio Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—Nothing unusual has taken place in dried fruit market this week. Trade is moving a good deal of stock into consumption, but retailers have ample supplies to fill this demand. General tone of market is strong.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07½	0 10½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07¾
Prunes—		
29-30	....	0 13
30-40	....	0 12½
40-50	....	0 11½
50-60	....	0 11½
60-70	....	0 10½
70-80	....	0 10
80-90	....	0 9½
90-100	....	0 07
100-120	....	0 06
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 08
Choice fancy seeded, 1-lb. pkgs.	....	0 08½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 15
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—No change has taken place in market. Demand is good notwithstanding high values, which show no signs of easing off. There has been a particularly strong demand during past week for Japan teas.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 29	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee is devoid of features. Buying, owing to high values, is still of a hand-to-mouth order. Mocha is firm for the week, but no higher. Java quiet and unchanged.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Business for spices is extremely brisk. There have been no changes during week. Some high prices prevail, but with declining tendencies in odd lines.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 85
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Nuts are uninteresting at present. Spring has not had any effect just yet, but dealers expect a change before long. Prices for all varieties rule unchanged.

In shell—		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

RICE AND TAPIOCA.—There are no new features in either rice or tapioca. Demand is satisfactory in both lines. Values are as previously quoted.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 85
Rice, grade B, bags, 100 lbs.	3 45	3 85
Rice, grade B, bags, 50 lbs.	3 45	3 85
Rice, grade B, pockets, 25 lbs.	3 55	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 85
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 80
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS—

Sugar—Weak.

California Fruits—Easier.

Figs and Dates—Steady.

Beans—Higher.

Barley—Pot quoted at $4 cwt.

Toronto, April 18.—Jobbers are looking forward to opening of navigation, which they anticipate will bring greater activity into groceries. Certain sections of retail trade are awaiting traffic on lakes and lower rates which accompany it. It will probably be end of month before season opens this year, being later than usual. For season, trade is regarded as fair, it being felt that trade in country districts has been considerably hampered of late by bad condition of roads.

Sugar exhibits a weak tone in sympathy with raw raw market. Under possibility of lower prices, demand for sugar continues on hand to mouth basis. Refined in Toronto to-day is $5.45 per cwt. compared with $4.70 on April 21 last year.

Warmer weather has brought annual spring housecleaning more into evidence, and this has worked for a little better movement of house-cleaning articles, although most retailers have been prepared for this business for some little time. Dealers who handle seeds are finding greater interest displayed by farmers and sorting orders should soon commence to arrive. Garden seeds have also commenced to move out.

SUGAR.—Same weak situation in sugar as reported last week continues. Raws have continued easy and New York refined has declined. Conditions affecting this market are not quite similar to New York but there is nevertheless a weak feeling and dealers would not be surprised if it developed into a decline. The same factors which have been depressing market for some time are still at work. Reports coming from Cuba indicate that estimated yield of 1,800,000 tons is quite probable.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUPS AND MOLASSES.—Corn syrups are steady to firm at last week's advance of 15 cents per case. Rapid upward strides that corn has been making has put all corn products in strong position. Chicago market for corn eased somewhat at beginning of week because of shutting down of such industries as starch, glucose and syrup works that refused to purchase raw material at high price.

Corn syrups are still meeting with good demand, while maple product is now coming in for its full share of attentions. Amount of new make varies at different centres, as does also prices which depend on supply and demand. Even compound syrups are moving well. This is syrup time and wise dealers are seizing opportunity to push syrup.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 20
Quarts, 24 in case	7 20
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 60
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Prune prices continue to vary somewhat but general easiness still continues. As pointed out before it is difficult to get exact line on prices. One firm will have an over supply of one size and its price on that line will be lower than jobber who is not so well supplied. It is difficult to say just what sizes are most plentiful locally but jobbers were pretty heavy purchasers of larger sizes last fall, and they are said to be most plentiful. At the coast, prices continue to be materially cut, principally due to effort of holders to clean up.

In fact tendency in all California fruits is easier, including peaches and seeded raisins. Values on latter line have been shaded slightly on this market.

Dates and figs appear to be cleaned up to fairly close margin and tendency is accordingly one of steadiness. Half boxes of Hallowee dates have been practically cleaned up for some time, while full boxes are getting into smaller compass and are steadier. Same is true of figs.

Prunes—	
30 to 40, in 25-lb. boxes	0 13 0 14
40 to 50, in 25-lb. boxes	0 12 0 13
50 to 60, in 25-lb. boxes	0 11½ 0 12
60 to 70, in 25-lb. boxes	0 10½ 0 11
70 to 80, in 25-lb. boxes	0 10 0 10½
80 to 90, in 25-lb. boxes	0 09 0 09½
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes, ¼ cent less.	
Bosnia prunes	0 08½ 0 09
Apricots—	
Choice, 25-lb. boxes	0 22
Slabs	0 20
Candied Peels—	
Lemon	0 10 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs, 2 to 2½ inches, per lb.	0 09 0 13
Tapnets	0 04½ 0 04½
Bag figs	0 05 0 07
Evaporated peaches	0 15 0 17
Dried apples	0 09½ 0 10
Evaporated apples	0 10½ 0 11½
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Vostizzas	0 10 0 12
Uncleaned, ¼c less.	
Raisins—	
Sultana	011 0 12
Sultana, fancy	0 14 0 14½
Sultana, extra fancy	0 16 0 17
Valencias, selected	0 08 0 08½
Seeded, 1 lb. packets, fancy	0 08¾
Seeded, 16-oz. packets, choice	0 08¼
New Dates—	
Hallowees—	
Full boxes	0 06½
Package dates, per 1 lb.	0 07
Fards, choicest, 12-lb. boxes	0 09½ 0 10½
Fards, choicest, 60-lb. boxes	0 06½ 0 07

TEA.—Here, at London auctions, as well as at primary points, tea values continue steady to firm. In the statistics of exports of tea from Southern India for last three years, it is interesting to note that there has been quite an increase in amount taken by North America. The exports to America in 1911 amounted to 5,551,740 pounds as compared with 4,368,304 in 1910 and 3,154,125 in 1909.

COFFEE.—Those dealers operating under stinted profits who have been watching the coffee horizon in hopes of some weakening in prices have failed to find the least trace of any marked easiness. A bull factor at the present time is that the Brazil crops of 1912-13 continue to indicate a light yield. The future is reflected in a New York report which says "while authorities may differ as to the cause and remedy, there is no gainsaying the fact that still higher prices must rule for coffees in the near future. It is being freely predicted in this market that Santos 4s. which to-day are selling at 20 cents will shortly be selling to the retailer at 24 cents."

Although there is no change in local quotations, situation still continues steady.

Rio, roasted	0 23 0 24
Green, Rio	0 19 0 20
Santos, roasted	0 24 0 25
Maricaibo, roasted	0 24 0 25
Bagotas	0 27 0 28
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Gautemalo	0 25 0 26
Jamaica	0 24 0 25
Chicory	0 12 0 13

SPICES.—Opening of navigation is expected to improve spice business a little. Some orders for delivery under lower rates are now being booked. No particular features to prices but a fairly steady tone is present in most lines. Peppers and cassia hold well.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	15—20	75—0 00	75—0 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16¾ 0 17¾

RICE AND TAPIOCA.—Rice trade is on fair scale, while same is true of tapioca, this being good season for sale of these lines. Rangoon holds fairly steady tone, while fancy varieties are well maintained.

International Agriculture Institute gives area in India under rice in provinces reported, which generally contain some 78 per cent. of total area under rice in British India as showing a decrease of 2.7 per cent. Estimated outturn from this area shows decrease of 6.4 per cent. These figures refer to Indian agriculture year 1911-12, but greater part of crop was harvested before expiration of calendar year 1911.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 45
Rice, standard B., f.o.b. Toronto	3 65
	Per lb.
Rangoon	0 03¾ 0 04
Fancy rangoon	0 05
Patna	0 05½ 0 06
Japan	0 05 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 06½ 0 07
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 08
Seed	0 06½ 0 07

NUTS.—There is little in situation in nuts calling for attention. Nuts in shell are moving slowly. Advent of push-cart on the street will swell consumption of peanuts. There have been further arrivals of Brazils which are lower for May delivery.

Almonds, Formigetta	0 15 0 15½
Almonds, Tarragona	0 16½ 0 17
Almonds shelled	0 35 0 36
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 12 0 13
Walnuts, Marbots	0 13 0 14
Walnuts, shelled, new	0 30
Filberts	0 11 0 12
Pecans	0 17 0 18
Brazils	0 15

Peanuts, roasted	0 10	0 13
Peanuts, green, extras		0 08½
Peanuts, green, jumbo		0 10

BEANS.—Strength of beans has been pointed out before. Market is higher and still quite strong. Some dealers' ideas are even above present quotations. One dealer quoted $2.75 for prime and $3 for handpicked. Demand is reported good.

A report from a bean dealer at Chatham, Ont., says, "It is thought that balance of crop in growers' hands does not exceed 10 per cent. Demand is good from all directions and is taken as an indication that stocks are light at distributing centres. As new crop is not available until next October, it seems future will show a strong and higher market."

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.		0 08

EVAPORATED APPLES.—Evaps. are moving slowly and exhibit just slightly easier tone, although quotations are unchanged. Stocks, however, are reported as not heavy for season.

BARLEY.—Prices on barley continue firm and higher. Pot is quoted at $4 per cwt. Pearl is generally $1 per cwt. higher, but being even scarcer than pot, there is little larger premium than usual on it.

CANNED GOODS.

Toronto.—In vegetables, beans are probably in shortest supply. Some houses are worse off than others in this respect. Tomatoes have been moving well considering high figure that is asked.

Peas and corn are probably most plentiful lines, that is compared with volume of demand. High price of peas has curtailed sales considerably this year and some houses are said to have just a little larger stock than they consider safe. Corn is quoted lower in Montreal, at least by some houses, but no change is announced by any Toronto houses in this line.

Soaked peas are quoted around $1 per dozen.

Canned pumpkin and apples are moving well just now as material for pies. Strawberries, raspberries and blueberries continue firm and scarce.

FRUITS.	Group A.
3's—Apples, preserved	1 82½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	6 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 82½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 57½
2's—Peaches, white, heavy syrup	1 92½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 57½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 52½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 37½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 57½
Gal.—Pears, pie, peeled	4 57½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 47½
3's—Plums, heavy syrup	1 47½
Gal.—Plums, standard	3 57½
2's—Plums, egg, heavy syrup	1 47½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 82½
Gal.—Plums, Green Gage, standard	4 77½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	8 57½
2's—Cherries, white, pitted, heavy syrup	2 67½
2's—Cherries, white, not pitted, heavy syrup	1 67½
2's—Currants, black, heavy syrup	2 02½
2's—Currants, black, preserved	2 32½
Gal.—Currants, black, standard	5 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½
2's—Currants, red, preserved	2 32½
Gal.—Currants, red, standard	5 32½
Gal.—Currants, red, solid pack	8 32½
2's—Gooseberries, heavy syrup	2 80
Gal.—Gooseberries, standard	7 55
2's—Lawtonberries (blackberries), hy. sy.	1 82½
2's—Lawtonberries, preserved	2 32½
Gal.—Lawtonberries, standard	7 07½
2's—Pineapple, sliced, heavy syrup	2 27½
2's—Pineapple, grated, heavy syrup	2 27½
2's—Pineapple, whole, heavy syrup	2 27½
3's—Pineapple, whole, heavy syrup	2 37½
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 30
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 30
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57½
3's—Rhubarb, preserved	2 32½
Gal.—Rhubarb, standard	3 57½
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 30
Gal.—Strawberries, solid pack	9 55

Group B. is 2½c lower than above.

VEGETABLES.	Group A.
2's—Beans, red kidney	1 17½
2's—Beets, blood red, Simcoe	1 02½
2's—Beets, whole, blood red Rosebud	1 32½
3's—Beets, sliced, blood red Simcoe	1 37½
3's—Beets, whole, blood red Simcoe	1 42½
3's—Beets, whole, blood red Rosebud	1 57½
3's—Cabbage	1 02½
2's—Carrots	1 02½
3's—Carrots	1 32½
2's—Cauliflower	1 70
3's—Cauliflower	2 12½
2's—Corn	1 15
Gal.—Corn on cob	4 82½
3's—Corn on cob, golden dwarf	1 82½
2's—Parsnips	1 17½
3's—Parsnips	1 32½
3's—Pumpkins	1 02½
Gal.—Pumpkins	3 15
3's—Squash	1 17½
Gal.—Squash	3 37½
2's—Succotash	1 17½
3's—Tomatoes	1 80
Gal.—Tomatoes	4 82½
3's—Turnips	1 17½
2's—Asparagus Tips	2 57½
3's—Beans, golden wax	1 42½
2's—Beans, golden wax, midget, Auto brand	1 30
2's—Beans, golden wax	1 25
3's—Beans, golden wax	1 42½
Gal.—Beans, golden wax	4 27½
2's—Beans, refugee or valentine (green)	1 15
3's—Beans, refugee (green)	1 42½
2's—Beans, refugee, midget, Auto brand	1 32½
2's—Peas, extra fine sifted, size 1	1 80
2's—Peas, sweet wrinkle, size 2	1 40
2's—Peas, early June, size 3	1 35
2's—Peas, standard, size 4	1 30
2's—Spinach, table	1 62½
3's—Spinach, table	2 27½
Gal.—Spinach, table	6 02½

Group B is 2½c lower than above.

Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, dozen		2 50
½-lb. flats, dozen		1 60
1-lb. flats, dozen		2 55
Other salmon prices are—		
Humpbacks, dozen		1 35
Pinks		1 35
Cohoes, per dozen	1 90	2 00
Red Spring, per dozen	2 10	2 25
Northern River Sockeye		2 45
Lobsters, halves, per dozen		3 00
Lobsters, quarters, per dozen		1 75

CANNED POULTRY AND SOUP.

Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

MANITOBA MARKETS.

POINTERS—

Prunes—Lower.

Coffee—Steady.

Winnipeg, April 17.—Trade prospects generally are first rate. The weather on whole has been favorable, and operations on the land and on building in towns have had little to delay them since opening of spring.

California prunes are down 1½ cents, and may go lower, notwithstanding reported shortness of stocks.

Collections show some improvement but are still not considered as up to average of previous years.

Idle men in west are rare; every man able to work now drawing wages. With capital and immigration pouring into the country its future is assured.

SUGAR.—Sugar prices remained unchanged since last report. Tone of raws has been easy.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Icing sugar, in bbls	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUPS.—Prices remain high, with no immediate chances of a change.

Syrups—		
24 2-lb. tins, per case		2 53
12 5-lb. tins, per case		2 93
6 10-lb. tins, per case		2 81
3 20-lb. tins, per case		2 82
Half barrels, per cwt.		4 05
Barbadoes molasses, in half bbls., per gal		0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

DRIED FRUITS.—Easiness in prunes has been predicted in these columns for past few weeks. This week lower prices are announced. The reduction varies on different lines. Situation is still easy.

	Per lb.
New Prunes—	
90-100s, 25s, s.p.	0 09¾
90-100s, 10s, s.p.	0 08¼
80-90s, 25s, s.p.	0 09¼
80-90s, 10s, s.p.	0 09⅞
70-80s, 25s, s.p.	0 09½
70-80s, 10s, s.p.	0 09⅝
60-70s, 25s, s.p.	0 09⅞
50-60s, 25s, s.p.	0 09⅝
40-50s, 25s, s.p.	0 11½
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05¼
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s., s.p., per box	1 30
4-crown layers, 7s., s.p., per box	0 70
Ne plus ultra, 28s., s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07¼
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Coffee shows no change, but steadiness prevails. Fair trade under conditions is reported.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾

BEANS.—Firm, but no changes anticipated.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2,75
Peas, split, 100 lbs.	4 00

NUTS.—Trade in nuts not particularly brisk. No change to record in prices.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 33
Almonds, shelled, less than 28-lb.	0 34
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20½
Brazils	0 18
Nutmegs	0 20

NEW BRUNSWICK MARKETS.

St. John, April 17.—Business with local grocers has fast asumed the proportions annually anticipated in the way of spring trade and from present indications next few months should see a decidedly brisk period and increased trade with practically every dealer. Despite this fact, there have been no changes in price lists, although the present week may see some alterations in the quoting on many lines because of reported weak markets in some commodities. During last two or three weeks flour market has remained steady and the little fluctuation which took place in Chicago wheat market had no effect on price of flour. The high price which has ruled for last month and a half on mill feed is easily maintained at present, and local dealers declare that it is quite difficult to procure sufficient feed to fill orders, so general is the scarsity.

Bacon . .	$....	$0 15
Beans, hand picked, bus.	2 60	2 70
Beans, yellow eye, bus.	2 65	2 75
Butter, dairy, per lb.	0 26	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17½
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$1 15	$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries . .	1 85	1 90
Tomatoes . .	1 75	1 80
Clams . .	4 00	4 25
Cornmeal, gran.	....	5 10
Cornmeal, bags	....	1 75
Cornmeal, bbls.	....	3 65
Eggs, hennery	....	0 24
Eggs, case	0 22	0 23
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 55	6 60
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 13¼	0 13½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	5 70
Oatmeal, std.	....	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 50	23 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09½	0 10
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$7 75	$8 00
Cohoes . . .	7 25	7 50
Sugar—		
Standard granulated	5 60	5 70
Austrian granulated	5 50	5 60
Bright yellow	5 40	5 50
No. 1 yellow	5 10	5 20
Paris lumps	6 65	6 90

FRUIT AUCTION CO. FORMED.

The Toronto Fruit Auction Co., Ltd., has been incorporated with a capital stock of $40,000. This is a combination of twelve of Toronto's wholesale fruit and produce houses to market goods by auction. Previously White & Co., Ltd., and McWilliam & Everist conducted separate auctions, but these two firms have merged their auction interests with the new concern.

The officers of the new company are:

President—H. W. Thorpe.

Vive-president—H. Peters.

2nd Vice-president—W. H. Despard.

Directors—Chas. Simpson and A. McBride.

The fruit firms composing the new concern and who have taken stock in it are:—

White & Co., McWilliam & Everist, H. Peters, Clemes Bros., H. J. Ash, Chas. Simpson, McBride Bros., Stronach & Sons, Chas. Kimpton, D. Spence, Jos. Bamford and Dawson Elliott Co.

TO WRITE GUILD PRESIDENT.

In Matter of Wholesalers Selling Direct —Regular Meeting of Toronto R. G. A.

The monthly meeting of the Toronto Retail Grocers' Association on Monday night was marked by a large attendance.

Neil Carmichael reported on communications which have been carried on with the Medical Health Officer relative to displaying of goods outside. It was decided advisable to carry the matter still farther, and it will be pointed out to Dr. Hastings that push-cart peddlers in summer frequently carry berries and that these should be covered.

Wm. Miller gave an account of what the Legislative Committee have done regarding peddler nuisance. They are to meet the Legislative Committee of city council in the near future regarding this matter.

Mr. Miller also reported what had been done re Provincial Grocers' Association. A vote of endorsation of the proceedings was passed.

D. W. Clark, president of the newly formed Provincial Association, referred to the honor that had been conferred on the Toronto association by having three of its members elected as officers.

"I am prepared to do my best to further the retail grocery trade of the province," stated Mr. Clark. "We feel that under the new Provincial organization a great deal can be accomplished. Since our organization meeting we have received numerous letters from the trade throughout the province endorsing our work. This year will be taken up mainly in organization. In near future there will be a meeting of the executive, when the policy of the association will be outlined. We feel that properly organized we can do much to further our own interests."

The question of wholesalers selling to consumers was again taken up and instances given where this is being done.

A motion was passed that the executive, on obtaining reliable information regarding wholesalers selling direct, write the President of the Wholesale Grocers' Guild asking him to bring the matter before the Guild, and get their support in having retailers' rights observed.

An old suggestion, that association establish an employment bureau for clerks, was revived by S. W. Hall. The committee previously appointed for the purpose will take the matter up.

If the time taken up in discussing it, is a gauge of the success of annual excursion this year, it should be a record one. It will probably be held to Grimsby Beach on July 24. W. C. Miller, D. Bell and N. Carmichael were appointed to complete negotiations.

The new members proposed were:—Geo. Arnold, King St. E.; E. W. Pearen, King St. E.; Stennet Bros., Queen E.; W. Black, Queen E.; J. E. Cardy, Broadview; J. Muir, Danforth and Logan; J. A. Powell, Danforth Road; D. S. Waldron, Pape Ave.; J. S. Scott, Pape Ave.; N. Mitchell, Pape Ave.; E. L. Chapman, Pape Ave.; Forster & Swift, Pape Ave.; D. Cameron, Main St.; W. Blaylock, Danforth Road; Paterson Bros., Danforth; A. Pickles, Woodbine Ave.; J. S. Eakin, Woodbine Ave.; J. C. Doyle, Avenue Road; W. A. Halton, Earlscourt; W. C. Cork, Bathurst St.

FROM FRONT OR REAR DOOR.

Difference of opinion exist among merchants as to whether it is best to load up the delivery wagon in front of the store or at the rear. While groceries may be loaded at the back without causing so much dirt in the store, still there is another side to the question. Undoubtedly, the loading up of a big lot of groceries at the front, creates a good impression on customers, as they take particular notice of a store when it presents a busy appearance.

"It is up to the merchant," says a Regina, Sask. dealer, "to decide for himself between the two ways. If he considers that the dirt caused by using the front is more inconvenience than would make up for the impression on the customers, he will use the rear; and if he considers that the good impression is better, he will use the front."

READY MADE CARD PHRASES.

It takes good flour to make good bread. Try our Blank brand.

Don't forget soap. Wash day is not far off.

Our bottled pickles look good. They're as good as they look.

Orders by person, phone or mail, delivered in a hurry.

The man behind the counter will give you information about the goods.

Soda biscuits—crisp and tasty.

We have reasons for recommending these raisins. A trial will show you.

The MacLaren Imperial Cheese Co. are putting a new style of cheese on the market. It is called MacLaren's Pimento cheese.

Current News of the Week

Robin Hood Mills, Limited, has been incorporated with a capital stock of $200,000. The head office is at Calgary, Alta.

I. Moore, of The Quaker Oats Co., of Peterborough, Ont., has taken charge of the Toronto branch of the company in succession to Chas. Morrow, who is going to Richmond, Virginia, in the interests of the firm.

M. Leon Gaboury, Quebec, Que., one of the oldest grocers in Canada, has given up business to take a well earned rest. His son, M. L. Emile Gaboury, who was with his father for some 15 years, has gone into the manufacturers' agency and commission business.

town, Mr. Smith having dropped out of the latter firm.

Frank Johnston, organizer for Toronto Retail Grocers, has returned from a holiday in Chicago,

H. Pickel has purchased the grocery business of G. Fox, Leamington, Ont.

W. J. Mooney, president of the Mooney Biscuit & Candy Co., Stratford and Winnipeg, was in Winnipeg last week on a business trip.

Fire broke out last week in the premises adjoining the Canadian Cocoanut Co., Montreal, doing considerable damage. The latter firm, however, suffered little harm, no damage whatsoever being done to plant.

many important positions with the Codville Co. It is Mr. Escott's intention to devote his entire time among the trade. The firm's name will be changed from the W. H. Escott Co. to Escott & Harmer. As reported in a recent issue of The Grocer, Escott & Harmer have opened branch offices in Saskatoon, Regina and Moose Jaw.

Fretz, Limited, are erecting in Eastern Hamilton on the T. H. & B. Railway a jam and lelly factory. C. Fretz and J. W. Corner are the men behind this proposition. The former has been engaged in the canning and packing business for some years while Mr. Corner was formerly the processor for the Aylmer Can-

Gathering of Retail Grocers at the Organization Meeting in Hamilton, Ont., on Good Friday, of the Ontario Retail Grocers' Association. President, D. W. Clark (third from the right), and the other Officers, are standing in the front row. On his left are W. C. Miller and E. J. Ryan, and on his right Thos. Shaw, Jas. Main, and W. J. Mellen.

Colwell Brothers, St. John, N.B., who for some time have been conducting a cash grocery on Peter Street, have decided to sell their business as they have accepted an agency with a United States firm with branches in Canada. Their headquarters will be in Halifax, and they will remove there in a few days.

H. Campbell, of Campbell & Co., grocers, Ridgetown, Ont., has succeeded Mr. Smith in Jeffries & Smith, of that

Considerable interest was manifested in Winnipeg wholesale grocery circles week before last over the announcement that the W. H. Escott Co. had taken into partnership D. W. Harmer, buyer for the Codville Co., wholesale grocers of that city, Mr. Escott having found it necessary to taken in a partner to take charge of the office and inside business. Mr. Harmer is well known in the wholesale trade here having filled

ning Co. In addition to jams and jellies fruits of all kinds will be packed as well as tomatoes, beans, beets, pumpkin and gallon apples.

One man thinks the stream is a splendid one in which to fish. The other makes it turn his mill.

Sugar exists not only in the cane, beetroot, and maple, but also in the sap of 190 other plants and trees.

Manitoba Flour Up 10 Cents per Barrel

Following Stronger Tone Noted Last Week —Winter Wheat Flour Also Quoted Higher by Ontario Millers—Crop Scare News Causes Big Fluctuation in United States Wheat Prices—Cornmeal is Firmer and Higher—Exporters Report Scarcity of Ocean Space.

Stronger front to Manitoba flour market reported last week developed into an advance of 10 cents per barrel this week. Change was announced by some firms on Monday, while others followed as week advanced. Week has been marked by big bulge in wheat values across the border and this and rather substantial gains in good milling wheat in Canada of late, has worked for upward movement in price. Even at advance, a fairly firm tone is reported in market.

Winter wheat flours are also on the upward trend, offerings being small. Some Ontario millers have advanced prices on blended flour 25 cents per barrel in sympathy with higher values on Ontario wheat which continues in scanty supply.

Cornmeal is firm and higher again, following movement of raw material which holds strong position both here and across line. Rolled oats are steady at last week's advance, a fair trade for season being in evidence.

Crop damage reports are once more being trotted out into the wheat arena by bull factors and during past week have been responsible for no little fluctuation in wheat values. A wild buying rush on Saturday last in Chicago wheat pit sent prices up 4½ cents. Remarkable advance was due to increased alarm about crop damage, a flood of adverse reports sweeping in from various sections of the country. There was another wild orgy in Chicago wheat pit on Monday, violent fluctuations in prices following further crop scare news.

Canadian wheat prices at various centres have felt the effect of the bulge across the border, although Winnipeg market has continued rather conservative in its movement. While United States' wheat supply showed a decrease of 1,807,000 bushels last week, Canadian visible increased 428,000 bushels.

Grain and flour exporters are experiencing some difficulty in obtaining steamship accommodation. Under clamorous demand for ocean space, rates have been moving upward.

As compared with nine cents, the highest price asked at the opening of navigation in Montreal last year, Atlantic steamship companies are now charging an average of seventeen cents per hundred pounds of flour and eighteen cents per hundred-weight of wheat for the opening of navigation this year. The first boat of the season is expected to leave Montreal during the firse week in May.

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MONTREAL.

FLOUR.—Flour has been unusually active this week. Demand both locally and out of town increased considerably and this, combined with scarcity of raw material and poor shipments, caused prices on Manitobas to advance 10 cents per barrel.

Winter wheat, fancy patents, in bags		5 80
Straight rollers, in bags	4 80	5 00
Manitoba 1st Spring wheat patents, bags.		5 80
Manitoba straight patents, in bags		5 30
Manitoba strong bakers, in bags		5 10
Manitoba second, in bags		4 70

CEREALS.—There has been an active demand for all cereals. Stocks are limited and raw material is offering more difficulty to millers in supplying demand. If this continues it can be expected to result in an advance before long. For the week bolted cornmeal is quoted 10 cents higher.

Fine oatmeal, single bag lots		2 90
Standard oatmeal, single bag lots		2 90
Granulated oatmeal, single bag lots		2 90
Bolted Cornmeal, 100 bags		2 25
Rolled oats, jute bags, 90-lb., single bag lots		2 65
do., cotton bags, 90-lb., single bag lots..		2 70
Rolled oats, barrels		5 55
Rolled wheat, bbl.		2 25

TORONTO.

FLOUR.—Strong feeling noted in Manitoba flour last week has developed into an advance of 10 cents per barrel, bringing first patents in car lots up to $5.70 per barrel. Premium on good milling wheat has been on increase of late and even at advance there is a fairly firm tone reported to flour market.

Ontario wheat has been marching upward in sympathy with general trend of prices, and has now reached the high water mark, 98 cents to $1. being quoted. In sympathy with higher raw material, several Ontario millers have advanced winter wheat blends 25 cents per barrel. By reason of different percentages of wheat used by millers it is somewhat difficult to get an exact line on prices, but range appears to be $4.75 to $5.25 per barrel. One firm quotes 90 per cent. winter patents at $5.05 per barrel in sacks.

Manitoba Wheat.		
1st patent, in car lots		5 70
2nd patents, in car lots		5 30
Strong bakers, in car lots		5 10
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 00
Blended	4 75	5 25

CEREALS.—Following course outlined last week, cornmeal is again firmer and higher. Generally range is around $2.25 per sack, with some dealers quoting above that figure.

Rolled oats are steady at last week's advance. Trade is fair for season.

Rolled oats, small lots, 90-lb. sacks		2 65
Rolled oats, 25 bags to car lots		2 55
Standard and granulated oatmeal, 98-lb. sk.		2 80
Rolled wheat, small lots, 100-lb. bbls.		2 90
Rolled wheat, 5 barrel to car lots		2 80
Cornmeal, 100 lb. bags		2 25

Rolled oats in cotton sacks, 5 cents more.

—

WINNIPEG.

FLOUR.—Flour prices are firm but are likely to go up in sympathy with rising prices of wheat.

1st patents, cwt.	2 95	3 00
2nd patents, cwt.	2 65	2 75
Strong bakers', cwt.		2 35

Grain and flour exporters experiencing difficulty in obtaining ocean space are wondering how a wheat crop of 359,000,000 bushels in 1915 is going to be handled.

Rolled Oats—		
80 lb. sack		2 35
40 lb. sack		1 21
20 lb. sack		0 63

Selling Flour for Bread-Making Purposes

How the Grocer Can Get Some of the Trade Now Going to the Baker—Is Bread-Making Becoming Lost Art? — Case Where Manitoba Dealer Sold Car Load of Best Flour at Good Profit While Competitor Was Losing Money on Poorer Grade at Cut Price.

IS bread-making becoming a lost art to the housewife of to-day? Is the baker gradually winning supremacy along this line of endeavor?

These are questions which the grocer would do well to consider, because if the baker is selling his customers their bread, the grocer is certainly not selling them flour for bread making.

While the baker is far from being supreme in some towns and localities, there is no denying the fact that he has gradually been attaining this end in many sections. City, town and village housewives who not many years ago would have scorned the idea of not making their own bread are now regular customers of the baker. To-day we even find many farmers buying their bread, an almost unheard of thing but a few years ago. How far is this dependence upon the baker and loss of trade in flour by the grocer going to drift?

In seeking a remedy, we are told that it is well for us first to ascertain the cause. In this case we will not do so. Far be it from anyone to suggest that the housewife of to-day is any less industrious than when our mothers and grandmothers held sway in the kitchen. To suggest such a thing to our woman customers instead of having the desired effect, is likely to, in the language of the street, "getting us in wrong."

That Home Made Bread.

The love of the home made bread still lingers. This gives us reason to believe that there is still hope to swing a multitude of Canadian housewives back into the old habit of bread making. To help along this love of the home made bread, the grocer has some strong arguments to give customers why it is in their interests to bake their own bread. Appeal to both their pride and judgment. Point out that not only can they make better bread but they can save money. Most women are economically inclined, and if you can show them explicitly where they may save money on their household expenses, you certainly have them interested. This is the work of the retail grocer, and there is a good harvest to be reaped in most every locality by the dealer who follows this line of endeavor.

Combine the Selling Forces.

When customers are purchasing their usual groceries is the time that the subject can be introduced to them. Dwell upon its economical side. The same thing done in your advertising in the local poper should also be productive of good results.

Good bread cannot be made of poor flour, and unless the bread is good the housewife will soon abandon her bread making. This is the first rule to be learned by the grocer who hopes to revive bread making among his customers. He must stock good flour. Neither can he hope to retain the trade of the regular baker unless the flour he handles is of good quality.

Manitoba Dealer's Experience.

Price is not of a great deal of consequence to the purchasers of flour. They want good flour and are generally willing to pay the price. This is illustrated by an incident reported to the writer by a dealer in a Manitoba town.

"My competitor," he said, "not long ago began to advertise the flour of a certain milling company at $2.85 per cwt. I was selling the best flour of that firm at $3.15. I began to inquire into the situation and found that it was the second grade he was selling, that he had purchased a car load and was going to make a spread with it.

"When I discovered what he was doing I at once ordered a car from the same company, but I ordered their best grade, getting ten bags of the lower grade that my competitor was selling. I advertised it at $2.75—that is the lower grade, for I still continued to sell the best grade at $3.15.

Further Cut in Price.

"Soon he had cut the price to $2.65 which was just about the cost to him. At the end of two weeks he had sold about half his car at just about cost, while I had sold the whole of my car of the better article.

"When a customer came in I told her I had the second grade article at the low price but always recommended her to take the best. She generally did, at $3.15 too, and by the time I had sold out my whole car I still had five bags of the ten lower grade left."

This merchant showed himself a salesman and capable of recognizing the best course to take in a situation like this. It also shows that people want good flour. Another merchant would probably have gotten in a car of the low grade flour and began a price cutting war that would have lost both money and customers to him.

Methods of Extending Sales.

The three main methods which the grocer has at hand for promoting the sale of flour are window display, advertising and personal salesmanship. They all have their valuable features, and wherever possible should be combined, if the best results are to be obtained.

The window catches the eye of the passing customer, and if the display is strong enough, interest enough may be aroused to bring inquiry. When an inquiry is made, the salesman has his opportunity to present his proper arguments and create sales.

Reach Them in the Home.

Not all customers visit your store, nor yet pass it. How are they to be interested? This is where your advertising comes in and good strong copy in the local paper should be of valuable assistance in building up interest in the line.

LONDON RETAILERS MEET.

Reports on Hamilton Meeting—Complaints Against the Selling Direct Habit.

The Retail Grocers' Association, of London, Ont., held their regular meeting last Tuesday evening, and it was a busy session. President John Diprose, Treasurer Thos. Shaw and E. J. Ryan gave reports of the Hamilton meeting re Ontario Retail Grocers' Association, and an interesting discussion took place on same, Ex-President Norman McLeod, Vice-President J. A. McFarlane and Jas. Fountaine and others taking part in it. It was decided to go ahead and raise the necessary funds for the Ontario Association and to strengthen their hands in every way possible.

Complaints were laid against a local manufacturer also a local wholesale house for selling to boarding houses and restaurants. It was decided to take every possible means to stop this practice; also that the secretary write the firms complained of, and that the secretary of the local Wholesale Grocers' Guild be asked to bring the matter up at the next meeting.

A committee was named to wait on No. 3 Committee of the City Council with regard to pedlars' licenses, that said pedlars be obliged to wear badges so that the public could tell at a glance whether they were licensed or not. As it is at present one cannot tell. The police claim they have not time to look after these men.

Dealer Changes Demand for Pastry Flour

Opposition Store Cut Prices of Line He Had Been Selling—Got No Redress From Manufacturer and So Changed Brand Himself—Will Not Be Forced to Stock Any Line But is Willing to Consider Any Apparent Good Proposition.

The retailer's power to change demand for one article to a more profitable, similar brand is well exemplified by the experience of a dealer in a large Canadian city in connection with his flour department.

Formerly he used to sell a certain pastry flour which all his customers had been trained to ask for. He had worked up a good business in it and felt he could not get along very well without it.

Price Cutting Begins.

He was quite satisfied until a price-cutting opponent established himself across the way, stocked the same brand of flour, and cut the price from 13 cents to 10 cents on the smallest size, and a similar degree on the larger packages. At 13 cents there had been a fair profit; at 10 cents there was a bare margin. His profit in handling flour threatened to be wiped out altogether after cost of doing business was taken into consideration.

The next time a representative of the firm who sold the flour called for his usual order, he told him the circumstances, and asked if he could not have this price cutting stopped, or refuse to sell the man who was destroying the trade it had taken years to build up.

No Redress Coming.

The answer the dealer received was "So-and-so buys his flour and pays cash for it the same as you do. He has got the right to sell it at any price he likes."

The grocer in question refused the traveler another order for that flour. He thought over the situation and decided on a course of action. What he did was this. He stocked another brand for which he paid from 10 cents to 20 cents a hundred more, but which he sold at the same price as he had formerly been charging for the original flour.

Customers, of course, came again as customers will—if they don't owe much—and asked for the flour with which the grocer had built up his trade. But instead of complying with their requests he introduced his new brand. "Here is ——," he would say, "it is recognized as one of the leading pastry flours on the market. I can recommend it and if you don't find it better, I'll charge you nothing for it."

Took the Grocer's Advice.

His customers accepted the flour, not one of them brought it back, and now they all ask for it whenever pastry flour is needed.

This dealer is selling practically nothing else but the new flour for which he created his own demand. He stocks only a small lot of the former brand because it is put up in a size that the other firm does not supply.

Take What He Recommends.

Discussing with this merchant the the question of customers insisting on brands of goods which have been generally advertised in the newspapers, he stated that some few of his customers demanded certain lines, and would not take anything else, and some occasionally asked for new articles which were being placed on the market, through general advertising. Possibly twenty per cent. of his customers specified the particular brand of thing which they wanted. The other eighty per cent. took what he recommended. His best accounts, that is his order accounts, almost invariably accept what he recommends, and of course he does not recommend what he cannot stand behind, because these are his most valuable accounts.

Will Not Be Forced.

He was always open to be convinced by traveling salesmen that it would be profitable and good business for him to handle their lines. Many travelers, he said, urged him to purchase lines because of the general advertising the firm was putting behind them. These propositions are always considered fully and usually favorably, but when a salesman insists that he has to stock a certain line, that the firm's advertising campaign to the public compels him to do so, sometimes adding "or go out of business," it immediately arouses his anger and his independence is displayed in no uncertain tones.

"I am always ready to be legitimately induced to handle a certain line, but no one is going to force me," he added.

GAS STRENGTH OF BAKING POWDER.

Fixed at Ten Per Cent.—Extract Standards to Be Discussed.

A committee of the Grocers' Section of the Canadian Manufacturers' Association were in Ottawa last Friday interviewing A. McGill, chief government analyst, on the question of baking powder standards. Those present were Messrs. Jas. Litster (chairman), of Toronto; Gorman, London; McLaren, Hamilton; Ewing and Leblanc, Montreal; Neighorn, Toronto and Cochrane, of Ottawa. The standard gas strength of baking powder was the chief question discussed and this was placed at 10 per cent. This standard will come into effect on July 1. This is higher than the standard previously considered. The question of baking powder ingredients was left in abeyance.

Mr. Litster has arranged another meeting with Mr. McGill for Wednesday, April 24, in Toronto, at which time the chief analyst will be there on other business. Extract standards will then be up for consideration.

OUR NEWFOUNDLAND LETTER.

Eggs Scarce During Winter But Prices Have Dropped—The Fishing Situation.

St. John's, Nfld., April 15—(Special).—With the advent of spring, better weather, the disappearance of snow, business is beginning to stir, and the trade generally feel the difference in their sales.

There has been a scarcity of eggs all winter, owing to the severe conditions, and the means of communication from the outports being shut off. They are coming along plentifully just now, and the price from 42c per doz. wholesale, has dropped to 28c per dozen, and will in all probability be 25c in a few days' time. There are no imported eggs in the market, and none coming, as the demand can now be satisfied locally.

Rabbits have been a scarce commodity this winter, and if they could have been forwarded when caught would have secured good prices. Some shipped in January arrived late in March, and were readily sold at 30c per pair. Now a second lot has come in a day or two ago and every grocer is over-stocked. Being so long killed and weather getting mild, prices will be slaughtered sooner than there be a total loss.

Many cases have been tinned this winter, and the demand is good, and price $7.25 per case of 4 dozen.

Reports from the West say that the codfishers on the south-west coast have done well. Bait is scarce, but most of them have small supplies of fish and herring.

Prices of fish and produce remained unchanged, and will be so until the new fish begins to come to market. Prices of provisions have not changed much since last report.

Small Supplies Hamper Fresh Fish Trade

Usual At This Time For Demand to Turn to Fresh Varieties, But Prevented at Present By Small Supplies—Heavy Ice On Lakes Delays Fishing—Some Lake Fish Are Offering—Receipts of Halibut On Increase.

The usual course for fish trade to take at this season is to gradually turn to fresh varieties. This is the case to some extent this year, but this natural trend is being somewhat prevented, at least at some centres, by reason of smallness of supplies.

Coast points have little to offer at present in way of fresh fish. Cod and haddock are available, but with addition of fresh halibut, that is about all offering. In lake fish, the heavy ice which formed during winter is taking some time to disappear, and fishing being hampered, supplies are smaller than usual.

Herrings from the large lakes have made their appearance, while pike and suckers are also on the market. An increase in number of varieties, as well as in quantity, can be expected with warmer weather and clearing of ice off inland bodies.

Supplies of fresh halibut are on increase, and tendency of prices is accordingly a little easier.

Nova Scotia still reports an excellent trade in smoked fish, demand for finnan haddie and kippers appearing to measure up well with all that dealers can prepare.

QUEBEC.

MONTREAL. — A strong feeling features fish market this week. On strength of large shipments prices for some varieties dropped, while others tend to follow. A good supply of halibut arrived Tuesday, causing a decrease of 3 cents. Steak cod is offering a local shortage resulting in an advance. Pike, whitefish and shredded cod have declined this week.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	....	0 05
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 05
Pike, dressed and headless, lb.	....	0 05
Steak, cod	....	0 06½
Mackerel	....	0 10
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 13
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	....	0 09
Whitefish, small, lb.	....	0 06

PREPARED FISH.

Boneless cod, in blocks or packages, lb	8, 10, 13, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 13

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 10
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal. $1.75; selects, gal., $2.00.	
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO. — Although demand for fish is turning more to fresh varieties, there is still some little business being done in frozen and smoked kinds. Trade in fresh fish is hampered for the reason that supplies are small. There is not a great variety to be had from coast points, while tardiness with which heavy coating of ice is disappearing from the lakes is holding back fishing on inland waters. Lake Ontario and Lake Erie has given herrings to local supplies, while pike at 8 to 9 cents, and suckers at 5 cents, are recent additions to list of fresh fish.

FROZEN FISH.

Gold eyes	....	0 05
Pike	....	0 05
Whitefish	0 09	0 11
Red salmon, headless and dressed	0 11	0 12
Bluefish	0 11	0 12

FRESH CAUGHT FISH.

Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	....	0 12
Flounders	....	0 07½
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 08
Pike	0 08	0 09
Suckers	....	0 05

SMOKED.

Kippers, per box	....	1 15
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 85
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65

PICKLED.

Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 30
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

WINNIPEG.

FISH.—Prices are firm. Country dealers have, however, cut out frozen fish lines.

Fish—		
Oysters, gallon	....	2 75
Lake Winnipeg whitefish, lb.	....	0 09
Fresh pickerel	....	0 08
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, doz.	....	0 10
Jackfish	....	0 04
Fresh goldeyes	....	0 04
Kippers, box	....	2 00
B.C. frozen salmon	....	0 10
Lake trout	....	0 07
Halibut	0 07¾	0 08
Bloaters, per box	....	1 50
Mackerel	....	0 11
Smelts	....	0 12
Extra smelts	....	0 15
Stoles	....	0 07
Smoked goldeyes, doz.	....	0 50

NEW BRUNSWICK.

ST. JOHN—James A. Belyea, secretary of the Charlotte County Weir Owners' and Fishermen's Association, has returned from St. George, where he was in attendance at a meeting of that body. The attendance, he said, was large, and much business was done. The price of fish was placed the same as last year, that is up to August 1st, $12, and after that to the end of the season, $6. These prices have been in force for the last two years.

NOVA SCOTIA.

HALIFAX.—Fresh fish was in good supply on local market during past week. Weather conditions have improved along coast, and as a result fishermen are now able to get to the Banks. Quality of the cod and haddock marketed was excellent. Receipts of halibut were only fair, and the majority of fish were small. Lobsters are in better supply, and some larger fish were marketed during week. Demand was light, owing to high prices.

Selling Fresh Fish the Whole Year Round

Methods of One Firm Which Specializes in Fish and Fruit—Displays Made With Ice on Platters—Borders of Greens Add to Appearance—Automobile Delivery Prevents Complaints from Customers.

Some grocers attempt to sell fish only during the winter and some during only a portion of it. As soon as the first warm days come in Spring, and the snow begins to disappear from the hillside, they relinquish their selling efforts.

This is most certainly a mistake. By devoting proper time and attention to this department a good fish trade may be done during the whole spring and summer.

Fish are now regarded as a staple article of food and people are ready and willing to purchase them all the year round if they can be had and in proper condition. Is there any reason that can be put forward why people should not eat just as much fish during the summer as winter? The truth of the matter is they should eat more because fish are much more a hot weather food than many lines or fresh meat. This, and the fact that fish are comparatively cheap and therefore find easy sale, should convince the grocer that there is no reason why he should not maintain a good fish trade during spring and summer.

A Firm That Sells Year Round.

Gallagher & Co., retail fish and fruit dealers at 107 King Street East, Toronto, is one firm which maintains a good business in fish the whole year round. Here, efforts are not lessened with the approach of spring, for this firm recognizes the possibilities at hand during spring and summer.

This firm, established for 30 years, is under the management of Miss Gallagher and does a big business. The day previous to Good Friday three tons of fish were sent out. Only fresh fish are handled, even during the winter frozen lines not being touched. Of course at certain seasons of the year smoked varieties are sold. They aim to get goods to customers in best condition possible. The rapidity with which they move from water to consumer has much to do with the big trade, for they are always in a perfectly fresh condition when they reach the customer.

The Best Sellers.

Necessarily some extra care and attention is needed to be given to fish during spring and summer. Doing a big business they carry a wide variety at all times, but if anything trout and whitefish are the favorites during summer. Halibut is also a big seller. Lobsters are handled all the year.

When shipments are received they are placed in the refrigerators and from these refrigerators all stock to be sent out to customers is taken.

How Displays Are Made.

Fish are displayed in the windows during the whole summer. Of course during warmest weather only a small showing of special lines is made. Fish are displayed on porcelain platters and by use of ice in the window, the floor of which is of granite, they are kept at a low temperature and always look attractive. In order to improve the appearance of lines on display, they are set off with greens. Dealers who have never tried this should do so. The trimming of the platter display with lettuce or other greens adds materially to general appearance.

Goods are carefully wrapped so as to carry in good shape to customers and during the summer months a piece of ice is enclosed in each parcel to keep the contents cool.

Use Auto Delivery.

The quickness with which goods are transported from store to customers is no doubt something that attracts trade as it carries out the idea of getting goods out in first class shape.

This firm employs automobile delivery, having three cars now engaged in the work and express great satisfaction at this method. They purchased their first car three years ago, and were so pleased with results that two more have since been purchased.

Not only do they say the cost of automobile delivery is reasonable and a big saving over the horse and wagon method, but the promptness with which goods may be delivered and satisfaction which it affords customers, are strong points in its favor, especially is this true with fish and fruits, which should be delivered rapidly in warm weather.

No doubt this method has considerable advertising value, "but," they say, "it is an advertisement in the fact that it gives prompt delivery. That is as good an advertisement as any store can wish for."

An Encouraging Sign.

The success which this store has met with in maintaining fish business during the summer should be encouraging to other grocers. It shows them just what is possible. The fact that from now on not so many dealers are handling fish, thus affording more scope to those who do, should be encouraging as well.

Using Fish for Breakfast.

A fish dealer recently pointed to the increase in the use of fish as an article of diet at the breakfast table. "Not so long ago," he said, "I sold fish only for the mid-day meal, lately a great deal of my orders are for supplies for breakfast and the quantity is steadily increasing."

This is another pointer which may be made use of by the dealer—the idea of suggesting fish to customers for the first meal of the day.

CATALOGUES AND BOOKLETS.

The McCray Refrigerator Company, Kendallville, Ind., U.S.A., have just isuued an attractive catalogue of refrigerators for groceries. Besides explaining the principles of refrigeration, the catalogue contains views and descriptions of the different varieties of refrigerators, coolers and refrigerator display cases suitable for grocers' use. It also contains views of modern stores, showing how McCray refrigerators look when in use. The catalogue, which is a 50 page one, is an attractive production.

Chr. Bjelland & Co., Havanger, Norway, has issued a pamphlet dealing with the history of this firm since its inception. The cover design is attractive and appropriate. The illustration is entitled "The Silver Harvest of the Sea," representing a mermaid in the midst of the blue waters of the ocean and scattering small silver fish from her hands as she ascends to the surface. The interior illustrations consist of bright half-tone cuts of the members of the firm, their various plants, wharves, etc., and Norwegian fishing scenes. This firm has also sent out two unique postal cards, one which opens out showing the same pictures and scenes as contained in the booklet, and the other a reproduction of their Pilot Brand keppered herrings, which also opens out.

The total value of trade of the British West Indies, including British Guiana, as shown in the statistics for 1910-11 was £20,886,816, imports being £10,577,952 and exports £10,308,364.

The imports from Canada during that time amounted to £764,296, the exports to Canada during same period being £1,911,552 pounds.

The Medicinal Qualities of Vegetables

Information That Should Be Passed on to All Customers—Not Enough Vegetables and Fruits Eaten—Would be Better for Health if More Were Consumed—Show Cards and Advertising Effective.

The spring and summer seasons bring with them the larger use of vegetables in the household. While naturally people turn to these goods at this time, yet the dealer has the means within his power to greatly increase their sales.

Every grocer knows of the medicinal qualities of vegetables and fruits. It is a well know fact that if people ate more of them there would be much less opportunities for the drug stores and the medical profession making money.

Work for the Retailer.

Why cannot the retail grocer expound the curative values of the various fruits and vegetables he sells to splendid advantage? For instance, a show card on a display of grapefruit reading, "One of the best of tonics," or on a pile of oranges, "A preventive for rheumatism," should certainly sell considerable of these fruits.

There are scores of other lines that can be similarly treated. Probably good methods of emphasizing the medicinal qualities of these goods would be to use the space in the newspaper or send out a circular with a list of values of each line.

Some Valuable Information.

The following list of vegetables and fruits with their medicinal qualities has been compiled from observations made by medical men and could well be made use of:

Watercress is an excellent blood purifier.

Lettuce has a soothing effect on the nerves and is excellent for sufferers from insomnia.

Tomatoes are good for a torpid liver, but should be avoided by gouty people.

Spinach has great aperient qualities and is far better than medicine for sufferers from constipation. It is also excellent for kidney troubles.

Beet root is fattening and good for people who want to put on flesh. So are potatoes.

Parsnips possess the same virtues as sarsaparilla.

Apples, carrots and Brazil nuts are excellent for sufferers from constipation.

Apples and carrots also have a beneficial effect on gouty persons.

Raw carrots are good for indigestion. When cooked they help asthma.

Celery contains sulphur and helps to ward off rheumatism. It is also a nerve tonic.

Dates are exceedingly nourishing and also prevent constipation.

The juice of grapes is laxative but the skin and seeds are likely to cause constipation.

Bananas are beneficial to sufferers from chest complaints.

Onions furnish the most substantial cure for nervous prostration and all other nerve disorders; they have a soothing effect on consumptives and are excellent for colds, coughs and scurvy. They have been known to cure la grippe and pneumonia. Onions also are preventives of insomnia.

Cranberries serve as aids for malaria erysipelas.

Parsley is an excellent aid to digestion; when eaten with a hearty meal it will prevent dyspepsia.

Strawberries and onions produce a creamy whiteness to the complexion.

Benefits Not Known.

While the above results may not be found by everybody, yet it is an established fact that vegetables and fruits are beneficial to the system. People do not consume enough of them and the reason is they do not appreciate their value. If every customer could be impressed with the above characteristic undoubtedly much good would result, not only in the health of the people, but in the cash register of the grocer.

The obvious thing to do is to get this information to the customer. See that everybody is supplied with it, and there should be a rush on vegetables only equalled by that on a new patent medicine advertised as a panacea.

The Joke Column

And what does lovely woman do this lovely springtime season?
Ah, well, you well may ask us that, indeed, you have a reason.
She's got a towel round her head, a mop within her hand.
And she, we hear, is cleaning house to simply beat the band.

* * *

A very fat man who had just retired from the grocery trade was one day met on the street by a friend. The friend, wishing to chaff him, said:

"You are failing since you retired from business. You are so thin I hardly knew you."

"Probably I am," replied the ex-grocer. "I certainly don't weigh so much as I did when I was in the grocery business."

* * *

In a country store a young boy was under discussion by the cracker-barrel committee. Jones had just remarked, "That boy's a regular fool. He don't know nothing; he don't know enough to come in when it rains." Then he discovered the boy's father, who had overheard the remark, and wishing to appease him, he said, "Wall, Sam, 't ain't your fault. You learned him all you knew."

* * *

The problem of getting hens to lay twice a day has been solved, according to report, by Michael Seibert, village cobbler, of Glenoden, Pa., U.S.A., and his secret lies in the application of an alarm clock to the daily life of his feathered charges. For instance, a hen that lays an egg at 9 o'clock one morning, lays a second at 8 o'clock that evening.

Seibert's scheme succeeds in dissipating the impression of the hens that a day consists of twenty-four hours for them, just as it does for human-kind.

By setting the alarm to certain hours he has established twelve-hour habits in his flock and the unique idea, says a report, works like a charm and with exceeding profit.

* * *

A green-looking youth stepped into a village grocery where they keep something to drink as well as to eat, and after peering about a little, spied some ginger cakes. Said he to the grocer:

"Them's mighty fine cakes. What's the least you'll take for one of 'em?"

"Ten cents," replied the grocer.

"Well, I believe I'll take one, if you'll wrap it up right good."

The grocer wrapped up the cake and handed it to him. He looked thoughtfully at it awhile and said:

"I don't believe I want this cake after all. Won't you swap me a drink for it?"

"Yes," said the grocer, as he took back the cake and handed him a glass of something.

The young man swallowed the liquor and started off.

"Hold on!" cried the grocer, "you haven't paid me for my drink."

"I swapped you the cake for the drink."

" But you haven't paid me for the cake."

"You've got your cake."

This last retort so nonplussed the grocer that he stood and scratched his puzzled head, while the young man made good his retreat.

Better Weather Helps the Fruit Trade

Fruit Men are Hoping Spring Weather Will Settle Down in Earnest—Pineapple Season Opens—Orange Trade Now all in Navels—Importers Now Look for High Summer Lemon Market —Florida Celery Selling Well.

Fruit men's feelings are fluctuating these days like the spring thermometer. One day they begin to wear a happy smile by reason of better prospects on account of warmer weather, only to have their hopes rudely shattered the next by another dip back into semi-winter temperature. This week has been marked by more favorable climatic conditions which fruit men are hoping will continue. It has given added impetus to trade and spring weather only needs to settle down in earnest for fruit market to take on marked activity.

Pineapples are opening up and receiving more attention. The season has started off about two weeks earlier than usual this year. Most of supplies are coming from Havana with a certain quantity from Porto Rico, but latter crop is shorter than last year. Pineapple season will continue up to about middle of June.

Trade in oranges on Canadian markets is practically all in California navels. Florida stock have got too high for sale here, this fruit going mostly to big auction markets in United States. There may still be an odd car come along to some Canadian markets.

Lemon market remains steady but importers say that prospects are for a high summer market in this line as it now looks like a short yield of new crop. New crop Verdelli will commence to come along in June.

Egyptian onions are arriving in good shape, market holding about same. It looks as if prices might be somewhat easier as reports indicate a heavy crop. Home grown onions are done and Spanish stock fast nearing end of their tether.

Potatoes in Eastern Canada hold steady to firm, ideas of holders of New Brunswick stock being firm. On the other hand, Manitoba reports an easier feeling due to opening up of pits and larger supplies.

MONTREAL.

GREEN FRUITS.—An active market for week is reported in green fruits. Foreign imports are rapidly increasing and assisted by mild weather spring trade is displaying signs of unusual liveliness. Since last quoted, prices have not changed. Florida oranges are off the market, while the scarcity of pineapples has been relieved by arrival of Cuban stock. Values tend to drop.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	....	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	....	3 50
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	....	3 00
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban pineapples, cases of 30	....	4 50
Cuban pineapples, cases of 24	....	5 00
Floridas, cases of 24	5 75	6 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

VEGETABLES.—Vegetables are in good demand for the season. New arrivals are steadily putting in their appearance. The increased calls on market has caused Boston lettuce and Florida tomatoes to advance, but they will drop, before long. Hamper beans are down considerably.

Beans, green, hamper	4 50	5 00
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	....	1 00
Florida celery	5 00	5 25
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 25	2 50
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	0 90	1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	8 50
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	4 50
Fancy	....	5 00
Tressez	....	0 20
Turnips, per bag	....	1 00

TORONTO.

GREEN FRUITS.— The arrival of warmer weather was indeed welcomed by wholesale fruit men. Trade under unfavorable weather has been lagging for some time and higher temperature gave added life.

Apples have been cleaning up more satisfactorily of late. Ben Davis and Russets compose major portion of offering at $3.50 to $4.50 per barrel. Northern Spies are scarce at $5 to $5.50.

Louisiana strawberries in pints have made their debut at 15 cents per box. Considerable trade is being done in them.

Navels are only orange coming to this market at present. Florida grapefruit is nearly done. Pineapples are coming

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	....	6 00
Cuban, case	5 50	6 00
Cranberries, bbl.	....	13 50
Cranberries, per box	....	4 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Northern Spies, No. 1	5 00	5 50
Pineapples, case of 24	5 00	....
Pineapples, cases of 30	4 50	5 00
Strawberries, Louisiana, pints	....	0 15

VEGETABLES. — Florida tomatoes are coming along quite freely and are selling well. They are quoted from $3.75 to $4.50. One firm quotes 120's and 14's at $4.50, 180's at $3.75 and 216's at $3.25. Florida celery is also plentiful. Early stuff is about done, although there are a few cars in storage here. The green top variety will be coming along in future. Egyptian onions are selling well at $4 to $4.25 per 110-lb. sack.

Lettuce at moment is a valuable table decoration, Boston head lettuce being 50 cents per dozen higher at $1.75. Boston cucumbers have moved in opposite direction, being $2.25 per dozen now.

Strong feeling in potatoes has made itself felt in higher quotations. New Brunswick stock have moved above the $2 mark, as high as $2.10 being asked. Holders are pretty firm in their ideas.

Asparagus, large	....	0 50
Asparagus, small, doz.	....	1 50
Cabbage, new, per crate	....	5 00
Canadian beet, per bag	....	1 00
Carrots, bag	....	1 75
Cauliflower, Cal., case	....	3 50
Celery, Fla., per case, 5 to 8 doz.	3 00	3 50
Turnips, bag	....	0 80
Boston cucumbers, dozen	....	2 25
Boston head lettuce, dozen	....	1 75
New radish, per dozen	0 40	0 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 80
Onions—		
Green onions, dozen	....	0 25
Spanish, case	4 00	4 50
Spanish, half cases	....	2 25
Egyptian onions, 110 lb. bags	4 00	4 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	....	2 10
Potatoes, Ontario, bag	....	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new, Bermuda, bbl.	....	9 00
Sweet potatoes, hamper	2 25	2 50
Tomatoes, Florida, crate	3 75	4 50

Watch the Color Scheme in Fruit Window

Many Attractive and Appetizing Trims Can be Made of These Goods—Suggestion for a Display of Vegetables and Fruits That Can be Arranged Easily—The Contrast in Colors.

There are certan lines of food handled by the grocer which, when properly displayed, appeal strongly to the appetite of the customer. Every grocer has seen a display of goods which appeared so appetizing that it fairly made the mouth water. Such displays are valuable by reason of their sales creating qualities.

Object of Fruit Display.

Fruits and vegetables are lines which can be easily arranged so as to be both mouth-watering and sales-creating. Especially during spring and summer a sufficient variety of these are available to make a good display possible. It would, therefore, be in the interests of the grocer to begin early every year to give a little extra attention to this department. By so doing he will soon be able to work up a considerable business in these lines. If possible a window should be devoted to them.

A Quebec grocer, known to the writer, a year ago had little trade in fruits and vegetables. He recognized that these goods could be made into appetizing displays so as to appeal to both eye and palate. He also recognized that if he could get people coming for these lines he would have an opportunity of selling them something else. He decided to give more attention to this line.

What the Window Did.

A show window was set apart and attractive displays were kept constantly arranged. He found that when trimmed properly they would bring good business, for people are constantly on the lookout for some of these "trimmings" to the usual staple lines of food found on the ordinary table. People began to watch the window for "appetizers," often going out of their way to see what he had to offer. He has found himself amply repaid for his efforts.

Three important things to observe in arranging a fruit and vegetable window is to have it neat, well balanced and containing a good color scheme. By trimming it with an eye to the color arrangement, the appearance of the window is greatly enhanced. Probably the same goods placed in the window without attention to this particular, would not be nearly as attractive. Food which is pleasing to the eye is also to the palate.

A Symmetrical Trim.

The accompanying window offers an excellent suggestion for a display. It will be noticed that it is well balanced. On the raised platform at the rear is a pyramid of grapefruit with a row of pineapples on either side faced by a row of oranges.

The lowest portion of display, the centre piece is radish, surrounded by a wreath of lettuce and that by cucumbers. The circles on each side are of cabbage, the centre being filled with ripe tomatoes. The squares farther out on each side are of radish, while the balance of the window is filled in with cucumbers.

In this, the color scheme is excellent. The red of the radish and of the tomatoes contrast beautifully with the green of the lettuce and the lighter leaf of the cabbage, while the darker green of the cucumbers sets the display off well Try it and see what results will accrue.

Fruit and vegetable display suggestion that should bring good results. Try it.

Finding Tobacco and Cigars Profitable

This Is Experience of Many Who Have Gone After the Business —Competition the Life of Trade—Ideas on How to Go After Prospects—Keeping Cigars in Good Condition — Show Cases Figure Largely in Selling.

ON returning from a recent trip to New York, a Montrealer, inter alia, stated: "There were many things I noticed there about retailers, but I was particularly impressed with the manner New York dealers look on competition. They seem to welcome it. I noticed four retail boot stores all in succession on a leading thoroughfare, and one was as busy as the other."

Where Many Dealers Demur.

Now, leather has got nothing to do with tobacco, even if the hides are smoked" somewhat during course of tanning, but this very statement serves the purpose of the writer admirably. How many grocers think that they cannot sell tobacco because there is a tobacconist close by? Quite a number. But how many dealers would there be in business to-day on the whole if each were to think that there was nothing for him because competitors have got the start of him? Woudn't the present number be reduced alarmingly?

Well, then, agreeing that competition is the life of trade, and further, that there is trade for every one if there are twenty grocery stores all in a row, let us see just the best way to build up a tobacco business.

Goods Must Be Seen.

Of course, a supply of leading brands of chewing and smoking plug, cigars and cigarettes is essential, but the sales depend entirely on the position the goods are given. A neat showcase placed in a prominent position with the goods carefully arranged inside and a damp sponge or glass of water within also to keep the leaf from drying up, will attract a certain amount of attention. But the dealer should buttonhole every man who comes into the store, of course not seem over-aggressive, and let him see that he is catering to his needs.

The majority of smokers who do enter the store are regular customers at any rate, and knowing them pretty well, it should not be hard for the grocer to persuade them to give his tobacco department a trial.

Ask a Few Questions.

The woman who realizes that the grocer or his clerks are anxious to please her takes a pleasure in visiting the store. The man also who finds that his interests are the grocer's interests, will also be a more regular caller. Play your cards well, then, Mr. Grocer; ask one or two a day what tobacco they smoke. They'll ask the reason for your enquiry and will be somewhat impressed when you tell them that you are starting a tobacco department and that you want to get their brand in stock in order to supply them. Later, a gentle reminder that you have got same will put them somewhat under an obligation and a little diplomacy will eventually mean a sound trade.

Saturday Business.

Chewing tobacco offers good opportunities, but there are some housewives who think it bad enough to see their husbands making chimneys of their mouths and are not at all in favor of their chewing, so it is not every woman to whom you can suggest a "good chew" for the husband. However, be that as it may, on Saturday evening a few plugs of chewing and smoking tobacco should be disposed of easily and this line is particularly profitable.

Handle Cigars Carefully.

Considerable care must be taken in the handling of cigars as they are liable to become as dry as straw, and further, to crumble. Every dealer knows that a dry cigar soon peels and that a man might as well try to smoke a hollow pipe shank as get a satisfactory "pull" from the former. Cigars sell well in any store where shown, but the large sale, the increasing sale, depend entirely upon you and your clerks. Again, we refer to the value of your own selling powers.

Dealer "Treated" Customer.

A Montreal dealer recently told the writer that he was at one time afraid he had made a mistake in investing in a good assortment of tobacco. He thought that it would be "begging" trade if he approached the men who dropped into the store on the matter, so he had to devise plans and one worked out successfully. When he had a favorable opportunity he called the man over to the tobacco case and invited him to have a smoke. He would then take out a cigar and offer it, free, of course. Now this scheme provided quite a pleasant introduction, made an impression, and resulted in frequent calls on the door of this show case and the good "coin of the realm" was afterwards always willingly produced by the customer.

There's nothing like originality. Little ideas are frequently worth thousands of dollars in the long run.

Keep an Eye on Your Business.

The success of many dealers has been the result of strict attention to their ows business. The man who cannot keep his eye off the other fellow and his store, cannot possibly have an eye to his own business. But the man who can counteract competition and originate ideas which create sales is the man worth while. Try your luck with tobacco. You can sell it if you try.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer.— Will you kindly let me know address of the National Canning Co., of Montreal?

B. C. WHOLESALER.

Editorial Note. — Correspondence should be addressed to Mr. Desrosiers, 1208 Parthenais St., Montreal.

* * *

The R. M. A.

Editor Canadian Grocer.—Will you kindly inform me through your Grocer Letter Box whether the R. M. A. of Canana and the R. M. A. of Ontario are the same association or separate?

Reader.

Toronto, Ont.

Editor's Note.—The R. M. A. of Ontario is a branch of the R. M. A. of Canada. In other words it is affiliated with the Canadian body. The former deals with matters affecting the province and passes on to the Dominion body anything of a Dominion character.

* * *

An Address Wanted.

Editor Canadian Grocer.—Kindly let us know the address of "Goodwillies," packers of jams and jellies or its representatives in our city, in Montreal, or elsewhere.

Turcotte Freres & Cie.

Quebec, Que.

Editor's Note.—Goodwillie's address is Welland, Ont. Their representatives are Rose & Laflamme, of Montreal.

* * *

Yeatman & Co.'s Agents.

A few weeks ago a reader in Nortlach, Sask., asked for the Canadian representatives of Messrs. Yeatman & Co., Ltd., London, Eng. The Turnbull Co., Winnipeg, write to say that they represent this firm.

* * *

Maine Collecting Agency.

Editor Canadian Grocer.—Could you give me the name of a reliable collecting agency in the State of Maine. We have a few accounts that need looking after in that State.

J. W. Forsyth.

Chipman, Queens Co., N.B.

Editorial Note.—The Oxford Mercantile Co., Oxford Building, Portland, Me., have been recommended to us as a reliable firm for State collections.

A Bright Looking Provision Department

It is Made a Money Getting Proposition by H. O. Kirkham, of Victoria, B.C.—Provisions Turned Over Twice a Month—Believe in Carrying Only Small Assortment of Staple Articles.

Victoria, B.C., has become the home of a host of eastern and north-west people; they have generally invested in real estate, besides their home sites. Property is continually changing hands and at increased prices, with the result that many retail businesses have been located on streets formerly outside the business zone.

H. O. Kirkham & Co., Limited, made their venture and started in large premises on Fort Street in December, 1910, as grocers, provisioners and wine and spirit merchants. Since then they have added a bakery and confectionery department. All bread, cakes and pastry are made on the premises. The provision business according to the firm is a good one to run in connection with a grocery, when properly handled, but it requires continual watching from early on Monday morning to nine on Saturday night.

To meet the requirements of some of the well-to-do customers and do a high class grocery trade, a large business is done in what might be termed fancy goods. Only the very best of everything is handled and at fair prices.

This firm believes in the wholesaler carrying the staple lines, and the retailer keeping only a small and well assorted stock; renewed supplies can be had on the shortest notice.

Polite and efficient service is always maintained; customers become friends and such friends are the best advertisers a firm can have. Live, attractive newspaper advertising is regularly attended to, not too much space, but room for a daily "menu" of the best seasonable articles.

An interior display of provisions and poultr y in Victoria, B.C. store.

Prompt delivery is a necessity, and regular district deliveries are in full running order; all horses are worked only half a day. The out of town trade —the shipping department—is growing rapidly. A catalogue was found effective last year and a new edition is on the press.

Provisions Turned Over Rapidly.

Some fancy imported lines in stock are only turned about twice a year, straight groceries once a month, but the meat and poultry, also fresh fruit, are turned almost twenty-four times a year.

The staff employed in office, stores and delivery is now thirty-seven, and steadily increasing. An adjoining store has recently been taken to provide for overflow business.

KEEP EVERLASTINGLY AT IT.

One swallow does not make a summer nor does one display of business-like methods by a merchant make his business a success.

There is a merchant who recognized the fact that it was good business to keep nuts before his customers not only at Christmas time but at all seasons of the year. He arranged a display and placed a show card on it. That was good business. His fund of business-like methods has since seemingly dwindled. He still displays nuts, but the fault is to be found in the fact that he still displays the same ones and in the same place. The nuts have long since become well coated with dust, and the same show card, discolored and faded still remains. Such a display is far from being able to create a desire for nuts in the person who views it.

There are many such examples of unprogressive methods on the part of grocers who should display greater ambition and more interest in the trade in which they are engaged.

One good window display, one good advertisement, one good idea carried out or one good day will not make a success of the business. It is essential that the business man keep everlastingly at the work of bringing out business methods in all departments if he would gain success.

Produce & Provisions

Quotable Easiness in Butter at Last

Has Been Apparent For Some Time, But This Week Marks Break In Prices—Supply Has Overtaken Demand—Tone of Egg Market Is Also One of Easiness — Dealers Looking For Lower Prices—Hogs and Hog Products Maintain Stiff Front.

Judging from signs in the air at present time, the consumer who has been attacking the butter dish sparingly for some time back, can prepare for a little thicker coating of this commodity. However, it would be well to caution him not to work up too voracious an appetite for butter is by no means cheap, nor can it be expected to be for some little time.

However, that easiness which dealers have been observing on the horizon for some little time has at last made itself apparent in quotable change. Values at many country points have been easing off under increased make of new goods, while there have been some slight breaks at several of the larger centres.

That the trend of butter is downward is shown by situation in eastern Quebec townships, where yield has been showing considerable increase. At Cowansville, Que., on Saturday last, butter sold down to 31⅝ cents, with 52 packages left unsold. The previous Saturday, on this same market, the price was 35½ to 36 cents. This may not be true reflection of general situation, even in the East, but gives hint that lower prices must come.

Eggs are also apparently pointed in the same direction as butter. Wholesale dealers at larger centres feel that prices should be lower, but supply over demand has not been great enough to warrant any marked reduction. There are signs of easiness, however. Bad roads in many sections have held up receipts, and an improvement would help supply. Prices a year ago were on a lower level, and wholesalers were beginning to put away their first instalment of storage eggs.

That hogs and hog products have been moving upward with marked rapidity of late is quite apparent to the man who has been keeping any kind of line on values. It will be remembered that prices on live hogs last fall eased off materially under liberal offerings. During early winter, arrivals of the porkers still continued free. The reason for this was apparently that feed was scarce and dear, and farmers were selling off their hogs. It was argued by many dealers that this would mean stinted supplies and higher prices later on. That period has apparently arrived.

In sympathy with higher prices for hogs and better demand for products, provision values have been expanding of late. Lard, which has been in good demand, has also been moving upward considerably.

MONTREAL.

PROVISIONS.—Market has been devoid of features, prices for all lines being steady, with fair local and country demand in hams and bacon. The call is good for lard, and movement of barreled pork about up to average. Hogs are showing signs of activity, and tend to move quotations in an upward direction.

Long clear bacon, heavy, lb.	0 10½	
Long clear bacon, light, lb.	0 11½	
Hams—		
Extra large sizes, 25 lbs. upwards, lb.	0 11	
Large sizes, 18 to 25 lbs., per lb.	0 13	
Medium sizes, 13 to 18 lbs., per lb.	0 14½	
Extra small sizes, 10 to 13 lbs., per lb.	0 14½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½	
Breakfast bacon, English, boneless, per lb.	0 14½	
Windsor bacon, skinned, backs, per lb.	0 16	
Spiced roll bacon, boneless, short, per lb.	0 11½	
Boiled ham, small, skinned, boneless	0 24	
Hogs, live, per cwt.	7 50	7 65
Hogs, dressed, per cwt.	10 25	10 50
Pure Lard—		
Boxes, 50 lbs., per lb.	0 12⅜	
Cases, tins, each 10 lbs., per lb.	0 12¾	
Cases, tins, each 5 lbs., per lb.	0 12⅞	
Cases, tins, each 3 lbs., per lb.	0 13	
Pails, wood, 20 lbs. net, per lb.	0 12¾	
Pails, tin, 20 lbs. gross, per lb.	0 12½	
Tubs, 50 lbs. net, per lb.	0 12½	
Tierces, 375 lbs., per lb.	0 12¼	
One pound bricks	0 13¼	
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 08⅞	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09¼	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09⅜	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09½	
Pails, wood, 20 lbs. net, per lb.	0 09¼	
Pails, tin, 20 lbs. gross, per lb.	0 08⅝	
Tubs, 50 lbs. net, per lb.	0 09	
Tierces, 375 lbs., per lb.	0 08¾	
One pound bricks	0 10	
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces.	22 50	
Bean Pork	16 50	
Canada short cut back pork, bbl., 45-55 pieces.	22 00	
Heavy short cut clear pork, bbl.	22 00	
Clear fat backs	23 00	
Heavy flank pork, bbl.	22 00	
Plate beef, 100 lb. bbls.	8 00	
Plate beef, 200 lb. bbls.	15 00	
Plate beef, 300 lb. bbls.	22 50	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	

BUTTER.—An easier feeling is experienced in butter. Manufacturers have increased supplies, and for week prices declined considerably. If present movement continues, values can be expected to reach a satisfactory point before long.

Creamery	0 35	0 35½
Dairy, tubs, lb.	....	0 30
Fresh, dairy rolls	....	0 30

EGGS.—Eggs are again decreasing, and although they have not reached 25 cent mark, they should touch it shortly, provided mild weather and satisfactory roads continue. Demand under lower values has greatly increased.

New laids	....	0 27

CHEESE.—Although nothing interesting has featured cheese market this week, activity can be expected before long. Western Ontario manufacturers will get busy towards end of month. Demand is from hand to mouth.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—For week poultry is again featureless. Prices need no repetition, and demand runs on same level experienced for some time.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—Honey is unchanged for week. Prices stand at last week's position. Demand holds steady.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—Live hogs have certainly been soaring of late. One month ago price at country points was $6.60 to $6.70. To-day it is $8.15 to $8.25. During past week strong tone has continued, and further advances of 40 to 50c were made. Small supplies have caused most of the trouble. No doubt supplies of hogs in country are small, but prices, in opinion of some dealers, should be nearing a limit.

Naturally, under rise in raw material, values on pork products have been expanding. Hams and bacon show another slight advance this week, and are steady at present level.

Smoked Meats—		
Light hams, per lb.	0 16½	0 17
Medium hams, per lb.	0 16	0 16½
Large hams, per lb.	0 15½	0 16
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 12	0 12½
Shoulders	0 11	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13	0 13¼
Heavy mess pork, per bbl	19 00	20 00
Short cut, per bbl.	22 00	23 50
Cooked hams	0 24	0 25
Lard, tierces, per lb.	0 13	0 13¼
Lard, tubs, per lb	0 13¼	0 13½

Lard, pails, per lb.	0 13½	0 13¾
Lard, compounds, per lb.	0 09	0 09¼
Live hogs, at country points	8 15	8 25
Live hogs, local	8 50	8 65
Dressed hogs	10 50	11 00

BUTTER.—That easier feeling which dealers have been looking for in butter for some time has at last made itself felt in a quotable change. This week a reduction of 1 cent per pound has been made in prices, with ideas of some dealers even easier than that. Further reductions are apparently looked for the near future, although so far easiness has been judged rather by signs for future than actual increase in new make. Production in Eastern townships has been showing big increase, and there have been easier offerings from that district. It therefore looks like easier prices ahead.

	Per lb.	
Fresh creamery print	0 35	0 37
Creamery solids	0 32	0 34
Farmers' separator butter	0 32	0 33
Dairy prints, choice	0 31	0 32
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—First of week found no change in egg prices, although there is easiness in the air which, under any gain in receipts will probably mean reduction in values towards end of week.

Dealers have been looking for easier prices, and felt that values should be lower, but truth of matter is receipts have not been large enough to warrant it, considering volume of demand. A year ago prices on Toronto market ranged around 18 cents, and dealers were putting considerable quantities into storage. Present values make this impossible. Trade evidently, however, expects lower prices.

New laid eggs	0 23	0 24

CHEESE.—And still values continue to climb, although this is by no means a surprise, considering condition of market here and abroad. Another ¼ cent has been tacked on to old cheese values this week. Large are quoted at 17 to 17¼c, as against 14c a year ago.

New cheese is offered by local dealers at 16¼ cents. The make so far has not been large, but can be expected to increase from now on.

Old Cheese—		
Large	0 17	0 17¼
Twin	0 17¼	0 17½
Stiltons	0 18½	0 19
New Cheese	0 16¼	0 16½

HONEY.—"Nothing new" is the report in honey. Prices unchanged and steady, while business is quiet.

Honey—strained—		
White clover, 60-lb tins, per lb.	....	0 12
White clover, 10-lb. tins, per lb.	....	0 12¼
White clover, 5-lb. pails, per lb.	....	0 13
Dark clover, 5-lb. pails, per lb.	....	0 12
Amber honey, 60-lb. tins, per lb.	....	0 06
Buckwheat, 60-lb. tins, per lb.	....	0 07
Comb white clover	2 25	3 00

WINNIPEG.

PROVISIONS.—Lard and hog products generally are dearer, and are likely to be still firmer next week. Supply does not appear sufficient to meet demand, and indications are for yet higher prices.

Lard—		
Tierces		0 12¼
50 lb. tubs		6 35
20 lb. tubs		2 65
10 lb. cases		7 95
5 lb. cases		8 00
3 lb. cases		8 10
Cured Meats—		
Hams	0 15½	0 17
Bacon	0 17	0 18
Smoked shoulders	....	0 12½
Long clear	....	0 13¼

BUTTER AND EGGS.—Instead of reduction, as expected, butter prices show a slight advance here. Eggs are going down.

Butter—		
Creamery butter	0 37¼	0 36½
Dairy prints	....	0 34
Tubs	0 27	0 24
Cooking	....	0 19
Eggs—		
Strictly fresh	....	0 25
Candled	....	0 23
Cooking	....	0 22

CHEESE.—No change in cheese, which is still dear.

Cheese—	
Ontario large	0 18
Ontario twins	0 18½

Handling Provisions During the Summer

Reasons Why This Department Should Be Featured the Year Round—The Refrigerator and Meat Slicer as Assistants—Many People Like to Purchase Groceries and Cooked Meats at Same Place.

Many groceries stores to-day are the possessors of a provision department that can boast of a substantial and profitable trade. There are others, however, which cannot claim this.

There are many points in favor of having a provision department in the store—and this means, of course, a properly conducted one. One thing is that it attracts trade for other lines of goods. When the housewife comes to the store to purchase her ham or bacon, a dealer has the opportunity of introducing and selling others lines of goods.

Then again, the housewife appreciates being able to purchase all her wants in food at the one store. She does not like the bother of going to one store for her groceries and to another for her ham. Chances are if there is a grocer on the street who keeps both ham and groceries he will get her trade.

Now that warmer weather is becoming apparent, demand from customers will swing more to certain lines of provisions. Hams, rolled bacon and breakfast bacon will from now on be in good demand. As the temperature keeps rising upward smoked and cooked meats will of course become favorites. By commencing now and building a good foundation early in the season, a substantial trade can be worked up before midsummer.

Advantage of Refrigerator.

To the man with a provision counter and who expects to attain good results, a refrigerator is practically a necessity. It should not only be a store box either, but a place where the temperature of meats may be kept at a proper level. The advantages of a refrigerator—and a good one—during the summer are self apparent. The smaller dealer without one finds he is quite often out of certain lines because of necessity he must order in very small quantities or run the chances of spoiled goods. With a refrigerator which will preserve the quality of his meats he may order in a little larger quantities and thus guard against disappointing customers.

The value of display in selling goods is universally recognized but the dealer may experience some difficulty in showing his provisions during the warmer weather unless he has made proper arrangements. They should be kept at a proper temperature. Flies must not be allowed to get at them. Covering goods with netting may prevent this somewhat. However, if the dealer feels at all as if he can afford it, a display refrigerator or refrigerator display case should be provided for the purpose.

The display refrigerator combines both storage and display, being provided with glass fronts which allow the contents to be seen by customers. The roll-top variety have the feature that when any one of the rolls is opened, no warm airs enters the inside of the refrigerator as might be expected, for as the roll goes back, it shuts off the ice chamber from the rest of the refrigerator and the warm outside air does not reach the ice.

Both Cools and Displays.

Another development in refrigerators for grocery stores is the refrigerator display case, built along the lines of a silent salesman but combining refrigeration with it. It is necessary under unusual conditions to have the refrigerator in the rear of the store, but with this display case provisions and other lines which must be kept cool may be shown to advantage in any part of the store.

Another thing that must be observed in connection with provisions is care in slicing. The housewife wants her ham or bacon sliced properly. Besides when sliced in the proper manner, the amount received looks larger to the customers, and appearances are very important.

The Slicing Machine.

"A slicing machine is a valuable addition to the provision department," recently remarked a dealer who has one. "With it goods can be sent to customers in satisfactory condition. Another advantage of the slicing machine of no small account is the saving."

The amount wasted in slicing in many stores amounts to an appreciable sum in a year and it is indeed desirable to look carefully after the pennies if the department is to pay a profit.

THE
YOUNG COMPANY
LIMITED

Wholesale Grocers and Importers

COMPLETE STOCKS

PROMPT SHIPMENTS

LIBERAL TREATMENT

Warehouses at:

NORTH BAY

SUDBURY TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

	Doz.
6-oz, tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS, Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.	5 lbs.	7 lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	025
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate,, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ¼'s	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.,

Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs, White Moss	0 26

In Stores In Every Part

the Halifax Cold Storage Products are found and this wide and satisfactory distribution is due to nothing but their unvarying quality. It is only natural, therefore, that you should entrust us with your business, as we guarantee you quick service, in short, satisfaction at all times.

The Height of Quality

OCEAN BRAND - HADDIES, KIPPERS, BLOATERS
CANADA BRAND - PURE BONELESS CODFISH
MARINER BRAND - - SKINLESS FISH

AND

BOUTILIER'S FILLETS

the fleshy kind.

ALL KINDS OF SALT WATER FISH.

These goods are carried by every wholesale in Canada.

The Halifax Cold Storage Co., Limited
47 William Street,
Selling Branch, MONTREAL

MAGIC BAKING POWDER MAGIC BAKING POWDER

GROCERS: We unhesitatingly recommend Magic Baking Powder to the trade and consumer as being the best, purest and most healthful baking powder that it is possible to produce. All materials are of the highest quality. Modern automatic machinery and employes in spotless white uniforms insure a perfect mixture and absolute cleanliness.

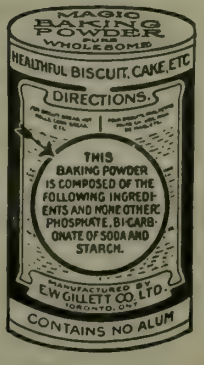
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC
BAKING
POWDER
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD. TORONTO, ONT.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

WHYTE'S TRADE MARK

THE GUARANTEE OF PURITY

WHYTE'S TRADE MARK

This is the name to look for on provisions you sell. It is the guarantee of high quality and purity. For years

Whyte Packing Co. Hams, Bacon, Lard, Butter, Eggs, Cheese

have enjoyed the very highest reputation, simply because the packers never allowed quality to deteriorate.

The years of experience of this well-known manufactory, combined with careful attention to the smallest detail, are points that insure excellence.

Send for our price list, and learn of the large profits through handling our goods.

THE WHYTE PACKING CO., LIMITED,

STRATFORD, ONT. MONTREAL, QUE.

Elgin Brand Products

Elgin Brand

Have their own distinct following. People who know good meats are the people who will buy Elgin Brand Cooked Meats and Sausages.

You may think it hard to satisfy that class, Mr. Grocer. Elgin Brand does the needful, and then just think of the solid trade you have built. You couldn't entice them away from your store on a bet, Ready money off every sale, too. Send for price list and post card book.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Dealers in Butter, Eggs and Cheese
ST. THOMAS, ONT.
Wholesale Branches at Windsor and London, Ont.

The quality of

WETHEY'S Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

The Best Judges of Easifirst Pastry

are unanimous in pronouncing EASIFIRST as not only the best but the most economical shortening that can be used.

When you sell EASIFIRST Shortening you may be sure your customer will come back for more.

Figure price saving compared with pure lard.

WRITE FOR SPECIAL QUOTATIONS

Gunns Limited PORK AND BEEF PACKERS COTTON OIL REFINERS **West Toronto**

Established 1854

For nearly sixty years we have been in the business of curing bacon.

Our trade extends from Newfoundland to British Columbia, and over this vast district Fearman's English Breakfast Bacon and Star Brand Hams have a reputation for flavor and quality unsurpassed by any other house in the trade.

ALL MEATS CURED UNDER GOVERNMENT INSPECTION

F. W. FEARMAN CO., Limited
HAMILTON

Meats That Satisfy

Moyer Bros.' experience combined with careful attention to smallest details ensures the excellence of their products. The name is the grocer's guarantee of highest quality.

Sausages, Hams, Bacon

Products that have enjoyed the very highest reputation, simply because the packers never allowed the quality to deteriorate.

Moyer Bros.' sausages are *all meat* sausages, not stuffed with bread.

Get Our Prices

MOYER BROS., LTD.
ST. CATHARINES, ONT.

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case
Eagle Brand, each 4 doz.. $6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co. Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.
(Sweetened.)
Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
(Unsweetened.)
Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20

COCOA
(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.
Prices—
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha.. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha Package Coffee. 0 19
Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.
Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Case 25 lbs., 11-lb. bars, lb 0 07½
Medium (each 2 doz.) 1 30
Large (each 1 doz.) 2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.
1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2½ oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00
Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case.....	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.
MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case, 12 lbs. 2½-lb. bars,lb	0 08½
Case 50 lbs. ¾-lb. bars case	3 50
Case 200 lbs. 3½-oz., case	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs. 11-lb. bars, lb.	0 07
Case 12 lbs. 2½-lb. bars, lb	0 08
Case 50 lbs. ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs. 3½-oz. bars, case	3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q	5 00
Champagne de Pomme, 24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70

Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45

	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz	0 45
Medium, cases 2 doz., doz.	0 90
Large, cases, 1 doz., doz..	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	.09⅜
Tubs	.09⅞
Pails, 20 lbs.	.10⅞
Tins, 20 lbs.	.09⅝
Cases, 3 lbs., 20 to case ..	.10⅝
Cases, 5 lbs., 12 to case ...	.10½
Cases, 10 lbs., 6 to case ..	.10⅜

F.O.B. Montreal.
GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 09¼
Tubs	0 09½
20-lb. pails	0 09¾
20-lb. tins	0 09¼
10-lb. tins	0 10
5-lb. tins	0 10¼
3-lb. tins	0 10½
1-lb. cartons	0 10¾

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90

Our Specialties

Ludella Ceylon Tea
Diamond Crystal Salt
Quaker Canned Vegetables
Quaker Canned Fruits
Monarch Canned Salmon
Victor Canned Salmon
Monarch Canned Fruits

Distributors of Heinz 57 Varieties of Highest-Class Food Products.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL
Fine.
4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06
Globe Brand.
5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.
Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.
Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Feeight rate, 2nd class.

IMPERIAL DESSERT JELLY.
Ontario Prices.
Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS
Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.
3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.
5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.
Prices—Ontario and Quebec:
Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.
1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.
Size No. 1, 3 doz. crates, per doz $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons, ...	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	.07½
40 lbs. Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c. higher.)	

BRANTFORD STARCH WORKS
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.....	.05¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case....	.08¼
6 lb. toy drums, with drumsticks, 8 in case..	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c. higher than 40's.)	

OCEAN MILLS, MONTREAL.
Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.
Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.
Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.
Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case..	2 55
5 lb. tins, 1 doz. in case ..	2 90
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 75
Barrels, 700 lbs.	3½
Half Barrels, 350	3¾
Quarter Barrels, 175	4
Pails, 38½	$1 90
" 25 lbs. each	1 35

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case..	2 90
5 lb. tins, 1 doz. in case..	3 25
10 lb. tins, ½ doz. in case	3 15
20 lb. tins, ¼ doz. in case	3 10

(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45
Winnipeg.
2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND
Maritime Provinces and Ontario:
2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's, 1 doz. case, per doz... 3 75
10's, ½ doz, case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05
Western Prices—Sudbury to Victoria.
2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz ... 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.
½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints ...	$3 35
Cases of 3 doz ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½-pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.
6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholsale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.35	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.
Orange Label, ½'s ..... .24 .30

The INGERSOLL PACKING COMPANY, Limited

BEAVER BRAND HAMS AND BACON

"Beaver Brand" Ingersoll Hams and **Bacon** are to-day more widely and favorably known and consequently in better demand than any other brand of pork products sold in Canada. You have to spend no time in introducing this brand to your customers. Every piece bears the government mark **"Canada Approved."** Combined with this safeguard is the careful selection of every ham and side of bacon, the **guaranteed sugar cure,** the uniform quality. The price may be a little higher, but then the **proved results,** a satisfied and regular customer and an increasing trade. If you are not selling **Ingersoll Products** give them a trial. Ask your friends who are selling them, communicate with our representatives or write direct to

The INGERSOLL PACKING COMPANY, Limited

Pork Packers

INGERSOLL **ONTARIO** **CANADA**

Spreads like Butter

KEEP IN A COOL PLACE
INGERSOLL CREAM CHEESE
IS ALWAYS SOFT IN TEXTURE DISTINCT IN FLAVOR AND EVERY PARTICLE CAN BE CONSUMED
AVOID IMITATIONS
INGERSOLL
REGISTERED.
TRADE
MARK
CREAM CHEESE
IS OF THAT CREAMY CONSISTENCY WHICH IS SO PLEASING TO THE TASTE.
ASK FOR AND INSIST ON GETTING THE ORIGINAL
INGERSOLL CREAM CHEESE

Sold only in 15c. and 25c. blocks

Brown Label, ½'s & 1's	28	40
Brown Label, ¼'s	30	40
Green Label, ½'s & 1's...	35	50
Red Label, ½'s	40	60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l.
Brown Label, 1-lb. or ½.	.25	.30
Red Label, 1-lb. or ½ ..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼.	.35.	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ...	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	23	30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c .		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz..; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $3 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen $0 90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Pine Apples

are now commencing to come in more freely and are arriving in good shape.

Florida Tomatoes, Cabbage and **Celery, Louisiana Strawberries,** pint boxes will be reasonable in price, **Navel Oranges, Bananas, Lemons, Nuts,** etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

BANANAS
Tomatoes
Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

For
Reliability
of
Quality, Pack
and
Delivery
Buy

"TRACUZZI'S"
"ST. NICHOLAS"

They Fill the Bill.

J. J. McCABE
AGENT
TORONTO, : : ONT.

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

Fruits and Vegetables

Your customers are now looking for new fruits and vegetables. See that you offer for their buying only choice goods; the kind that will inspire their confidence in you and lead to big sales and hold their patronage in other lines also.

For fifty years this establishment has been catering to the grocery trade in all lines of fruits and vegetables. Our many years' experience has taught us the demand of the Canadian public in these lines; profit by it and send in your orders. Shipment any time.

Bananas, Pineapples
Strawberries, Ripe Tomatoes
Oranges, Grape Fruit, Lemons

Are arriving daily. Prices are reasonable.

HUGH WALKER & SON

ESTABLISHED 1861 GUELPH, ONT.

WHITE & CO., LTD.

Toronto and Hamilton

WHOLESALE DEALERS IN

Fancy Fruits and Vegetables Fresh Fish and Produce

Prompt and efficient service with best goods.

Warehouses in Toronto and Hamilton permit of good distribution.

CORRESPONDENCE INVITED

FRATELLI FOLLINA'S BUSTER BROWN LEMONS

IF ONLY ONCE THIS BRAND YOU'LL TRY.

WE'RE SURE THESE LEMONS YOU'LL ALWAYS BUY.

"WE KNOW THE REASON"

FRATELLI FOLLINA, PACKERS
Palermo, Messina

W. B. STRINGER

Can. Agent Toronto

Put up in 5c, 10c, 25c, 30c and 35c packages.

In parchment, tin and pasteboard packages.

The Leaders

The lightest and most crisp Sodas manufactured. This is the largest package in the market for the price. In the manufacture of Crothers' fancy biscuits a careful watchfulness for quality obtains throughout. The result is a perfect biscuit.

Put up by

W. J. Crothers & Co.

KINGSTON, ONT.

BOVRIL

WILL INCREASE YOUR PROFITS

It is no more trouble to handle an 8 oz. or 16 oz. bottle than a small one. But the large one brings you better profit.

If you tell your customer the price of a 2 oz. and the price of a 16 oz., the economy is obvious. You make the better profit and please your customer too.

Bovril Limited, Montreal

NOTE.—RESULT OF LITERARY COMPETITION

First Prize, $20.00	Second Prize, $15.00	Third Prize, $5.00
Jean Ross Irvine, 319 Besserer St., Ottawa	Arthur M. S. Stook, Brookdale, Manitoba	Helen Needler, Millbrook, Ontario

CENTURY SALT

TRADE MARK

From Top To Bottom

of every barrel or bag of CENTURY SALT you will find the same uniformity of pure white crystals refined with the greatest care under the strictest sanitary conditions. The salt for table or dairy that is a credit to the dealer who sells this dependable make.

THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

Connors' High Class Sea Foods!

Our Sea Foods possess a reputation for unvarying excellence, which has been won only after years of experimenting in the attainment of perfection.

To-day we have the most modern factories on the Atlantic coast; employ the most skilled help; secure the pick of the fishermen's catches; pack our goods scientifically in the most sanitary tin that we know how to make, and in consequence—WE HAVE THE GOODS AND THE REPUTATION.

All along we have co-operated with the wholesale and the retail grocer. We have always aimed, too, to give the consumer a fine article at a fair price.

Following this plan, we have worked up enormous sales among our grocery friends everywhere. We could not do otherwise.

Just look over your stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order.

This is our list:

1-4 OIL SARDINES, 3-4 MUSTARD SARDINES, KIPPERED HERRING, HERRING IN TOMATO SAUCE, FINNAN HADDIES (both oval and round tins), CLAMS, SCALLOPS.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B., J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

"WE ARE FISHING FOR YOUR BUSINESS"

LEONARD BROS.

Wholesale Fish and Oysters

MONTREAL ST. JOHN, N.B. WESTPORT, N.S.
GRAND RIVER GASPE, QUE.

Our Specialty:—

BONELESS and PREPARED FISH OF ALL KINDS
FRESH FISH EVERY DAY IN THE YEAR
EVERY VARIETY SALTED and PICKLED FISH
BULK and SHELL OYSTERS IN SEASON
THE FINEST HADDIES, KIPPERS, BLOATERS

It is Easy to Catch the Dollar When You've Got the Proper Bait.

Fish trade is always profitable, but you must deal with the "GUARANTEE SERVICE" Wholesalers.

We have the best equipped warehouse in Canada.
Our modern cold storage plants insure careful handling of stock.
All goods examined before shipping.
Clean and careful packing.

PRICE LISTS MAILED ON REQUEST.

5 Long Distance Phones **P.O. Box 1425**

Leonard Bros.
Are THE Fish People

LEONARD BROS.
20-26 YOUVILLE SQ. (Near Customs House) **MONTREAL**

It will pay you to stock Skipper Sardines

because people who have tried them call for them again and again.

"Skippers" are so **very** different from the old sorts. Even those who usually do not like sardines often change their minds after tasting "Skippers," for those dainty, scaleless little fish have a delicacy and delicious flavor all their own.

They are good sellers and they pay to sell. You may especially recommend them for their nutritious properties.

Skipper Sardines

Sole Proprietor: ANGUS WATSON & CO., Newcastle-on-Tyne, England.

Canadian Representatives:
Kenneth H. Munro, 333 Coristine Building, MONTREAL
Hamblin & Brereton, Limited, Winnipeg and Vancouver.
Jas. B. Sclater, St. John's, Newfoundland.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Mr. Grocer,

DO YOU KNOW

that the Canadian People are realizing more and more every day the value of FISH as a *wholesome, nutritious and economical food?*

DO YOU KNOW

that never before was there such a great demand for FRESH-CAUGHT FISH?

DO YOU KNOW

and *appreciate* the opportunity that is *Yours* if you cater to this demand.

STOP AND THINK

what that shop-window of yours can do for you throughout the Spring and Summer months. With a cake of ice and FISH---FRESH from the water EVERY DAY---you will please, not only your own customers, but the *"other man's"* who is not so *"live"* as you.

LET US TELL YOU

more about the up-to-date manner of handling and selling fish.

YOU CAN MAKE MONEY

by dropping us a postcard.

The F. T. James Co., Limited

Wholesale Fish and Oyster Distributors

Cor. Church and Colborne Sts., TORONTO

IT'S JUST AS NECESSARY

to care for and display your perishable goods properly after they are bought as it is to buy them right. You know how easily milk and butter taint—how quickly fruits and vegetables spoil in warm weather, and how the spoilage eats into your profits in an unexpected way. You often have to throw away good dollars in spoiled stuff, and lose first-class customers because something they get isn't just "right," and it's an easy matter to solve the problem after all.

McCRAY REFRIGERATORS

¶ McCray Refrigerators have accomplished wonders for hundreds of grocers all over the world. They are generally acknowledged to be the best in construction and appearance that money can buy. Refrigerators, Display Cases and Coolers are made in all styles and sizes, and we've got something to suit the most modest requirements as well as to fit the needs of the great big stores.

¶ We've just received from the printers our new 48-page catalog, beautifully illustrated in four colors throughout, which describes the McCray Patent System of Circulation and Superior Construction, shows how and why McCray Refrigerators are in use in many of the best stores in the country, and explains the whole problem of refrigeration in a way which will help you. Write to-day for this book and we will gladly send it free of charge.

¶ We also manufacture Refrigerators and Coolers for Residences, Markets, Florists, Hotels, etc. Catalog on request.

McCRAY REFRIGERATOR CO.

326 LAKE STREET, KENDALLVILLE, IND.

Doesn't This Strike You as a Good Soap Proposition?

Some men think a dozen times, others think once and accomplish much more. If the total population of Canada thought once and quickly, what a country this would be!

You don't have to think twice to realize that Morton's Soap is going to make quick sales and reap good profits. We have a soap proposition that is worth your investigation.

N.P. BAR

is simply an honest piece of soap, with no fake or fad connected with it. It gives the consumer by far the best value for the money, both as regards quality and quantity, of any soap on the market to-day.

Show it to your customers, and test it on the scales, ask them to try a bar; if they are not perfectly satisfied with it, you have our authority to refund their money.

It's sure to please—and there is mighty good profit for you.

DAVID MORTON & SONS

Limited

Victor Soap Works

HAMILTON ONTARIO

Make Every Customer a "Come-Back"

That's what you want—the steady, satisfied trade—so well-satisfied that they tell their acquaintances of the high quality of Mr. So and So's goods. There's no stock that paves that particular road to success as well as SWEETHEART BRAND

Baking Powder and D.S.F. Mustard

6, 12, 16 oz. 4 oz. Tin

SWEETHEART COFFEES
SWEETHEART JELLIES
SWEETHEART EXTRACTS

The steady, increasing sales which we are receiving daily are pointing favorably to the popular reception of Sweetheart Brand Products. Very careful selection of ingredients and a watchful eye to purity are in a measure responsible.

Big profit to the retailer is another—Get Yours.

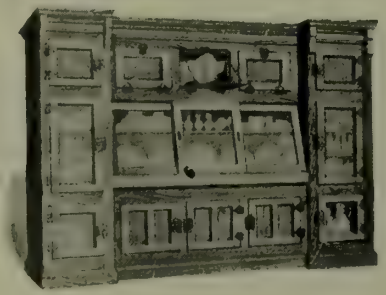
IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

Trade Mark of Quality

Aubin's Patent Cabinet Refrigerator

is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.



Dry Air Ventilating System.

Best of insulation. Made in 10 sizes.

Highest Awards—Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

C. P. FABIEN,
MONTREAL, CANADA

TORONTO REPRESENTATIVE:
N. L. STEWART, 122 Wellington Street West

OTTAWA REPRESENTATIVE:
H. FABIEN, - - 18 Division Street

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP
OF MARSEILLE

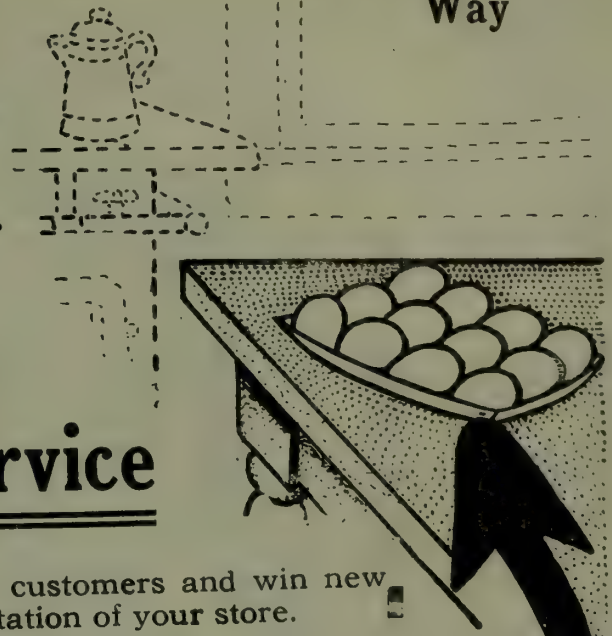
DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company
MONTREAL
SOLE AGENTS FOR CANADA

The Old Way

The "Star" Way



Your Delivery Service

Must be the best possible if you wish to hold your old customers and win new trade. Your egg delivery methods make or mar the reputation of your store.

Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

brace up your entire store and delivery service because they show your clerks the value of system in producing speed and accuracy.

Stop all breakage and miscounts. Save time, and satisfy customers by using the Star System.

We cannot tell you all about Star Egg Carriers and Trays in this page ad., so we will send you free on request our booklet, "Safe Egg Delivery," full of meat for the live Grocer.

Write also for our advertising plan, which compels your community to recognize the value of your store service.

STAR EGG CARRIER and TRAY MFG. CO.

Rochester, N.Y.

How to increase your Cereal Trade

"CANUCK" Cereals are quickly DISPLACING the inferior cereals with grocers who realize that a SATISFIED CUSTOMER is the best asset—

—Because, "Canuck" Cereals are the FINEST on the market.

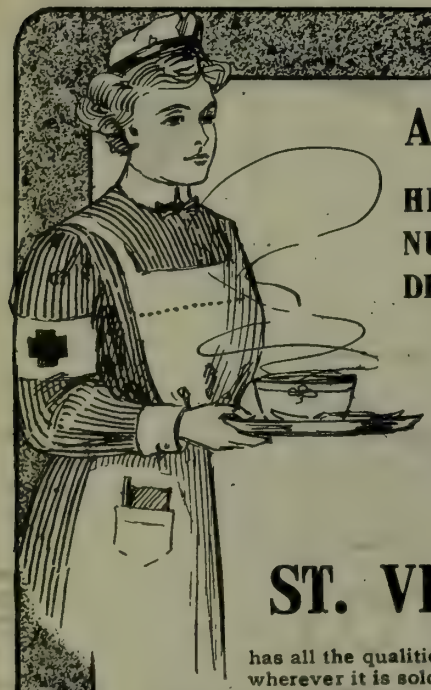
It will PAY you to STOCK

"CANUCK" ROLLED OATS
"CANUCK" OATMEAL
"CANUCK" GRAHAM FLOUR
"CANUCK" MAIZE MEAL
"CANUCK" FLAKED WHEAT
"CANUCK" CORN FLOUR
"CANUCK" GOLD DUST
CORN MEAL

They are packed in regulation sized packages and the margin of profit will please you. Let us quote prices on the quantity you sell per month.

The Chisholm Milling Company, Limited

FOOT OF JARVIS STREET, - - - - - TORONTO, ONTARIO



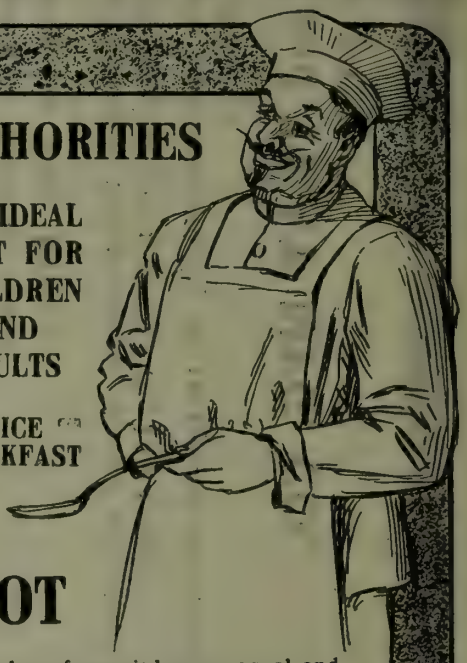
APPROVED BY ALL AUTHORITIES

HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT

THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited

LONDON CANADA

An Ideal and Healthy Food

Quality unsurpassed. Test the flavor and crispness

HOW MANY CUSTOMERS HAVE YOU

Who have not asked for H.P. Sauce? Our extensive advertising is creating a large demand, and if you are not supplying them they are buying it SOMEWHERE.

Wide-awake Grocers are making H.P. their leading line, besides you make a very satisfactory profit on---

W. G. Patrick & Co., Toronto, Montreal.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

CANNED GOODS

and

FRESH FRUITS

From Our Own Farms and Factories

We are growers, dealers in and shippers of all varieties of

FRESH FRUITS

from our own farms, in the Niagara Peninsula, "Canada's Garden"

Write us for our weekly quotations on fresh fruits.

Bell Fruit Farms, Limited

GRIMSBY, ONT.

James Methven, Son & Co., Limited

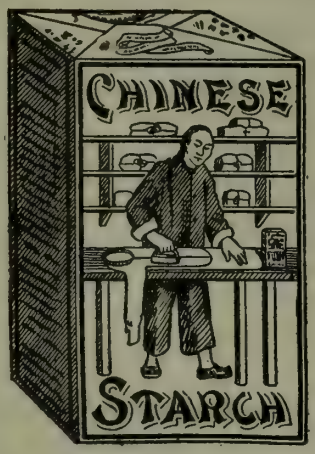
2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's **FINLAND FRUIT SWEETS.** We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.



CHINESE STARCH

CHINESE STARCH

A BIG SELLER ALL THE TIME

CHINESE STARCH Packages **contain 16 ounces, not 12,** and never fail to please the most exacting housekeeper.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice.

The sale of Chinese Starch will evoke a confidence in you by your customers, and further—will bring you more trade, through its excellent working in the laundry.

Write for Prices.

AGENTS: Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

Are You Selling

a satisfactory amount of Cheese? If not, you should introduce

"MEADOW-SWEET" CHEESE

the "King of all Package Cheese."

DAINTILY PACKED
PECULIARLY APPETIZING
WONDERFULLY CHEAP

and yet allows you a good profit.

10 CENTS RETAIL

Grocers are selling hundreds a week. Don't let this winner pass.

WRITE

The Meadow-Sweet Cheese Co.
21 Bonsecours Street, - MONTREAL
AGENTS:
LANG BROS., 307-309 Elgin Avenue, Winnipeg.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

The Finest Breeze From Over The Sea

MONK

AND

GLASS

GOLD MEDAL CUSTARD POWDER

AND

DAINTY DESSERTS

ABSOLUTELY PURE

WRITE FOR FULL INFORMATION, PRICES AND SAMPLES AND TRY THEM YOURSELF.

Representatives:

MacLaren Imperial Cheese Company, Limited

Manufacturers and Importers Grocers' Specialties

TORONTO and MONTREAL

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd., Victoria Street, Winnipeg.
For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Ltd., Toronto.
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.

BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages over old methods of displaying goods. The brackets occupy no space needed for goods; are easily put up, taken down, adjusted to fit a given space or carry a different class of goods; in fact, they perfectly serve their purpose.

DETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING.

State whether building is brick or frame.

THE PIQUA BRACKET CO.

SOLE MANUFACTURERS. PIQUA, OHIO

A Bright Store Means Better Business

A bright, clean, sanitary store is better than a dark one. The brightness depends on your lighting system. We have a proposition which should interest you, as it undoubtedly saves heavy gas bills.

MAKE YOUR OWN GAS

AGENTS:

We want reliable men or firms to handle this proposition. Will give exclusive territory.

WRITE FOR PARTICULARS

THE NATIONAL ACETYLENE GAS CO., LIMITED

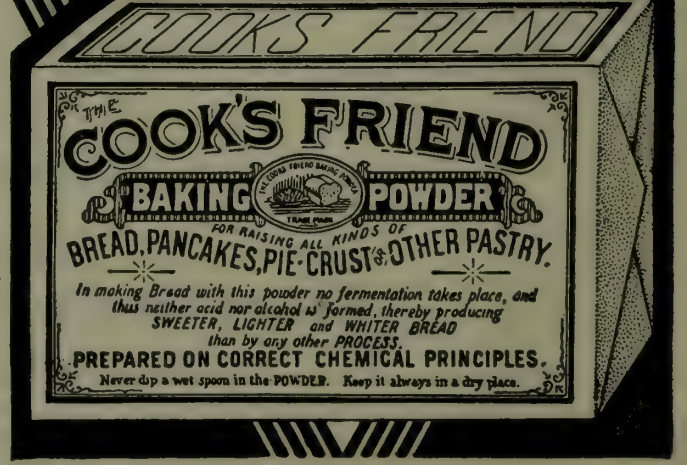
SHERBROOKE :: QUE.

COOK'S FRIEND

"The Baking Powder With a Pedigree," made from pure grape cream of tartar and containing no alum or other deleterious ingredients, has been conforming to Pure Food Laws before their existence. It costs no more than unknown brands and is equal to imported powders at double the price. Sell **Cook's Friend** and reap the benefits of our advertising.

Purer than the Law Demands
Contains No Alum

W. D. McLAREN, Limited, Montreal


COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Feature Quality in Canned Goods

"OLD MILL" TOMATOES AND FRUITS

TO THE TRADE:—

One of the distinguishing features of "Old Mill" Canned Goods is that they are ALWAYS RELIABLE. Invariably they are sure to please the most exacting palate. It's the flavor of nature, for even the water used in their manufacture is pure spring water taken from the celebrated St. David's Spring, combined with perfect purity of every operation and the finest fruit grown in Canada, make "Old Mill" Canned Goods so enjoyable and so appetizing,

We are now booking orders for Fall delivery. Get in line now. Special prices on assorted car orders—canned goods and general groceries.

Ask our travellers for quotations on Rangoon B. Rice to arrive, and Prunes and Bulk Teas on spot.

The W. H. Merriman Co., St. Catharines, Ont.

WHOLESALE GROCERS AND CANNERS

Factory at St. David's

Japan Teas

FURUYA & NISHIMURA

MONTREAL CHICAGO NEW YORK JAPAN

Improved Blended Flour

SOLD ON MERIT

"BUDA" FLOUR

Packed in Sterilized paper-lined barrels and sacks

Buda is packed in strong, lined Barrels and Half Barrels, all lined throughout with sterilized paper; also 98 lb., 49 lb., and 24 1-2 lb. sterilized printed cotton sacks. Weight and quality guaranteed, F.O.B. at Mills.

The Very Highest Quality of Blended Flour for Bread and Pastry

INCREASING IN DEMAND

Why not wire your order to-day to

J. B. HARTY, Sales Manager,

Pictou, Nova Scotia

Shirk & Snider, Ltd.

Manufacturers

Lowest Mill Prices C.I.F. destination. Get our prices. We want your orders.

"FLEUR-DE-LIS"

the brand of Pickles made by

FRED D. LEA & CO.

Just as the Fleur-De-Lis is emblematic of Royalty so is the Fleur-De-Lis brand of Pickles fit for Royalty, too.

Sold and known throughout Canada as the pickles *"That are different."*

Also Salad Cream Mustard.

FRED D. LEA & CO.

SIMCOE ONTARIO

Having no connection with, and independent of, "The Leas' Limited," Simcoe.

Spring Cleaning

The stoves have to be cleaned as well as the house in the Springtime.

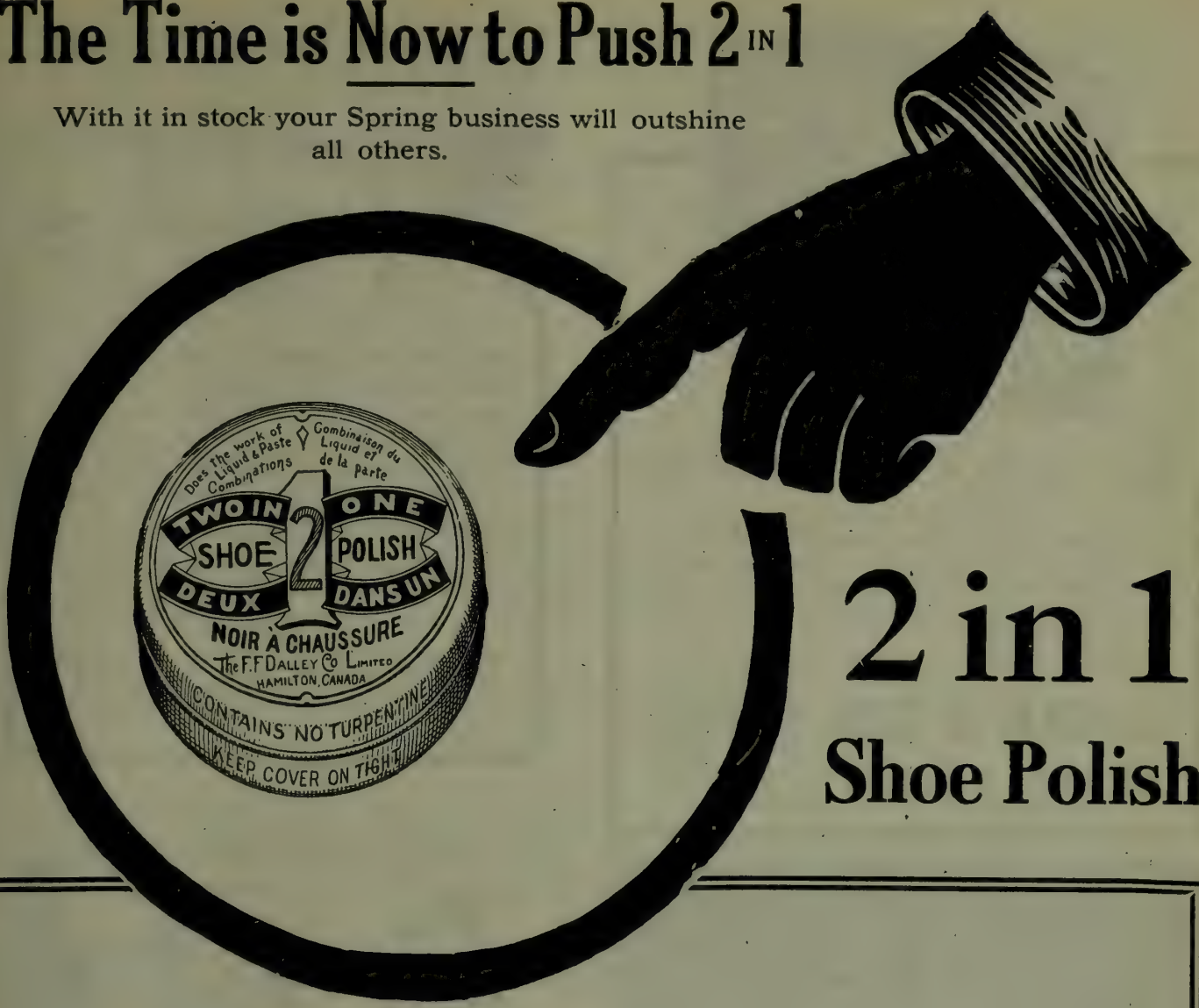
James Dome Black Lead

No dirt. No dust.

W. G. A. Lambe & Co., Canadian Agents, **Toronto**

The Time is Now to Push 2 IN 1

With it in stock your Spring business will outshine all others.


Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

2 in 1 Shoe Polish

For general use, good wearing qualities of shine and all round popularity **2 in 1** Shoe Polish is established as the **superior polish** to all others.

Contains no turpentine or other ingredients that will harm the leather.

The demand for **2 in 1** is active in all seasons of the year, and it is the most extensively advertised shoe polish on the market. Our advertising brings you the first order, and the superb quality of the polish holds that trade for repeats.

It does not pay to let your stock of **2 in 1** run low, as a man who has once used it will accept no substitute.

SEND IN A TRIAL ORDER TO YOUR JOBBER TO-DAY.

The F. F. Dalley Co., Limited

Buffalo, U.S.A. **Hamilton, Canada**

Carr & Co.'s Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.: L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

GROCERY

Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people **will have "Purity" Salt,** therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE

WESTERN SALT CO., Limited

Mooretown, - Ontario

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Who Would Have Believed

a few years ago, that it would ever be possible to KEEP MILK IN PERFECT CONDITION in every respect for an indefinite length of time without the assistance of chemical ingredients.

Laurentia Milk and Cream

realizes to the letter these conditions. HOMOGENIZATION, a purely mechanical operation, thoroughly mixes the milk and cream so that the cream can not rise to the surface. The milk is sterilized in air-tight bottles, rendering it free from bacteria and germ life.

SOLD BY ALL FIRST-CLASS GROCERS.

LAURENTIA MILK & CREAM CO.
Limited
371 Queen St. West, - TORONTO

PURE GOLD

BAKING POWDER, COFFEE, EXTRACTS, JELLY POWDER, SPICES

Favorably known from coast to coast for their good quality and absolute purity. Success is bound to follow these brands, Mr. Grocer, because they meet the two basic requirements of merchandising :

FIRST—An absolute, unvarying standard of highest quality.

SECOND—A wide range of such products that every demand may be met therefrom.

Your experience, your good merchandising sense, will bear out the statement that lines possessing these requirements will make successful stores. Grocers who handle Pure Gold Products are successful. They have the quality trade in their communities and are pleased and proud to have it. Build your trade on quality.

Pure Gold Manufacturing Co., Ltd.

TORONTO, CANADA

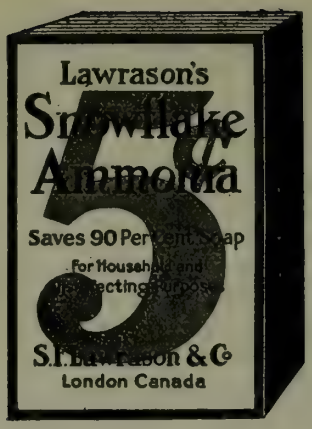
A Satisfied Customer and a Good Profit for You is what

H-O AMMONIA POWDER

gives you

We claim it to be the strongest powder on the market, and if directions are followed the best results are assured.

HUTCHISON, OMAND & CO.



You will sell **Lawrason's Snowflake Ammonia** to nine out of every ten customers who come to your store at this season of the year. For cleaning, scouring, and a hundred different household uses Lawrason's is the most effective. It is absolutely pure and may be used with safety in any way.

Our big advertising policy creates more sales—If you don't get this trade your competitor will.

The Stock for You-- The Profit is Guarded

Certain household requisites are put for sale in large and departmental stores at a reduced figure that knocks out the living margin the retail grocer should get. Our policy has always been to protect the retail grocer who handles our product, thereby allowing him the full profit and the only profit there is from

Lawrason's Snowflake Ammonia

S. F. Lawrason & Co.

London, Ontario

An All-Year-Round Success

The coming summer season naturally means abolishing lavishly prepared meals of boiled or roasted meats. Cold meats generally have the call. That is why we are acquainting you at this season to the advisability of putting in a stock of

A-1 SAUCE

You will find it sells readily, and when once you have made a sale to a customer you are sure of their return for more.

Perfectly blended ingredients and the choicest quality vinegar have made Brand's A-1 Sauce the popular table relish—the kind that gives ordinary meals a piquant flavor, that may be eaten with zest.

The price is within the reach of all and can be sold at a good profit to the dealer.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND

H. HUBBARD, 27 Common St., MONTREAL.
NEWTON & HILL, 25 Front St. E., TORONTO.
McLEOD & CLARKSON, VANCOUVER, B.C.

"ECLIPSE" REFRIGERATORS

ARE THE BEST

FOR GROCERS

REASONS WHY

Low and Uniform Temperature.

Pure Atmosphere.

PERFECT CIRCULATION, doing away with any Odors.

ICE BILLS CURTAILED to a minimum.

Durability and Beauty of appearance.

Full size doors allow easy access for any size tubs or cases.

NO LOOSE SLIDING SASH USED. Note the air-tight door-shelves are adjustable.

HOTEL STYLE made with one compartment fitted with rail and hooks for hanging meats, etc.

Can be supplied with ice door in front, but end icing saves damaging front, etc

No.	Width	Depth	Height	Price
100	42 in.	28 in.	84 in.	$ 65.00
101	52 in.	30 in.	90 in.	85.00
102	72 in.	30 in.	96 in.	125.00

F.O.B. WINNIPEG

NO. 102 MADE 3 DOORS IN FRONT

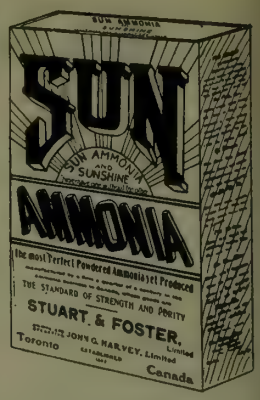
RYAN BROTHERS :: 110 James St., WINNIPEG

SUN AMMONIA

(HARVEY'S)

For 25 Years
the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO



Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax.

J. Malcolm & Son, St. George, Ont.

Carter's Tested English Seeds

Carter's Vegetable Seeds
Carter's Flower Seeds
Carter's Farm Seeds
Carter's Lawn Seeds

JAMES CARTER & CO., Seedsmen to His Majesty,
Raynes Park, LONDON, ENGLAND

Write for particulars as to how Carter's Tested English Seeds can be placed in your Store at no expense to yourself.

Address the sole distributors for Canada:—

PATTERSON, WYLDE & CO.
P. O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.

WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.

Branches:
7 Front Street East, Toronto.
156 Lombard Street, Winnipeg.
322-6 Ninth Ave. W., Calgary, Alta.

T. H. ESTABROOKS CO., LIMITED
St. John, N.B.

BUY
Star Brand
Cotton Clothes Lines
AND
Cotton Twine
Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

The sale of
REINDEER Condensed Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED
TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:
W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

THE BRAND WITH THE LARGEST SALE IN THE BRITISH EMPIRE

WHITE'S JELLY CRYSTALS

Finest Flavors
Purest ingredients, guaranteed made from calf stock
Twenty different varieties
Handsome labels
Good selling line

SOLE MANUFACTURERS

WHITE, TOMKINS & COURAGE, LIMITED, 48 Mark Lane, London, England

Established 1841

Wholesale Buying Agents Wanted in Canada

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure

Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

Church & Dwight, Limited

MANUFACTURERS - MONTREAL

Grocers Can Save Money If Wise

You Eastern Townships Grocers can buy from us at same prices as in larger cities, and

WE SAVE YOU FREIGHT

HOW ARE YOU SUPPLIED IN SEED GRAINS ?

Timothy, Clovers, Oats, Barley, Wheat, Tares, Ensilage Corn, Dwarf Essex, Rape, Peas, Yellow, Onion Sets, Sugar Corn.

We also handle a full line of Groceries, Flour and Feed.

DISTRICT REPRESENTATIVES OF THE:

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.
Sussex Ginger Ale, Manola, Etc.

C. O. GENEST & FILS

SHERBROOKE, P.Q.

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.

PICTON, ONT.

EAT———

Purple and Gold Brand

RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

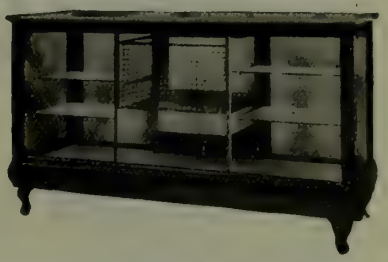
THERE is no better Magnet to draw and hold the best trade in your neighborhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL

Think What This Means To You

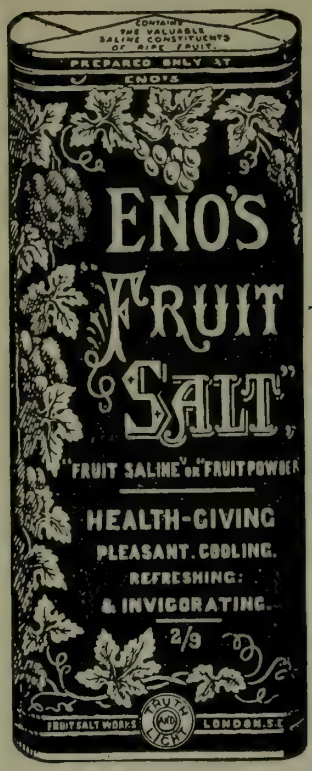
If you are on the market for a new selling force in your store – the kind that will insure satisfaction to your customers, a refrigerator that will sell goods and can be had at a reasonable price—all of which means protection to your business relations with your customer, then the installation of an



ARCTIC REFRIGERATOR

is a proposition worth your investigating. The average customer depends upon the honesty and judgment of their grocer—therefore, if they see you have installed the right refrigerator, The Arctic, it means increased trade and satisfaction. Send for catalogue containing illustrations of our many lines of refrigerators, refrigerator show cases, etc.

JOHN HILLOCK & CO., Limited
TORONTO, ONTARIO
Representatives In West:
Donnelly, Watson & Brown, Calgary, Alta.



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

Redpath

EXTRA GRANULATED SUGAR

IN THIS NEW 5-POUND CARTON

is a SELLER which you cannot afford to overlook.

It is already in keen demand, particularly among the most desirable customers.

It saves the Grocer time and trouble in handling.

It eliminates loss in weighing and through bags burst in delivery.

It brightens up a store and makes splendid window displays.

In short, the REDPATH Sugar Carton PAYS.

The Canada Sugar Refining Co.

MONTREAL LIMITED

"MELAGAMA"

TEA and COFFEE

Are now so well and favorably known that if you are desirous of building up a profitable Tea and Coffee trade, your best plan will be to put in a stock of "Melagama." Order on a case of each. You need have no hesitation in recommending "Melagama" to your best customers, and you know a satisfied customer is a grocer's best asset. For prices see quotation page in this issue.

MINTO BROS., TORONTO

Vends Standard size match box 2¼ in. x 1½ in. x ¾ in.

Price $20.00, for machine complete with 2,000 boxes of the Eddy safety match, on 12 gross of which we will print any advertisement you may desire, free of charge. Additional matches, 60c per gross, printed.

Turn Your Idle Space Into Profit

The successful merchant utilizes every opportunity afforded him. There are idle spaces around every store that heretofore were considered of no value, now by the use of the Owl venders are big revenue producers. These venders are sold with sufficient supplies to pay for themselves on the first sale, and on additional sales they make 130 and 66⅔% profit. Is this not worth trying out? Write for particulars to

The London Vending Machine Co.

LONDON, - ONTARIO

Our machines can be seen in operation from coast to coast. We make machines operating on the 5c. piece for localities where the copper is not used.

Vends gum, size 1¼ in. square x 3-16 in. thick.

Price $12.00 for machine complete with 1,300 pieces of the best quality chewing gum, assorted flavors. Additional gum, 60c a box of 100 pieces.

CHESWRIGHT & NICHOLLS, Limited

Norway Wharf, Commercial Road East,
LONDON E., ENGLAND

Manufacturers of Tea Lead, Silver Brand Metal, and Argentoid (paper-backed foil) for

Tea Packing

also Pure Tin and Composition Tin Foils for wrapping all kinds of Confectionery, Soaps, Tobacco, Cigarettes, etc.

Agents in St. John, N. B.:
THE SMITH BROKERAGE CO., Limited

Agent in Toronto:
MR. CHAS. H. ANDERSON,
50 Front Street East

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

By Special royal permission

Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine abounds will reach your customer in the best form.

Pure oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON - - - ONTARIO

LOOK!

Bigger Sales and Better Goods

This covers the following lines:—

Bull Dog Ammonia Powder
Bull Dog Chloride of Lime
Bull Dog Borax
Bull Dog Liquid Blueing
Bull Dog Liquid Ammonia

Sold from Coast to Coast

Manufactured by

The John B. Paine Co., Ltd.
TORONTO

AGENTS:

J. W. Gorham & Co., Halifax, N.S.
W. S. Clawson & Co., St. John, N.B.
W. and F. P. Currie, Montreal, Que.
Marshall Brokerage Co., London, Ont.
Dodd & Read, Saskatoon, Sask.
W. Lloyd Lock & Co., Winnipeg, Calgary and Vancouver, B.C.

A Feminine Characteristic

To pick and choose. An inherited trait, peculiarly feminine. Nevertheless, it is good policy and sound business to play up to it, while woman holds the purse.

Give her the choice of articles worth her attention and your time and trouble. There will be no wash-day dissatisfaction on her part or yours if "OCEAN" is the Laundry Blue you sell her.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.
Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO.

KO-KO-BUT gains in popularity daily—being advertised by its users, ensuring profits for the dealer.

KO-KO-BUT is regarded as **the perfect cooking butter** by the Canadian housewives.

KO-KO-BUT is a **pure** vegetable butter, hygienically prepared from the carefully selected fruit of the cocoanut palm.

KO-KO-BUT is absolutely odorless, has no distinct flavor, yet brings out the full taste of all foods cooked with it.

KO-KO-BUT is recommended by the highest medical authorities for its purity.

1 lb. KO-KO-BUT goes as far as 1½ lbs. Butter, etc.
PACKED IN TINS TO SUIT YOUR TRADE
Write and ask about our "Free Advertising" Plan.

Dominion Cocoanut Butters Limited
Montreal

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

Escott & Harmer

Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

210 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

TORONTO

Our Specialties,

WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS

Soliciting inquiries.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B

Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.

Codes: A,B,C, 5th edition, and private

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs / Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

Bawlf, Davey & Co.
WINNIPEG, MANITOBA
We call on the wholesale grocers and confectioners in the Canadian Northwest.

EUGENE PICHER
COMMISSION MERCHANT
GRAIN, PROVISIONS and GROCERIES
OPEN FOR AGENCIES OF ALL KINDS.
GOOD SERVICE GUARANTEED.
20 ST. JAMES ST. - - QUEBEC

CHEVALIER, POULIOT & CIE.
Wholesale Grocers
Poprietors famous "Congo" Brand Guaranteed Goods.
Correspondence Solicited. Address us at
JOLIETTE, QUE.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

CLAY PIPES
None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

Wanted at Once
Car Whole Green Peas
Quote lowest price per 100 lbs. with sample.
Escott & Harmer
Successors to W. H. Escott Co.
Winnipeg

86 ADELAIDE STREET EAST, TORONTO
Dundee, Scotland
London and Manchester } England.
New York, U.S.A.
Calcutta, India.
Phone Adelaide 1525
Cables "Grimonds Toronto"
Codes (Western Union (Private
D. Mayall, Manager.
J. & A. D. GRIMOND (CANADA) LTD.
A. & M. Smith Ltd., Aberdeen, Scotland
Fish Preservers and Canners.
Wm. Simpson L'd., Manchester, England
Table and Tete a tete delicacies
Victory "Confections", Gums, Pastilles, Lozenges, etc.
Victorious all the world over.
They are RIGHT here.
Price lists, quotations and samples mailed promptly on receipt of enquiry.

Flour, Pork, Grain, Smoked Meats AND General Provisions ALSO Hay and Oats
GEO. TANQUAY
LOWER TOWN : QUEBEC

R. F. CREAM & CO.
General Brokers and Commission Merchants
Flour, Grain, Provisions, Teas and General Groceries
75 Dalhousie St., Quebec, P.Q.

Emond & Coté
GENERAL PRODUCE AND PROVISION MERCHANTS.
Butter, Cheese, Eggs, Ham and Bacon.
22 St. Peter St., QUEBEC

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

A FAIR TRIAL

That is all we ask for. We know that our flour cannot be anything but high-class. If it were not, then we would unfortunately have to acknowledge the loss of thousands of dollars. We made sure, however, by numerous experiments, that we had the right goods before we sought the co-operation of the retailer.

FOUR GOOD BRANDS

"Laurentia," "Daily Bread,"
"Regal," "National."

One Cent. One Card. One Minute.

Isn't it worth while sitting down right now and asking us for further particulars?

The St. Lawrence Flour Mills, Ltd.
MONTREAL.

Old-Fashioned Sticky Paper

can't be compared with the modern fly exterminator, WONDER FLY KILLER, as a fly eradicator. Wonder Fly Killer will satisfy the most exacting trade. It is worth your while to push this neat little tray that is so destructive to flies.

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

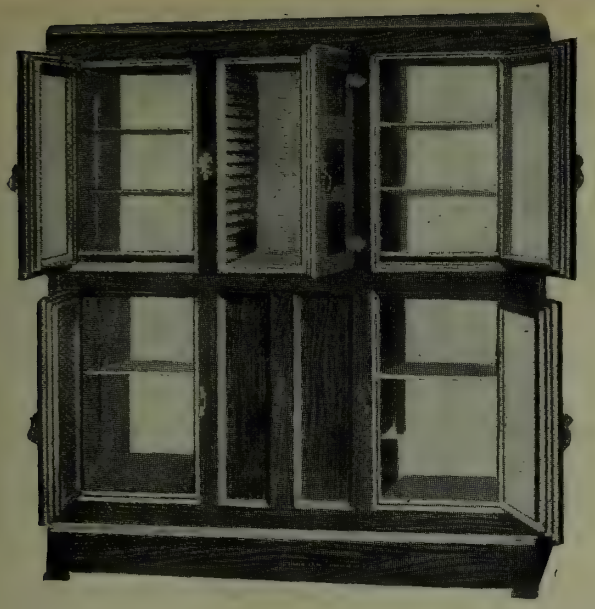
Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

THE DOMINION MATCH

Notice the name and bear in mind that they are making themselves an essential part of every household. The kind that give a light with every strike, with a substantial stem and a head that does not fly off. Such qualities appeal to the buyer, assuring you good profits.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.



Are You Observing

the highest standard of health by using a refrigerator that is enamel lined with the driest cold air circulation?

THE NORTH STAR REFRIGERATOR

is so dry that a match can be lighted on the interior walls of the ice chamber at any time. Odors of different foodstuffs will not mingle. Its attractiveness and excellent display facilities increase sales, thereby increasing your profits.

Patented connection for utilizing outside air in winter can also be supplied.

Special refrigerator and cold storages made to order, which when filled annually will keep chamber at even temperature indefinitely.

WRITE NOW FOR PRICES AND CATALOGUE. SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON

OTTAWA, ONTARIO

TRADE MARK KEYSTONE BRAND REGISTERED

DURING the next two months every Grocer will do a good trade in **Brooms,** and the better the broom you can offer your customers, the larger your trade will be. We would suggest that you have among your stock those old reliable and well-known brands **"KLONDIKE"** and **"JUBILEE."** Nothing but the finest of green corn is used in these lines and the perfectly polished handles make them head and shoulders above anything in the market.

You have a few customers who want a **light fine broom—something fancy.** We have just got out a broom specially for such trade which we call the **"NUGGET."** It is the **fanciest Broom on the Canadian Market.** Try a few in your next order.

In ordinary grades our values are unexcelled. Write for prices today.

Stevens-Hepner Company, Limited

PORT ELGIN, - Ontario, Canada

Your Recommendation

of Fels-Naptha soap does you good as well as us. Every good article you speak for makes your "word" more valuable and Fels-Naptha is good. It has made good on merit.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

20th Century Retailing DEMANDS the Use of

ALLISON'S COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

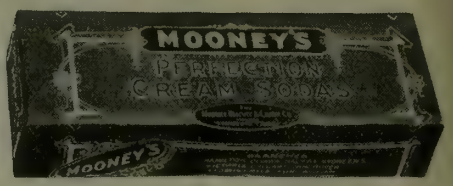
IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

When writing advertisers kindly mention having seen the advertisement in this paper

The Points of a Profitable Stock



Success follows the Perfection Soda because in its manufacture the two basic points of merchandising have been complied with.

First: **An Unvarying Standard of Highest Quality.**

Second: **Always favorably and well-known to the buying Public.**

Mooney's Perfection Cream Sodas will have the quality trade of every community where they are for sale. Think what that means, Mr. Grocer, to have customers buy from you, not because your price is always lower than in other stores, but because the quality of Mooney's Biscuits guarantees them the best values. Such trade remains because quality and service is its basis.

Is not that the trade you would like to build? — then stock Mooney's. Good profits.

The MOONEY

Biscuit and Candy Co.

LIMITED

Factories at

Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

TOBACCO DON'TS

Don't say "I haven't it" when a customer asks for tobacco, say "Ill get it."

Don't think you can't sell tobacco, because **you can.** You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - - Chewing

The Rock City Tobacco Co.
Quebec Winnipeg

7 - 20 - 4

How Many Men

enter your store every day? Quite a number, we are sure, and a large percentage of them smokers too. You can secure a number of them as tobacco customers if you feature the

7-20-4 CIGAR

Enjoyed by the best in the land and admittedly the most fragrant smoke "of 'em all."

DO YOU SMOKE?

If so, drop us a line for samples and you can try them out yourself. You will be a good judge. The best is none too good for you and your customers.

The Sherbrooke Cigar Co.,
Sherbrooke, P.Q.

7 - 20 - 4

7 - 20 - 4

Tuckett's Orinoco Tobacco

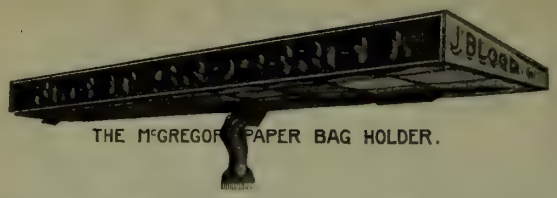
NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

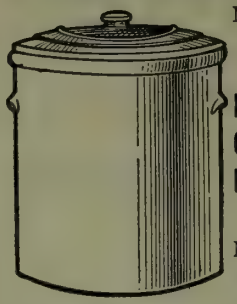


The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

BELLEVILLE POTTERY CO.



MADE TO GIVE SATISFACTION

Prepared Modelling Clay, Stoneware, Fire Bricks, Etc.

Mail orders receive prompt attention.

BELLEVILLE, - - ONTARIO

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

"Ontario People's Salt"

supplies the demand of your household trade satisfactorily—chiefly because it is all salt and absolutely pure.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

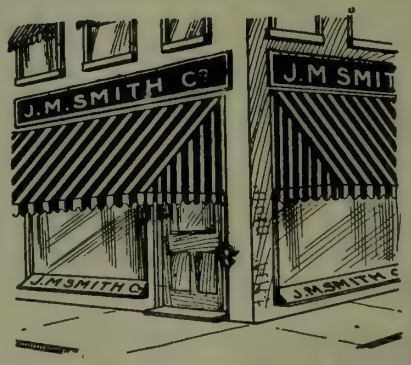
Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.



Well Displayed Goods

always sell to the best advantage. Old Sol's rays are pretty destructive to grocery stock displayed that is not protected by an awning.

Now is the opportune time to attach a

RAYMOND AWNING

to save your perishable stock and your profits that you would lose. They add appearance to the store.

Write us.

Raymond Bros., - London, Ont.

BLACK JACK

The Best Family Polish Made TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case.

ITS POLISH LASTS

That is a distinctive feature that gives VENAUTO Metal Polish the call over similar lines.

It is economical in use and will do its work quickest and last longest.

VENAUTO Metal Polish is put up in small tins, half pints, pints, etc., in cream form.

Stock Now—and get the business

BANNER MFG. CO., Box 35, Station C, Montreal

Magic in the Kitchen.

From the seven different flavors and seven colors of Jell-O not only seven kinds, but several hundred kinds of desserts can be made. Many of them can be made in a minute.

It is all very much like magic.

Frappes, sherbets, souffles, charlottes, salads, puddings, plain Jell-O desserts and fruited Jell-O desserts—all can be made of

JELL-O

A package of Jell-O and a pint of boiling water are all that is needed.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Get Down To Date

Carry A Stock of

MAPLEINE

to meet the popular demand for a staple that's better than maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

FOR —

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The Cocoa of HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING — CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

Wonderful Growth of Quebec City

It is worth while keeping your eye on the Quebec market, it has developed rapidly and offers you big opportunities.

Many Years' Experience

Our long experience and sound connection with the trade makes us valuable representatives for firms doing business here.

WRITE FOR FACTS AT ONCE

Alfred T. Tanguay & Co.

Commission Merchants and Brokers

18 St. James St., QUEBEC

We make a specialty of Corn and Beans

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

STORAGE IN OTTAWA

Two Warehouses

No. 1, G.T.R.
70 thousand square feet floor space.

No. 2, C.P.R.
30 thousand square feet floor space.

Modern Warehouses. Fireproof. Largest Business in Ottawa Valley. Low Insurance Rates.

Direct Connection all Railways. Tracks to the Door. Convenient to Steamers. Centrally Located.

EXCISE BOND FREE

WRITE FOR LOW RATES

Dominion Warehousing Co., Ltd.

46-52 Nicholas Street, OTTAWA - - - J. R. Routh, Manager

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

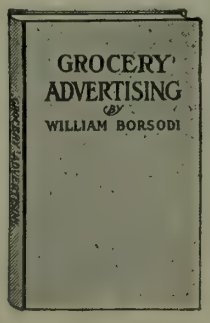
(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
43-149 University Ave., TORONTO

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

Distributors Limited

Grocery Brokers **Commission Merchants**

638 Third Street, Edmonton, Alberta

We have warehouse room and trackage and have room for the following agencies:—

CONFECTIONERY CANNED GOODS
SMOKED MEATS and LARD

P.O. Drawer 99, Telephones 5035, 4179

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,570,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

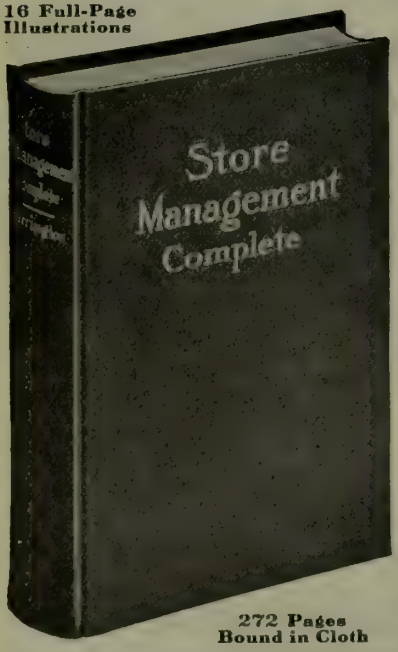
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. Canada Life Building, Montreal.

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturer, Jobber and Retailer.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

PUT AN END TO ACCOUNTING TROUBLES

The

Ullman Account Register

IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY, OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.

The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant. The only real step to stop the worry and work off incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario

LISTEN!

Don't you think that your customers will be more than pleased if you produce an attractively lithographed tin of

Golden Ray Cleaner

and ask them to give it a trial as a

HAND CLEANER	CURTAIN CLEANER
CARPET CLEANER	RUG CLEANER
CANVAS SHOE CLEANER	GARMENT CLEANER?

They will certainly appreciate it, as the manufacturers are having to do some overtime to keep up with the demand in certain parts—good enough proof that

Golden Ray is a Winner.

WRITE

Golden Ray Co.

4 Union Avenue, MONTREAL

The Faultless ST. CHARLES BRAND EVAPORATED MILK

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

The Copeland-Chatterson
MONTHLY ACCOUNTS SYSTEM
for Retail Merchants

is the **SIMPLEST, SHORTEST, MOST ACCURATE** method ever devised for taking care of Customers' Accounts.

It has stood the test of **fifteen years** in use by thousands of Retailers in every line of business, and nothing has yet been devised to beat it.

If you are not already our customer let us send you full information about it.

Our **Counter Check Books** are superior to anything on the market.

WRITE US FOR PRICES.

The Copeland-Chatterson Co., Limited
TORONTO, CAN.

Devisers and Manufacturers of Systems for Business.

A Proposition That Is Worth While

One that will fill your spare time with congenial work—bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY
143-149 University Avenue, :-: TORONTO, CANADA

TORONTO, ONT. MONTREAL, QUE.

PETERBORO, ONT.

HULL, P.Q. BRANTFORD, ONT.

MATTHEWS-LAING Limited

Pork and Beef Packers

Exporters and Provisioners

TORONTO, ONTARIO

Pork and Beef Products in Car Loads or any desired quantities shipped to all parts of Canada.

Consolidation of the following firms:—

THE PARK-BLACKWELL CO., Limited, - - Toronto, Ont.
THE PARK-BLACKWELL CO., Limited - Sydney, C. B.
LAING PACKING & PROVISION CO., Limited, Montreal, P. Q.
GEO. MATTHEWS CO., Limited - - - Hull, P. Q.
GEO. MATTHEWS CO., Limited - - Peterboro, Ont.
GEO. MATTHEWS CO., Limited - - Brantford, Ont.

The Management of each plant continues the same.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCIES WANTED

AN ENGLISH FIRM OF MANUFACTURERS and merchants having a large connection amongst Grocers and stores in the United Kingdom are willing to take one or two agencies for Canadian Products. Address Box 422, Canadian Grocer, Toronto.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY, BAKING AND CONFECTIONERY business for sale. Owner going west. Apply W. C. Britton, Newcastle, Ontario.

IF YOU WANT TO START A NEW GROcery store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

COMMISSION LINES WANTED

WANTED TO HANDLE LINES ON COMmission basis, good storage facilities. Travelers cover most of Alberta and Northern Saskatchewan. Apply Box 420, Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 814 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock, always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer.

Write for particulars to

W. P. Downey
MONTREAL

NATION'S CUSTARD

POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd. Edmonton, Alta.
Ayre & Sons, Ltd., St. John's Newfoundland
J. M. Crosswell & Co. Kingston, Jamaica

Samples free by post.

£1000

GUARANTEE OF PURITY

FOSTER CLARKS CREAM CUSTARD is guaranteed pure and wholesome. £1000 will be paid to anyone who can prove the contrary.

(Signed) *FosterClark Ltd.*
MAIDSTONE, ENGLAND.

FosterClark's
CREAM CUSTARD

Is a model of purity; always reliable and unvarying in quality.

The handsome Red, White and Gold Tin is an ornament to Window, Counter or Shelf. It not only draws business for itself, but for other goods stocked side by side with it.

Good Quality and Good Value have combined to make *Foster Clark's* CREAM CUSTARD the most popular Custard throughout the English-speaking world.

It Pays Well. **It Sells Well.**

Retailed in 5c. Packets. **Also in 10c., 15c. and 25c. Airtight Tins.**

Full Particulars and Samples from—

BAILEY & GUNN, 122 Hastings Street West, Vancouver.

THE TURNBULL CO., 179 Bannatyne Ave. East, Winnipeg.

THE HARRY HORNE CO., 109 and 311 King Street West, Toronto.

HOWE McINTYRE, Youville Square, Montreal.

W. A. SIMONDS, St. John, New Brunswick.

WHOLESALE GROCERS

It is almost impossible to get grocery travellers to carry samples of BROOMS and WHISKS, these days.

WHY? Because brooms are rarely equal to sample.

THE PARKER BROOM is better than any sample that can be made of it—

Stock these brooms and we take your broom trouble on our shoulders.

The Parker Broom Company

Manufacturers of Fine Brooms] and Whisks.

692 WELLINGTON STREET,
OTTAWA, - - - ONT.

Thirst Quenchers

will soon be in demand and a profitable business will come your way if you make up your mind to cater properly to your customers by showing them only the best and tastiest.

Trayder (Brand) Imported Ginger Ale

Extra Dry Crown Pints,	- -	90c doz.
" Splits,	- -	75c "
Cork Pints,	- -	$1.00 "
" Splits,	- -	85c "

Duffy & Co.

Duffy's Apple Juice, c/s of	12 qts. -	$4.50
" " " "	24 pts. -	$4.75
" Grape " "	12 qts. -	$4.75
" " " "	24 pts. -	$5.15
" " " "	12½ pts. -	$4.75

Without doubt the Best Brand on the Market.

Miller Malt Extract---Milwaukee

In barrel of 8 doz. pts. - - $15.60 barrel

Lager---Miller High Life---Milwaukee

In barrel of 10 doz. pts, - - $12.50 barrel

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A natural wine, superior to all prepared tonic wines.

Case of 12 bottles, - - - - $7.50

Appetiser Wine Bacchus

Case of 12 litres, - - - - - $8.00

Clarets---A. Delor & Cie.---Bordeaux

In Bulk

PALUS, CHATEAU MONTFERRAND, TIVOLI, FRONSAC, BAS MEDOC.

In Cases

MEDOC, ST. JULIEN, CHATEAU DES JACOBINS, ST. ESTEPHE, ST. EMILION, PAUILLAC, CHATEAU PONTIF CANET, CHATEAU PAPE CLEMENT, 1907.

Sauternes---A. Delor & Cie.---Bordeaux

In Cases

GRAVES, SAUTERNES, BARSAC, HAUT SAUTERNES, 1895.

In Bulk

PETITES GRAVES, SAUTERNES.

PRICES ON APPLICATION

Laporte, Martin et Cie.

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MONTREAL **Telephone Main 3766**

INDEX TO ADVERTISERS

A

Abbott, Grant 71
Adamson, J. T. & Co. 194
Allison Coupon Co. 198
American Can Co. 42
American Computing Co. 34
Aylmer Condensed Milk Co. 10

B

Balfour-Smye & Co. 14
Banner Mfg. Co. 200
Baker, Walter 198
Barr Register Co. 74-75
Battle Creek Toasted Corn Flake Co. 40b
Bawlf, Davey & Co. 195
Benedict, F. L. 195
Belleville Pottery Co. 200
Bell's Fruit Farm 175
Bickle, J. W., & Greening 192
Birks, Henry & Sons, Ltd. 25
Borden Condensed Milk Co. 19
Bowser, S. F. & Co. 82
Brand & Co. 184
British Canadian Canners, Ltd. 73
Burt, F. N. 20
British Am. Assurance 204
Brown Mfg. Co. 195
Bradstreets 195
Bovril, Ltd. 164

C

Campbell Bros. & Wilson, Ltd. 61
Canada Sugar Refining Co. 190
Canada Maple Exchange 72
Canadian Cocoanut Co. 75
Canadian Salt Co. 71
Canada Sugar Refining Co. 190
Cane & Sons, Ltd., Wm. 79
Carr & Co. 182
Chase & Sanborn 189
Chaput Fils & Cie., L. 43
Chevalier Pouliot & Cie. 195
Chisholm Milling Co. 172
Chivers & Sons 77
Church & Dwight 188
Church Bros. 188
Clements Co. 201
Clawson, W. S. & Co. 194
Clark, Wm. ..... 13, Outside back cover
Foster Clark 209
Coles Mfg. Co. 44
Common Sense Mfg. Co. 195
Connors Bros. 165
Copeland-Chatterson Co. 206
Continental Bag & Paper Co. 68
Cowan Co. 69
Crean, R. F. & Co. 195
Crescent Mfg. Co. 201
Crothers, W. J. 164
Cheswright & Nichols 192
Computing Cheese Cutter Co. 16

D

Davidson Estate, James 197
Dalley, F. F., Co. 181
DeCosta & Co. 64
Distributors, Ltd. 194
Distributors, Ltd. 204
Dominion Canners, Ltd. 8-9
Dominion Chicle Co. 70
Dominion Cocoanut Butters, Ltd. 193
Dominion Match Co. 196
Dominion Register Co. 54
Dominion Salt Co. 164
Dominion Sugar Co. 44
Downey, W. P. 206
Dom. Warehousing Co. 203
Dunn, Wm. H. 28-29
Duncan, C. 20
Dustbane Mfg. Co. 38

E

Eby-Blain, Limited 80
Eckardt, H. P. 159
Edwardsburg Starch 1
Emond & Cote 195
Eno, J. C. 190
Epps & Co., Jas. 150
Epps, Jas. 202
Escott & Harmer 194-195
Essex Canning Co. 19
Estabrooks, T. H., & Co., Ltd. 187
Eureka Refrigerating Co. 166
Ewing, S. H., & Sons 71
Eydoux, Felix 170

F

Fabien, C. P. 170
Fairbank Co., N. K. 76
Farrow & Co., Jos. 192
Fels Co. 198
Fearman, F. W., Co. 157
Furuya & Nishimura 180
Fussell & Co. 78-178

G

Genessee Pure Food Co. 201
Gillard, W. H., & Co. 174
Gillett, E. W., Co., Ltd. 155
Golden Ray Co. 205
Gorham, J. W., & Co. 194
Gorman, Eckert & Co. 56
Green & Co. 32
Guelph Soap Co. 58
Gurd, Chas. & Co. 30
Gunns, Ltd. 157
Granger Freres., Ltd. 40c
Gray & Martin, Ltd. 30
Genest, C. O. 188
Giffen-Hobbs 188
Gaboury, L. Emile 195
Grimond, J., & A. D. 195

H

Hamilton Incubator Co. 205
Halifax Cold Storage Co. 155
Hamilton Cotton Co. 187
Harty, J. B. 180
Heinz, H. J. Co. 76
Hillock & Co., Ltd., John 189
Hinde & Dauch Paper Co. 81
Hotel Directory 204
Holbrooks, Ltd. 66
H. P. Sauce 174
Hodgson & Sumner Co., Ltd. 62
Hutchinson & Omand 183
Hargraves Bros. 193
Henderson, Thos. 162

I

Imperial Extract Co. 11
Imperial Tobacco Co. ..... Inside front cover
Irish Grocer 195
I. X. L. Spice & Coffee Co. 170
Ingersoll Packing Co. 161
Island Lead Mills 200

J

James, F. T. 167
James Dome Black Lead 180

K

Kessel, F., & Co. 195
King, Frederick 76
Kilgour Bros. 200
Kookera Bag Co. 212
Knox, Chas. B. Co. 32

L

Laporte, Martin 210
Labrecque & Pellerin 45
Lambe, W. G. A. 194
Lascelles de Mercado 174
Lea, F. D. 180
Leitch Bros. 202
Lemon Bros. 162
Leonard Bros. 166
Lind Brokerage Co. 194
Lindner & Benner 80
Litster Pure Food Co. 40d
Lytle Co., T. A. 41
Lovell's Bag & Packet Machinery, Ltd... 43
Laurentia Milk Co. 182
Lawrason, S. F., & Co. 184
London Vending Machine Co. 191
Lloyd, Ed. 5

Mc

MacLaren Imperial Cheese Co. ..2, 78, 177, 194
MacNab, T. A., & Co. 194
McCabe, J. J. 162
McCray Refrigerator Co. 168
McLeod & Clarkson 195
McWilliam & Everist 162
McCallum, J. D. 26
McDougall, D. & Co. 195
McLaren, W. D. 178
McVitie & Price 196

M

Mathews-Laing Co. 207
Magor, Son & Co. 1
Malcolm, Jno., & Son 186
Maple Tree Producers' Assn. 52
Marshall Brokerage Co., The 194
Mason & Hickey 53
Mathewson's Sons 39
Mathieu, J. L., Co. 59
McIntyre, Wm. G. 26
Meadowsweet Cheese Co. 176
Menard Motor Car Co. 74
Methven, Jas. 176
Midland Vinegar Co. 174
Merriman, W. H., & Co. 179
Minto Bros. 191
Millman, W. H., & Son 194
Mott, John P., & Co. 46
Mooney Biscuit Co. 198
Morton & Sons 169
Major & Soubliere 195
Moyer Bros. 157

N

National Acetylene Co. 178
Nelson, Dale & Co. 182
Nickel Plate Stove Polish 200
Nicholson & Bain 33

O

Ocean Mills 176
Ontario Peoples' Salt Co. 200
Oshawa Canning Co. 25
Ontario Canners, Ltd. 15

P

Parker Broom Co. 210
Patrick, W. G., & Co. 22, 23, 194
Peek, Frean & Co., Ltd. 65
Perrin, D. S., & Co. 173
Pickford & Black 162
Piqua Bracket Co. 178
Pure Gold Mfg. Co. 183
Patterson, Wylde & Co. 186
Paine, John B., & Co. 193
Picher, Eugene 195
Pugsley, Dingman & Co. ..Inside back cover

Q

Queen City Oil Co. 201

R

Raymond Bros. 200
Ramsays, Ltd. 67
Reindeer, Ltd. 187
Richards Pure Soap 15
Richards & Brown 31
Robinson & Co., O. E. 195
Rock City Tobacco Co. 199
Rowat & Co. 40
Ryan Bros. 185

S

St. Charles Condensing Co. 205
St. Thomas Packing Co. 156
St. Lawrence Flour Mills 196
St. Croix Soap Mfg. Co. 4
St. Lawrence Sugar Refining Co. 12
St. Vincent Arrowroot Growers 172
Stahl, C. F. 198
Star Egg Carrier Co. 171
Salada Tea 81
Sanitary Can Co. 17
Sapho Mfg. Co., Ltd. 63
Stevens, Hepner 197
Sherbrooke Cigar Co. 199
Smith & Proctor 176
Smith & Shipper 202
Smith, E. D. 6
Silver, H. R., Ltd. 194
Snap Co., Ltd. 7
Soclean, Ltd. 60
Soyer Kookera Bag, Ltd. 212
Spurgeon, H. G. 194
Spinelli, D. & Co., Reg. 48
Stimpson Computing Scale 50
Sugars & Canners 21
Stringer, W. B. 163
Symington, Thos., & Sons 192
Symington, W., & Co., Ltd. 30
Stuart & Foster 186

T

Tanguay, A. T. 202
Tanglefoot 162
Tanguay, George 195
Taylor & Pringle 58
Tees & Persse, Ltd. 55
Telfer Bros. 57
Tilton, J. A. 194
Tippet, Arthur P., & Co. 3
Toronto Salt Works 47, 195
Tomlinson, J. J., & Co. 194
Tiger Mfg. Co. 186
Tuckett Tob. Co. 199
Turnbull Co. 201

U

Utilities, Ltd. 61

V

Vipond, H. E., & Co. 24

W

Wagstaffe, Ltd. 49
Walker Bin & Store Fixture Co. 27
Walker, Hugh, & Son 163
Warren, G. C. 194
Watson & Co., Angus 166
Watson & Truesdale 194
Western Assurance Co. 204
West India Co. 64
Western Salt Co. 182
Western Distributors, Ltd. 194
Weston, Geo. 36, 37
Wethey, J. H. 156
White & Co. 163
White Swan Spice & Cereals, Ltd. 40a
White, Tompkins & Courage 188
Willis Mfg. Co. 200
Winn & Holland 20
Woodruff & Edwards 20
Woods & Co., Walter 174
Wiley, Frank H. 194
Whyte Packing Co. 156
Wilson, Jas. R. 196
Wondershine Mfg. Co. 35

Y

Young Co., The 153

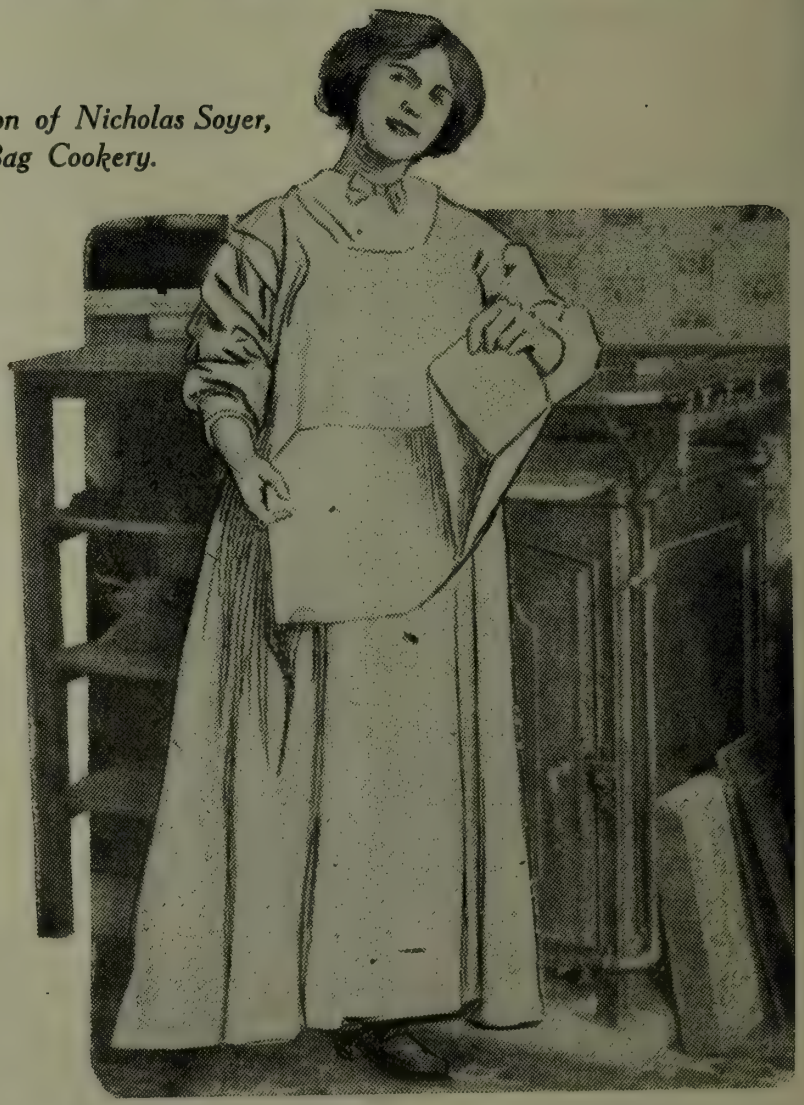
N. SOYER
Inventor of the Soyer Kookera Bag.
Ex-Chef to His Late Majesty King Edward VII.

THE PERFECT FORM OF COOKING!

Clean, economical and labor saving. When ordering for the steadily increasing demand, see that you purchase

"Soyer Kookera" COOKING BAGS

Made under the personal supervision of Nicholas Soyer, the inventor of Paper Bag Cookery.



Made from perfect material it took Sir Albert Spicer 12 months to discover.

Spicer & Sons, Ltd., and Soyer are the combination that have given to the world the Soyer Kookera Bag.

And they are selling! Ask your wholesaler or communicate with.

Soyer Kookera Bag, Ltd.
Cartier Building
MONTREAL, - - CANADA

KOOKERA REGD.

N. Soyer

NONE GENUINE WITHOUT

FACSIMILE OF SIGNATURE

Mr. Grocer, have you stocked

OMO BLEACHER CLEANSER PURIFIER —Makes White Clothes Whiter. Greatly in demand.

10c. per packet.

Comfort Blue
"THE BEST YET"
—3 squares in a neat carton at 5c. Largest profit to Dealer.

Comfort Lye
"MAKES DIRT RUN"
—100% Pure and Full Strength.

10c. per can.

Handy Ammonia —In 5c. and 10c. Packets. The largest packets on the market.

Ask Your Jobber for These Lines or Write us Direct.

PUGSLEY, DINGMAN & CO., Limited
TORONTO

CLARK'S PERFECT FOODS

ALWAYS IN DEMAND

Look at page 13. Is there any food listed that you want?
If so, get your order in without delay. A disappointed customer means more than lost profit.
CLARK'S CATER TO EVERY TASTE, BUT HAVE ONE QUALITY ONLY,
AND THAT'S "INIMITABLE."

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

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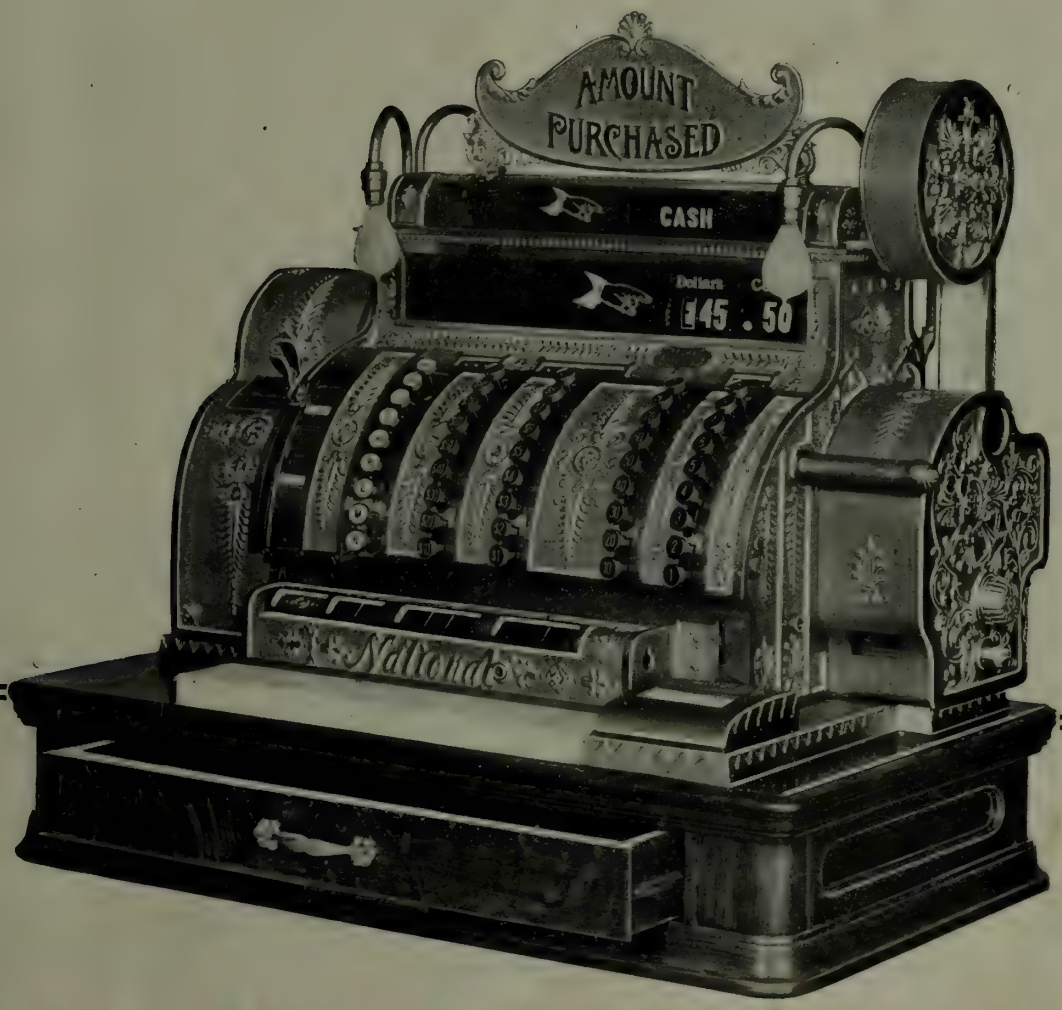


I WANT A POSITION BEHIND YOUR COUNTER

I have had experience in many thousands of retail stores for 25 years. I have been steadily improving myself until to-day I believe I have about reached perfection, when it comes to taking care of the details in a retail store.

Nobody knows the trouble of the storekeeper as well as I do, for I have been right up against some of these difficulties.

I know how hard it is to avoid mistakes—how ready customers are to accuse you of being dishonest if you make an error in their accounts.

I know the value of giving every customer a printed receipt with every transaction.

I know how to prevent the petty mistakes and losses that make such a big leak in your profits.

I can tell you when your clerks make mistakes in change or other costly errors.

I can show you a quick way of balancing your cash and tell you whether it is all there.

I will promise to make every clerk in your store a better clerk.

I believe you could well afford to pay me $3 a day, but I am very modest. All I ask is that you pay me 75c. or $1 a day for about a year.

After that I will work for you as long as you are in business and won't ask for any more pay.

Will you give me a position ?

I will be glad to explain more fully the things I can do for you if you will write for the booklets which describe my capabilities. This information costs you nothing. Write for it to-day.

The National Cash Register Company

Canadian Factory
TORONTO

Offices in all Principal Cities

General Sales Office for Canada
285 Yonge St., Toronto

THE VASE SHAPED JAR

Canada's Quality Leaders

UPTON'S

Jams, Jellies, Marmalades, Catsup

ATTRACTIVE PACKING AND LABELLING OF UPTON'S GOODS MAKE THEM GOOD SHELF STOCK OR WINDOW DISPLAY.

Other brands may come, attain temporary popularity and go, but the brands that are always leaders of quality, consistently satisfactory to the housewife and consequently first-class sellers for the jobber and retailer alike are Upton's pure products.

When you deal in Upton's you join the best class of trade, and your customers get the finest line of goods. Our brands are made from superior material by experts, right in the centre of Canada's finest fruit district, and are quality goods in every essential.

We have created the business for you through our extensive and steady advertising. Put in a stock and reap the benefit coming from the trade we have created.

Order from your jobber.

The T. Upton Company, Limited

HAMILTON, ONTARIO

ARE YOU PREPARING FOR SUMMER DRINK TRADE?

Order Now.

Lime Juice Cordial

is one of the most popular drinks. It is delicious —quenching thirst— keeps the blood and digestive organs in an excellent state.

Stower's Lime Juice Cordial

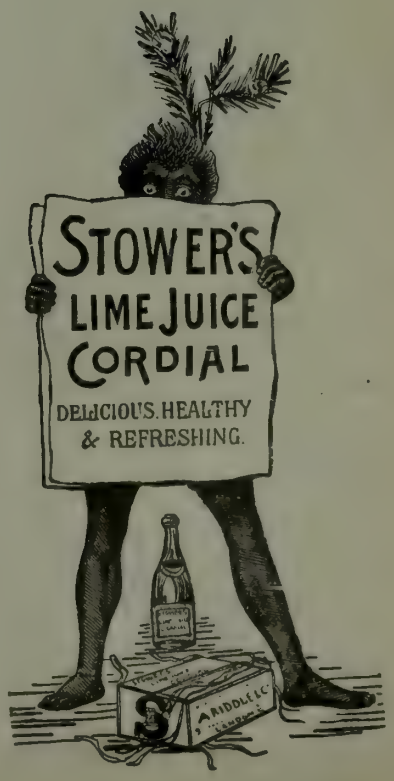
is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **It will not ferment and is sweetened with the best refined loaf sugar.**

As Supplied to the British House of Commons

As Supplied to His Majesty the King

Few Persons would Purchase

plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.



ARTHUR P. TIPPET & CO.

Agents:

Montreal *Toronto*

WHEN A CUSTOMER ASKS YOU

for H. P. Sauce, it's reasonable to suppose she wants H.P.—it's also reasonable to suppose she is not going to be equally satisfied with something else. Lose that customer's confidence and you lose her patronage. But sell her H.P.—and you win her confidence—in you and in the other goods you sell. Besides you make a very satisfactory profit on

W. G. Patrick & Co., Toronto, Montreal
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng

H.P. SAUCE

Are You Supplying Good Jam at Fair Prices?

It is what your customers get for their money that counts. Cheap, inferior goods or high over-priced foodstuffs rarely become popular among your customers—it's the quality fair-priced staple that is wanted.

BANNER BRAND JAMS

are pure and wholesome, made from selected fresh fruit—they are a staple that it pays to handle.

Lindner & Binner, Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

Trade Mark of Quality

Make Every Customer a "Come Back"

That's what you want—the steady, satisfied trade.
That's what you get, when you handle our products.

SWEETHEART BRAND BAKING POWDER

OUR SPECIALTY.

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed. Sales Assured.

IXL SPICE & COFEEE MILLS, Limited

LONDON, ONTARIO

Fresh Milk and Cream that will Keep Indefinitely

Laurentia Milk and Cream

solves the milk question completely and practically, does away with all the dangers of "raw" milk, and it possesses all its advantages, besides its preservative qualities that give it an inestimable value. The process of "homogenization" divides the solid parts—the cream, the caseine—into minute particles and renders the milk much more digestible. The cream will not rise to the top, is mixed all through the milk. A good family trade can easily be worked up. will keep in kitchen or cellar any temperature but frost.

Laurentia Milk Co., Ltd. - 371 Queen St. W., Toronto

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" **Established 1857**

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

A POLISH OF APPROVED MERIT

There is only one way to prove beyond the shadow of a doubt the true value of a silver polish, and that is to find out whether it is used by representative silversmiths. If you find it so employed you may readily believe its claim to quality.

Hendery & Leslie's Polish

Prepared from an old valuable formula, and has since its production received preference over all others from Henry Birks & Sons, Limited, Canada's largest jewellers and silversmiths, and others,

No money is wasted on fancy carton or label. Just a plain Bottle of Quality. The value is inside not outside.

Contains no acids, no ammonia.

Jobbers: Spring Cleaning is at hand. Write for Samples and Price List. We can guarantee good profit.

Sole Selling Agents **Henry Birks & Sons, Limited,** Montreal

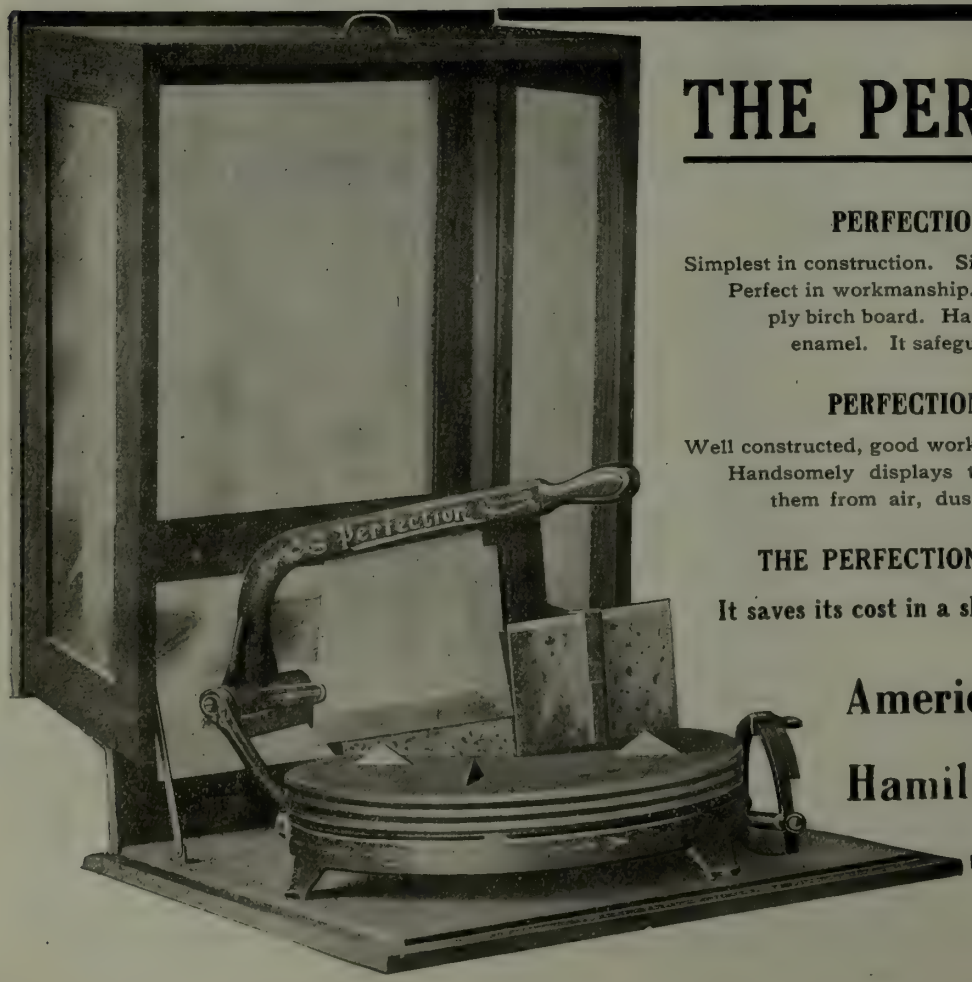
Increase Your Sales

Any of the cuts shown herewith will be supplied to merchants who desire to use them for their local advertising. All we ask is that you send us copy of paper in which they appear, and return them to us when requested to do so.

E. W. Gillett Company Limited

TORONTO, ONT.

Montreal Winnipeg



THE PERFECT WAY

PERFECTION CHEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work. Perfect in workmanship. A bevelled-edged knife. A five-ply birch board. Handsomely finished in scale blue enamel. It safeguards your profits in cheese.

PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish. Handsomely displays the cheese and cutter. Protects them from air, dust and insects. SANITARY.

THE PERFECTION WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.

OF CANADA

Hamilton, Ont.

The Hand Of Public Favor

always points to foods of highest quality and best value for the money.

That is why **Simcoe Brand Baked Beans** have the public favor. They are popular with all classes, being a healthful, highly nutritious and economical food.

SIMCOE BRAND BAKED BEANS

are prepared by special processes and are packed solid, either plain or with Sauce.

Feature the 3's Family size, the tin with more Beans at the lower price.

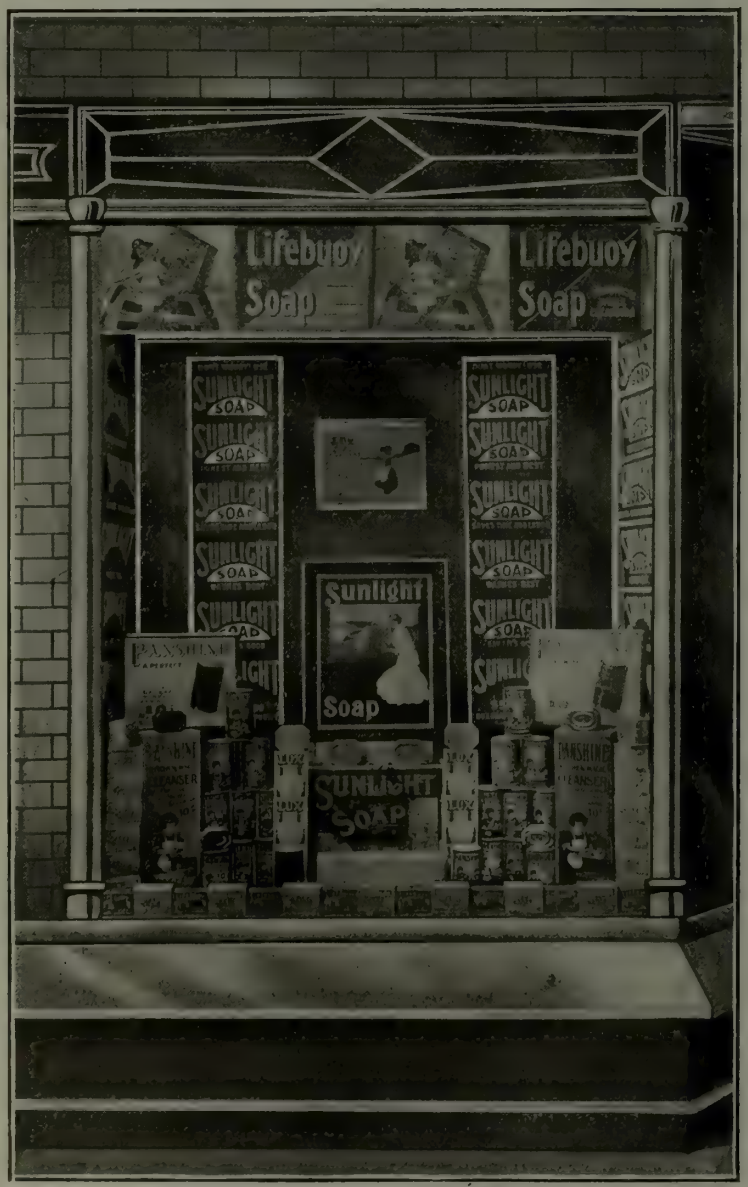
Dominion Canners, Limited

Hamilton, - - - Canada

LEVER BROTHERS'

FOR THE FIRST FIVE THOUSAND

ALONG with each set we will include large Sunlight dummy boxes, one mounted Sunlight showcard, Lifebuoy and Lux hangers, and Panshine dummy boxes for the purpose of making a window display for one week during the month of May, somewhat after the style of the model window as shown on illustration below.



For the purpose of introducing **PANSHINE CLEANSER** and **LEVER'S CASTILE** (guaranteed pure) and the **5 CENT PACKAGE** of **LUX** we purpose giving, with each of these 5,000 sets, a special case, or cases, of Coral Toilet Soap free, in the proportion ordered of either of the undernoted Sets. The offer appears in the opposite page.

PANSHINE

This is an exceptionally fine Cleanser, white in color; fine in grade, an excellent cleanser and polisher for all kitchen and general household purposes. The tin is an extra large one with sprinkler top. We propose having a selling scheme behind Panshine Cleanser for introducing this Cleanser to the householder. We anticipate, from the superior quality and cleansing properties of Panshine, securing a share of the trade for Panshine Cleanser. 48 Tins to each case.

SELLING SCHEME

SETS FOR ONTARIO AND QUEBEC

Particulars of Set No. 1

	Price to Grocers
1 Case Panshine—48 Tins	$3.60

FREE—3 Doz. Coral Toilet Soap, minimum retail value, $1.80 F. O. B. Toronto.

Particulars of Set No. 2

	Price to Grocers
2 Cases Lux, 10c. package or 1 gross 5c. Lux, or assorted, - - -	$5.00
1 Case Panshine—48 Tins -	3.60
	$8.60

FREE—3 Doz. Coral Toilet Soap, minimum retail value, $1.80 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy soaps.

Particulars of Set No. 3

	Price to Grocers
1 Case Castile - - -	$4.80
1 Case Panshine—48 Tins	3.60
	$8.40

FREE—3 Doz. Coral Toilet Soap, minimum retail value, $1.80 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy Soaps.

Particulars of Set No. 4

	Price to Grocers
2 Cases Panshine—96 Tins	$7.00
½ Gross 10c. Lux, or 1 Gross 5c. Lux, or assorted -	5.00
	$12.00

FREE—6 Doz. Coral Toilet Soap, minimum retail value, $3.60 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy soaps.

Particulars of Set No. 5

	Price to Grocers
2 Cases Panshine—96 Tins	$7.00
1 Case Lever's Castile, $4.50	4.50
1 Case 10c. Lux or ½ Gross 5c. Lux - - -	2.50
	$14.00

FREE—6 Doz. Coral Toilet Soap, minimum retail value, $3.60 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy soaps.

Particulars of Set No. 6

	Price to Grocers
½ Gross Silkskin Toilet Soap	$4.50
½ Gross 10c. Lux or 1 Gross 5c. Lux - - -	5.00
2 Cases Panshine—96 Tins	7.00
2 Cases Lever's Castile, $4.50	9.00
	$25.50

FREE—12 Doz. Coral Toilet Soap, minimum retail value $7.20. Shipped freight prepaid.

IF you desire to participate in this advantageous offer it will be necessary to apply for the Assortment now, as the offer is only temporary and may be withdrawn at any time.

LEVER'S CASTILE SOAP

which can be had in 2, 2½ and 3 lb. bars, and also in 2 sizes of tablets, is expected to command a very large sale.

OUR REPUTATION IS BEHIND THE QUALITY

5c. LUX

The 5c. package of Lux is introduced in reply to a demand from various localities for a smaller package of this much esteemed article.

LUX A WINNER!

PLEASE DETACH AND USE THIS ORDER FORM

Lever Brothers Limited

TORONTO, ONT.

Please supply me with one Set of your assorted Soaps No.....as per the above offer.

Name .....

Address .....

Through Wholesale

Name of Wholesale Grocer .....

Address of Wholesale Grocer .....

Quantity of Sunlight and Lifebuoy Soaps required:

Send.....Cases Sunlight	Send.....Cases Castile
Send.....Cases Lifebuoy	Send.....Cases 5c. Lux
Send.....Cases Panshine	Send.....Cases 10c. Lux

Clark's

FAMOUS "INGLASS" SPECIALTIES

Only the Choicest Meats, Poultry and Tongues are used in their preparation.

Your order should be placed now for

CLARK'S

Ox Tongue -	"Inglass"	- -	Nos, 1 1/2 and 2s.
Lunch Tongue	"	- -	No. 1s
Lambs Tongue	"	- -	No. 1/2s
Chicken Breast	"	- -	No. 1/2s
Brisket Beef	"	- -	No. 1s
Potted Chicken	"	- -	No. 1/4s
Potted Ham	"	- -	No. 1/4s
Potted Tongue	"	- -	No. 1/4s
Potted Venison	"	- -	No' 1/4s

W. Clark - Montreal

Manufacturer of the Celebrated High-Grade

Food Delicacies

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S

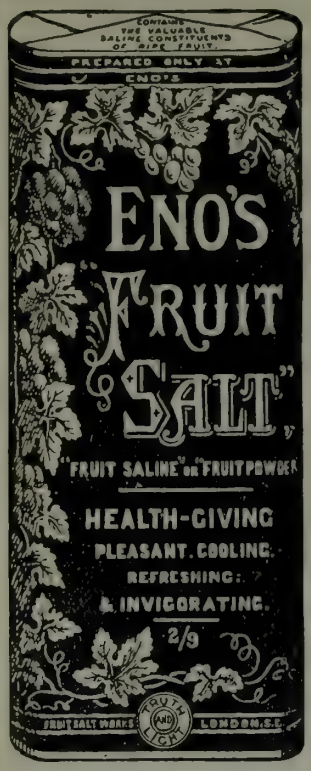
PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309-311 King Street West, Toronto.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers
LONDON, ENGLAND



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

S. Perrin & Co., Limited

NDON CANADA

An Ideal and Healthy Food

Quality unsurpassed. Test the flavor and crispness

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

Sardines

Are a Healthy Food

By Special royal permission

MEDICAL science tells us that the sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food. With

KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win and hold your best trade. The careful preservation in the cooked state in oil precludes contamination.

Sell the best—"King Oscar." There's satisfaction to customers and good profit to you in the sale.

CANADIAN AGENTS:

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - Ont.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

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Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

The Cowan Co.
Limited
Toronto - Canada

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits
to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn
Montreal and
Toronto

Hamblin &
Brereton
Winnipeg and
Vancouver, B.C.

L. T. Mewburne
& Co., Ltd.,
Calgary

T. A. MacNab &
Co., St. John's,
Newfoundland

Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.

But if you are a real business man, stop paying coffee mill prices that are b'as'd on charity, and install a **COLES.**

It's the best mill any way you look at it, because it costs the least and does the most.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

GROCERS OF CANADA

YOU ARE NOT IN BUSINESS JUST FOR THE FUN OF IT

THAT'S THE REASON WHY

THE SAFE COMPUTING CHEESE CUTTER SHOULD BE IN USE IN YOUR STORE "NOW"

1. It will maintain absolute accuracy in your cheese department.
2. It will pay for itself in a few weeks or a few months, according to the cheese business you do.
3. It is so simple in construction it can be correctly operated in the dark. Mistakes with a SAFE cutter are impossible.
4. It is a handsome piece of store furniture that costs little and lasts a lifetime.

You need no longer sell cheese at a loss. Every cut is uniform and gives you a profit. You can make money on your cheese by using a Safe Computing Cheese Cutter. Others are doing so. You can do the same.
Order one to-day from your jobber. Don't put it off. Stop the loss with a small investment.

Sold by leading Canadian Wholesale Grocery Houses.
Get a booklet which tells all about it.

COMPUTING CHEESE CUTTER COMPANY

621-625 Main Street **ANDERSON, IND., U.S.A.**

Clean Hands Always

That's a surety when you use

SNAP

HAND CLEANER

There's no preparation so widely approved by people who require a thorough hand cleanser. It removes instantly all vestige of paint, grease, tar, ink, or dirt, without injuring the daintiest of skin.

Stock Snap and increase your sales.

Snap Company, Limited
MONTREAL

Always Welcome—NEVER Sent Back

When Salt is ordered and no name mentioned you gain most by sending the best—you may take it for granted that

WINDSOR
TABLE SALT

is wanted. Send it every time. If someone sends an inferior salt it creates an unpleasantness which starts with the delivery boy and does NOT end at your desk—you might lose the customer.

THE CANADIAN SALT CO., LIMITED
WINDSOR, ONTARIO.

Tartan BRAND

THE SIGN OF PURITY

We are winding up our bookings for

TARTAN Brand Canned Goods

for this fall shipment. If you have not handled TARTAN Brand you do not know the joys of having the best. Our quality is always the highest standard. See our travellers, write for particulars or phone

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

'PHONES 3595, 3596, 3597 3598, 748, 462

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

Watch the Market

The Sugar market is in a very sensitive condition just now. The raw market is not too strong, but we are nearing the season of large consumption and any slight improvement in prices would create heavy buying. Just now it is wisest to buy from hand to mouth and buy only

St. Lawrence Granulated

A BIG SAVING

can be made by anyone who is accustomed to do their own clothes-cleaning, etc., by using

Golden Ray Cleaner

which is good for anything, This may seem an odd statement to you, so in order to be thoroughly satisfied, we would like you to write for free sample box and try it.

Golden Ray

Is a Good HAND CLEANER,
CLOTHES CLEANER,
CARPET CLEANER,
RUG CLEANER,
ETC., ETC.

It may seem strange to you. But write and make sure.

The Golden Ray Co.

41 Union Avenue, Montreal

MATCH QUALITY IS CONTAGIOUS

Satisfy your trade with good matches and you can figure sure on the rest of their grocery store buying.

Dominion Silent Matches

make a light every time without spluttering and will not break when struck. Every match is a sure light.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
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Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, ONT.

FURUYA & NISHIMURA

FOR

Japan Teas

MONTREAL CHICAGO NEW YORK JAPAN

EAT——

Purple and Gold Brand

RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.
PICTON, ONT.

For a Spring Stock---Nothing Equals Soclean

Chiefly because the thoughts of every housewife are engaged in the Spring cleaning of their home. It is the time to push it, and its wonderful workings will make them repeated users of

SOCLEAN

The Dustless Sweeping Compound

It is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, leaves a fragrant odor after sweeping.

Soclean is put up in handy-sized lithographed pails, convenient for household use, and will pay you well to stock and push, especially NOW.

SOCLEAN LIMITED, Toronto, Ont.

The Greatest Draw

with the public—

GOODS OF HIGHEST QUALITY AND ABSOLUTE PURITY.

Eiffel Tower Lemonade is a National Drink, because of its Highest Quality and Absolute Purity.

EIFFEL TOWER LEMONADE

is without doubt not only the most delicious and refreshing, but also the purest and most wholesome temperance beverage ever introduced.

There is an immediate sale for ***EIFFEL TOWER LEMONADE.*** Give your customers the opportunity of obtaining supplies of this ***Best of all Drinks.***

EIFFEL TOWER

LEMONADE

IS POSITIVELY PURE,

being the concentrated essence of the most luscious, ripe Sicilian Lemons, the choicest Lemons the world produces.

Retailed in 5c. Packets; 15c. and 25c. Enamelled Air-tight Tins.

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THE TURNBULL CO., 179, Bannantyne Ave. E., Winnipeg.

THE HARRY HORNE CO., 309 & 311, King Street W., Toronto.

HOWE McINTYRE, Youville Square, Montreal.

W. A. SIMONDS, St. Johns, New Brunswick.

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

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Escott & Harmer

Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

220 Chambers of Commerce. P.O. Box 1812

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THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

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and

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THE TURNBULL Company

DIRECT IMPORTERS OF GROCER SPECIALTIES

Open for additional first class lines.

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Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

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IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
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Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

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Our Specialties,

WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS

Soliciting inquiries.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents

and

Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1884

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for

Fine FILIATRA CURRANTS, Greek cleaned, in half cases,

before purchasing.

LIND BROKERAGE CO.

73 Front St. East - - TORONTO

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FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

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TEL. MAIN 778 BOND 28

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Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX NOVA SCOTIA

We are open for a few high class specialty lines

H. R. SILVER, LTD.

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HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities
Correspondence solicited on Domestic and Foreign lines.

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Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines

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T. A. MACNAB & CO.

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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.

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Manufacturers' Agents and Brokers' Directory

(Continued.)

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Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

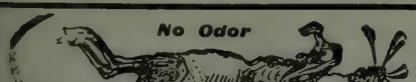
BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager



It dries them up **Common Sense** **KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

20th Century Retailing DEMANDS the Use of
ALLISON'S COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For Sale Everywhere by Jobbers.
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

CLAY PIPES
The best in the world are made by
McDOUGALLS
Inisist upon this make.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

The
Condensed Ad.
page
will interest you

86 ADELAIDE STREET EAST, TORONTO

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London and Manchester } England.
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Phone Adelaide 1525
Cables "Grimonds Toronto"
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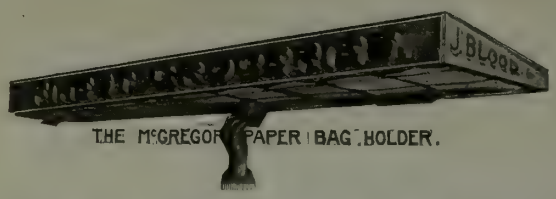
D. Mayall, Manager.

J. & A. D. GRIMOND (CANADA) LTD.
A. & M. Smith Ltd., Aberdeen, Scotland
Fish Preservers and Canners.
Wm. Simpson Ltd., Manchester, England
Table and Tete a tete delicacies
Victory "Confections", Gums, Pastilles, Lozenges, etc.
Victorious all the world over.
They are RIGHT here.
Price lists, quotations and samples mailed promptly on receipt of enquiry.

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I C STEWART, Halifax



The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

McLean's White Moss

Nothing Purer That's Enough

CANADIAN COCOANUT CO., MONTREAL

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

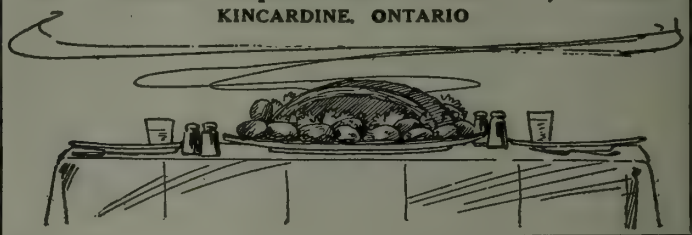
Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

"Ontario People's Salt"

supplies the demand of your household trade satisfactorily—chiefly because it is all salt and absolutely pure.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

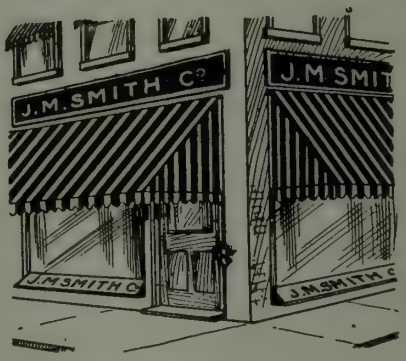
Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.



Well Displayed Goods

always sell to the best advantage. Old Sol's rays are pretty destructive to grocery stock displayed that is not protected by an awning.

Now is the opportune time to attach a

RAYMOND AWNING

to save your perishable stock and your profits that you would lose. They add appearance to the store.

Write us.

Raymond Bros., - London, Ont.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

"Brighten Up Sales"

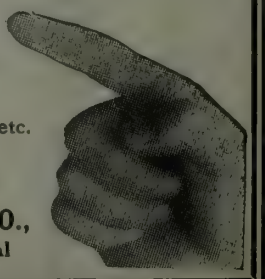
with a line that knows no equal for polishing either brass, copper, or any other metal.

VENAUTO METAL POLISH

has qualities that necessitate little work, and gets shining results.

Put up in small tins, half-pints, pints, etc. In cream form.

Stock Up For Spring Trade Now



BANNER MANUFACTURING CO.,
Box 35, Station C, - Montreal

A New Record

Nine thousand, six hundred and twenty-four (9624) pounds more "SALADA" were sold in week ending April 13th, than in any other week in our twenty years existence, an amount equal to one hundred and seven tea chests weighing ninety pounds each. Think of it! If these chests were piled one on top of the other, they would just reach to the top of the new C.P.R. skyscraper at the corner of King and Yonge Streets, Toronto. This bumper week was 39,257 lbs. larger than the corresponding week of last year.

Can you have greater proof than this of the popularity of "SALADA" and how it pays to push it?

"Salada"

Toronto **Montreal**

A MONEY MAKING OPPORTUNITY

COMPOUND JAMS --- **Of exceptionally good quality.**

Packed in 5 lb. tins, 7 and 30 lb. wood pails, **6 1-2c lb.**

5 case lots—Delivered—

APPLE BUTTER

Packed in the same sizes, at the same price.

CATSUP---The Best Buy on the Market.

Pints—Clear glass fine quality, c/s 2 doz., 90c doz.
Quarts— " " " " brls. 4 " 1.35 "

You cannot equal this, either in price or quality.

Another good line---SWEET GHERKINS---to retail at 15c bottle

This will sell at sight—Exceptionally good value.

EBY-BLAIN, LIMITED

Wholesale Grocers
TORONTO

For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

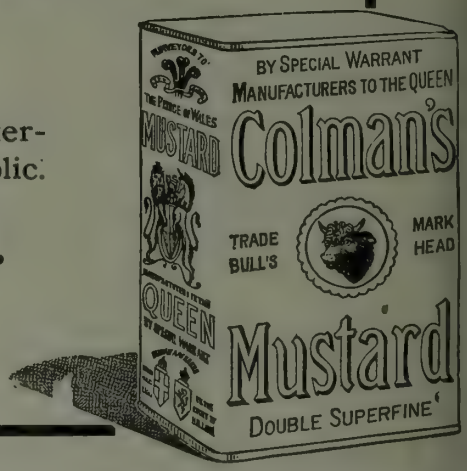
COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality
—In square tins

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



Mrs. Jones Would Be Glad To Know—

that the best cooks are using Crown Brand Corn Syrup in practically every dish where sweetening is needed. Suggest to her that

CROWN BRAND CORN SYRUP

is not only for such obvious things as gingerbread, ginger cakes and ginger cookies, but also that it is unexcelled in sauces, preserves, pastry, puddings and other desserts.

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Trade to Go After During Month of May

Last Month of Spring Time to Introduce Summer Lines—Canned and Preserved Fruits, Housecleaning Articles, Cooked Meats, Etc., Should be Among Good Sellers if Pushed—Stocks of Summer Drinks Should be Looked After—Cleaning Up the Store.

We are now on the threshold of another May, the month which marks the turning of spring into summer, and accordingly a change in the variety of goods asked for and used. There are certain classes of foods which are in greater favor than others during the winter months but as the year blossoms forth and warmer weather makes its debut, these lines must give way somewhat to those which the consumer seeks under the changed climatic conditions.

This opens up another avenue of possibilities to the live grocer and he should not lag behind in changing to the new conditions demanded by reason of the change of season. Those lines which have occupied the centre of the stage on account of being particularly suitable to the colder weather must be shifted a little and summer foods and necessities given the stellar position on the stage of display.

Make Early Bid for Summer Trade.

The business man does not wait for his competitor to lead off with summer lines or allow him to coral an appreciable trade before he gets his sails up. While May is still in its middle life such lines as lemonade powder, lime juice, mineral water, camp coffee, cooked meats, prepared breakfast foods, fancy biscuits, canned foods and all that lengthy list of goods which afford short cuts to the preparation of meals, will begin to occupy a position of prominence on shelf and display.

Cereals is one line in which a change will be noticed as the weather becomes warmer. Lighter varieties and those ready for use will come into special demand. Stocks should be watched that heavy lines are kept within safe compass while dealers should put more life into the lighter varieties. While shelf display and personal salesmanship will do much towards this end, it would be well to combine these with window display. Some very attractive window trims may be arranged without a great deal of trouble. Some unual selling design will bring best results. While a plain arrangement of goods may attract passing attention, it takes something out of the ordinary to impress the article on the customer.

Preserve Supplies Getting Low.

That household supplies of preserves are now in small compass is a point which has been dwelt on before. The home-made fruit is conspicuous by it's absence. Any man behind the counter serving women customers will concur with this. He hears them bewail the fact quite frequently. This is a cue that should mean more business to the grocer ready to grasp the opportunity. Thanks to the pinnacle of perfection which canning and evaporating has reached in recent years, the retailer's stock of fruits—even if there was a comparative shortage last year—are not in the same scant condition as that of his customers. He has canned fruits, jams and marmalades to offer which in their excellency do not have to take second place to the home made product—although to suggest this to many a woman would be a rude shock to her pride. However, there is nothing to prevent any dealer dwelling on the quality of goods he knows well, nor to keep him from pointing out the good features of his extensive list of dried fruits for desserts or pie products. Do not neglect to keep these lines ever prominently before customers. The big season for their sale is just opening up and the dealer should not allow this opportunity for extra business to escape.

Housecleaning in Full Swing.

Have you been around among your customers of late? Even the man behind the counter will be able to tell the subject uppermost in the minds of most women at the present time. Spring house cleaning is once more in the air. Either the housewife is busy at the annual spring clean up or plans are being carefully laid and the day patiently awaited when weather will permit windows and doors to be thrown open, carpets torn up, and activity mostly of the scrubbing order to become general.

When women are in this state of mind is the time for the dealer to assist himself as well as his good customers by introducing all those things which allow this work to be done in the easiest manner. Women will warmly welcome any suggestions which will tend to lighten their labors. Soaps, soap powders, lyes, cleansers, ammonias, brushes, brooms, and stove, furniture and metal polishes, are among the lines which should be talked and displayed, whenever possible using a window to help in the cause.

The Time for Seed Sales.

Spring and warmer weather also suggest another line that should be given prominence. This is the time to push seeds. Country dealers of course have the greater possibilities in this line, finding sale for field as well as garden and flower seeds. It is requiring real salesmanship this year to sell many seeds on account of the extremely high prices, but there are strong arguments to show the farmer that it is in his own interests to sow just as large a quantity as usual. Prices at the time of harvest will well warrant it and he can by no means afford to run chances of poor crops by neglecting to sow enough seed.

City dealers will find demand confined mostly to garden and flower seeds but these should be worked to their full limit. Where is the man, if there is ground available, who does not take pride in an array of vegetables cultivated by his own hand or the woman who does not similarly rejoice in a bed of flowers. Work this pride of home cultivation to the fullest extent possible. Talk and display seeds. It means money these days.

Make the Store Look Brighter.

Something has been said relative to spring cleaning. Remarks were confined to customers, but it would probably be well to impress upon the grocer the desirability of overhauling his own store and putting things in shape for the summer. If it has not already been done, there are few stores which could not stand a little cleaning. Then again the dealer probably remembers some things which did not work quite to his liking last summer. For instance, the window may not have been as free from flies as one would wish. Now is the time to give attention to this and similar matters before summer and warmer weather arrives.

Theft Cases, and the Losses They Entail

Recent Articles in The Grocer On This Subject Arouses One Dealer—He Now Weighs, Counts or Watches Everything Purchased—Money Lost in Not Keeping Track of Bread Purchases Properly—How a Dealer Saved His Competitor From Losing Case of Oranges.

"Those articles which The Canadian Grocer has been publishing enumerating instances of thieving carried on against grocers, and pointing out the needfulness of making sure that every article paid for is received, certainly woke me up," said a grocer to the writer the other day.

"I have already saved considerable by following such advice, and I expect to save still more when I get a more perfect system working to prevent it. I gave little attention to the matter before, but I have firmly made up my mind that it pays to be watchful. I believe there are many grocers losing money which they wouldn't if they gave enough attention to its prevention.

"I do not know of many instances of thieving carried on against me by drivers and others that make a practice of it, but that's just where the trouble comes in. If we knew about it, most certainly it would soon be stopped.

How Bread Was Bought.

"I used to buy bread from a certain baker. Sometimes I would pay the driver, while other times I would tell him to charge it. I didn't keep any count of what I paid for or what I didn't. When I came to pay my bill, however, I found that there were only a few days during the month when bread wasn't charged to me. Evidently during the majority of days I paid for it, the driver put the money in his own pocket and charged it to me. Of course, I put up a big kick, and the baker allowed me a certain amount off. Now, every transaction is put through my books, so that in the future I don't expect to lose any money in this manner."

Helped His Neighbor.

He also gave an instance of how he had prevented the competing grocer across the street from being duped out of a case of oranges by a dishonest driver.

"A few days before Christmas last year, the grocer across the street got in a big supply of oranges. I saw the man drive around to the rear of the store with them, and when he came out he still had one case on the sleigh. When he drove by I noticed that the case had my competitor's name on it. This aroused my suspicions, so I asked him if he were sure he got all his oranges. He counted them over and found he was one case short of what he had paid for. It was made right, of course, but if he had not discovered it his profits on his Christmas orange sales would have been clipped pretty short.

Makes Sure of Weight and Count.

"I have also found that it pays handsomely to do some weighing and counting of goods delivered. I think most grocers are getting to recognize that. Mistakes, you know, are liable to happen, even in the best regulated firms. A short time ago I had an example of short weight in buying potatoes. I ordered ten bags and ten were delivered. One looked rather small, so I weighed it. It just balanced at 79 pounds, while the standard was then 90. I thought, however, it was probably made up in the other bags, which were larger. Later, however, I decided to find out for sure, and put them on the scales. I found that the ten bags lacked 49 pounds of the required amount, which meant $1.08 to me. It just shows how profitable at times it is to weigh goods.

A Catsup Shipment.

"I thought I had discovered another case of shortage yesterday," he continued. "A case of catsup had been brought in, and, as is my custom now, I counted the bottles. There were only 23, although I was charged with 24. It wasn't the wholesaler's fault, however. I found that the boy in unpacking the case had neglected to remove the last bottle from the sawdust."

Thus is shown another advantage of checking goods up.

"What system have you for preventing leaks through such mistakes?" this grocer was asked, whereupon he gave his plan.

"When goods come in my clerk or I secures the invoice and see that we have received not only the proper number of cases, but also exact count of each article called for in the invoice

"Then I look over the prices to see that they are correct, when the invoice is passed on to the bookkeeper, who goes over the figures to see they are carred out correctly, and that the addition is right.

Mistakes in Arithmetic.

"This last is quite necessary, for cases of incorrect billing come to light at intervals. Sometimes an article will be quoted at the right price per pound, but when you multiply this price by the number of pounds, you find that it does not agree with the amount billed. At other times errors in addition will be discovered by going over the invoice thoroughly. I also watch my weekly and monthly statements the same way.

"I don't mind paying for what I get, but I don't want to pay for any more," was this dealer's final comment.

CABLE RATES TO WEST INDIES.

The following are cable charges existing between Halifax and some of the British West Indies that are considered enormously high by business men:—

	Per word.
Halifax to Antigua	$ .81
" Barbados	.91
" British Guiana	1.44
" Dominica	.77
" Grenada	.89
" St. Kitts	.89
" St. Lucia	.85
" St. Vincent	.86
" Trinidad	.98

These cable rates formed a part of the discussion at the conference between representatives of the West Indies with the Canadian Minister of Trade and Commerce. The rate to British Guiana is stated to be higher than to any other part of the world.

MOVED FANCY GROCERIES.

Two young men who had bought a general store in a conservative rural district adopted the following methods to arouse their patrons to interest in fancy groceries. The last of June they gave away wooden plates for picnics on the First of July. On the back of each plate was a price list of picnic accessories. Stiff cards bearing the same list were sent to all their patrons. In the store these articles were conspicuously and tastefully arranged. This proved so successful that their stock was sold out twice, while the former proprietor of the store predicted they could not dispose of it in a year. An appropriate price list is also sent out at "threshing time," Thanksgiving and Christmas.

CHANCE TO EARN A DOLLAR.

A dealer pays $2 for a dozen of a certain brand of preserved fruit. For how much must be sell the dozen to make 10 per cent. after allowing 15 per cent. for cost of doing business?

The above question is submitted to grocery clerks in Canada and a prize of one dollar ($1) will be given by The Canadian Grocer to the clerk who sends in the first correct answer. With the answer there must be given the course of reasoning on how it is obtained. Sit down at once and let us have your reply. Address, The Editor, The Canadian Grocer, 143 University Ave., Toronto.

Business Increases 100 p.c. in Six Years

Methods Employed by Hamilton Dealer—Much Value Placed Upon Display and Advertising—Makes It a Point to Get New Crop Goods as Early as Possible—Well Equipped with Store Fixtures and Conveniences.

The business now operated by A. G. Bain, of Hamilton, Ont., was begun more than six years ago under the name of Bain & Adams.

The sales of the store during the sixth year compared with the year the firm started business, showed an increase of 100 per cent.

In the accompanying photograph is shown an interior view of Mr. Bain's store, which to say the least is attractive. That goods are shown in such a manner as to sell them is a certainty. The writer on a recent half hour visit to the store saw that plainly demonstrated.

The Array of Equipment.

At the rear of the store are two display refrigerators, as well as an electric coffee mill. Chairs are provided for the convenience of customers while giving their orders. The store is also equipped with cash carriers, electric fan, computing scales, cheese cutter, etc., while the windows are improved by the addition of mirrors.

"Our fixtures are not expensive," said Mr. Bain, "but we aim to show our goods so that they will appear attractive. We have nothing but plain counters, shelves, tables and fixtures. It is the goods properly arranged that gives the store a good appearance." He believes in good display as a means of attracting trade.

Advertise in Three Papers.

Mr. Bain makes use of three papers daily for advertising purposes. Readers are run in each one announcing new arrivals as well as specialties. The space in each is not large, but it is the fact that they keep at it persistenly that brings results. An attractive 60-page catalogue, 8 x 4 1-2 inches, is issued by the firm about every eighteen months. In it the lines handled are alphabetically arranged with prices. These catalogues are widely distributed.

The methods that are being used by this store for the extension of trade makes sure the fact that the business has not yet reached its zenith.

An Interior View of A. G. Bain's Store in Hamilton, Ont.

Show Cases for Display.

The store has two large show windows which are responsible for a large portion of their trade. They were constructed with the value of display in view, and this is carried out in trimming them also. The window lights are left burning during the evening, and with the attractive manner in which they are usually dressed and the large number of people who pass every night, they secure a good deal of attention after the store has closed.

Counters extend along one side of the store only, the other side, as shown in the photograph, being used for the display of goods on tables, which may be changed as desired. On this side is also situated the cashier's and book-keeper's office.

A high class trade is done in this store. Quality goods, both domestic and imported, are handled.

During the entire winter imported vegetables may be had.

When the new crop supplies of any line arrive, Mr. Bain tries to be the first to show them. For instance, as soon as new crop strawberries arrived on the market they were prominently displayed. Good service combined with the highest class of goods is the means used to create and hold trade.

GROWTH OF CONDENSED MILK.

The number of condensed milk factories in operation in Canada increased from four in 1900 to twelve in 1910, and the value of products increased from $269,520 to $1,839,871. There were in 1910 six factories in Ontario with a product value of $1,335,689, two in Nova Scotia with $133,956, two in Quebec with $275,000, one in British Columbia with $44,326, and one in Prince Edward Island with $50,900. In 1900 there were two factories in Nova Scotia and one each in Prince Edward Island and Ontario.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York. Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne, 140 South Dearborn St. Phone Rand 3234

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

COST OF DOING BUSINESS.

The following statement made in the course of an address at a recent convention of retail grocers will bear a good deal of consideration:—

> "It is more effective to teach our members what it costs to do business than it is to try and limit prices."

This is talking good common sense. The great work of any organization of merchants must be of an educative character, because the more a man knows about his business, and uses that knowledge in a practical manner, the more successful will he become.

Every dealer is in business to make a living for himself and family and if he knows exactly what it costs him to operate and maintain his business he is more likely to get a profit above the cost. He will see, if he possesses any common sense whatever, that he must, if his cost is 15 per cent. to do business, get more than 15 per cent. above cost of his goods. It is acknowledged by all business men that lack of knowledge and a system of keeping definite track of what it costs to operate, has been the cause of many failures. The only thought of many in the trade appears to be to get the goods out of the store; they work early and late and find to their sorrow in a short time that their credit is gone, and when too late that they have been conducting business at a loss.

Surely this great problem of cost should be given more attention at all retail gatherings. It is safe to say that if every grocer and general merchant in Canada knew exactly what it cost them to conduct their businesses, there would be fewer failures and more outstanding successes among the retail trade to-day.

CLEANING UP THE STORE.

It is preaching what one does not practice when a dealer displays, advertises and otherwise attempts to sell house cleaning articles, and delays his own house cleaning operations.

If the store, warehouse and back yard have not yet had an overhauling with a view to removing the dirt and straightening up things, now is the time to give this phase of the business some attention. It is not necessary here to elaborate on the amount of dust and refuse that seems to gather from nowhere in every corner of the store. It can usually be found without much inspection. The ceiling and walls will probably require a coat of whitewash or paint. The floor, counters and woodwork may need some varnish and the store front a coat of paint.

Every dealer has on his shelves numerous sweeping powders, furniture polishes, lyes and cleansers which might well be brought into commission at this time. Once they have been tried, they can be talked up more intelligently to customers.

The spring cleaning campaign should certainly be attended to at once. It results in a brighter appearance to the store which invites business and should be a part of every dealer's selling plans at this time of year.

THE FIRE INSURANCE PROBLEM.

The folly of conducting a business without being well insured has frequently been demonstrated. Some men are learning this much to their sorrow and at a great cost. Not only does the merchant owe it to himself to be fully insured, but to his creditors as well. To give sufficient protection to the men who allow him goods on credit is only just. But there is another side to the insurance question which men are prone to forget.

In an address before the Canadian Credit Men's Association in Toronto last week on "Fire Insurance and Its Relation to Credit," John B. Laidlaw pointed out that there were many retail merchants in Canada who had their insurance in very bad shape and that in case of fire they would probably be able to collect only a percentage of the amount expected.

That this is true, and there is deep reason to believe such is the case, is regrettable. Many merchants do not give the fire insurance the thought they should. Not only is it necessary to carry a policy of the amount which would cover the loss in case of fire, but it is just as essential that the merchant make sure that in case of fire he will be able to collect the amount he expects.

Some men, even business men, are willing to take too much for granted. They are led to believe perhaps that the company in which they are insured is strong or that in case of fire they will receive a certain amount, but they fail to investigate to make sure that such is true.

The man who insures should first be well insured. Before taking out a policy he should make certain that the company is a sound and reliable one. When he gets his policy it is also his duty to carefully read it to see that terms are as he understands them, and study the conditions he must himself comply with to insure the policy against protest.

MOCHA COFFEE CASE.

A United States pure food case of considerable interest to the coffee trade was recently before the courts in Chicago. The charge was the misbranding of Mocha coffee, the defendants being the Thomson & Taylor Spice Co.

The real problem at stake is as to whether or not it is lawful in the United States to label Harrar or Abyssinian coffee as Mocha coffee. The Government claimed that under the Pure Food and Drugs Act, and a subsequent amendment which ruled that only coffee grown in the Yemen province of Arabia could properly be labeled Mocha, the label on a shipment in question reading "Java and Mocha Gold Brand Coffee" was false and mislead-

ing, because the coffee was a blend of Java and Abyssinia.

The defendants admitted that the coffee was a blend of Java and Abyssinian coffee, but claimed that the Abyssian was purchased prior to the Pure Food and Drug Act; that it was purchased as Mocha in good faith. They tried to show that whereas for many years it was a matter of trade custom to buy and sell Abyssinian coffees as Mocha Longberry, this custom was abandoned by many coffee men in 1908, the time the amendment to the Pure Food Act was made, rather under the coercion of the Department of Agriculture, and merely to place themselves in harmony with the law. The defence denied that there was any law respecting the matter.

If the Government is sustained in its contentions, the trial may be considered as a test case, so far as the geographical name of any article and its place of growth is concerned. For instance, the decision may be a factor in determining whether or not there will be discontinued in the United States the name "Rocky Ford" as applied to melons grown anywhere but in the Rocky Ford district in Colorado; or Blue Point oysters, if they come from any place other than Blue Point, Long Island, etc.

The case is being watched with considerable interest by not only coffee men, but other sections of the trade.

WESTERN SEEDING PROSPECTS.

The weather during the past week has been favorable for farmers in Western Canada, and the ground is drying nicely.

Considerable grain has already been sown in Manitoba, while further west in Saskatchewan seeding is progressing rapidly.

Much of the grain that was left in the stook and stack over winter is now being threshed, and is turning out very well, much better than expected.

Large quantities of wheat that farmers expected to realize on only as feed grain is grading number three, and bringing a fair price. If the weather continues favorable for the next two or three weeks there will be an undoubtedly optimistic feeling throughout the West and general business will be good.

There is a sense of gloom prevailing over the city of Winnipeg, and all flags are floating at half-mast on account of losing such a large number of her most respected citizens by the foundering of the Titanic.

EDITORIAL NOTES.

Know thy cost, Mr. Dealer; know thy cost.

* * *

Cooked ham should now be featured; it helps in the quick-lunch operations.

* * *

Let the people know about the goods you carry. Few of them are mind-readers.

* * *

It profits a dealer little if he makes many large sales and only a few small collections.

* * *

Maple syrup almost sells on sight these days. See that it is sighted by every customer.

Prices are breaking somewhat on prunes. Many wholesalers have quotations to offer lower than the standard prices.

* * *

The clerk who is mathematically inclined has a chance of earning an extra dollar. See the offer on another page of this issue.

* * *

Any attempts to push canned beets should result favorably. They are delicious to the taste and serve as a splendid dinner vegetable.

* * *

One of the greatest icebergs in the retail business is lack of sufficient knowledge of costs. Many a merchant has foundered on this obstacle.

* * *

Whatever goes up is sure to come down, is an old adage coming true in the case of butter. It is wending its way slowly down the hill.

* * *

The baseball seasons in many Canadian cities will soon begin. The opening is usually coincident with the death of many grandmothers of delivery boys.

* * *

The merchant who advertises will never be among the unknown dead. Add to advertising "judgment" and you have a strong business builder.

* * *

Horticulturally speaking, April is the month for starting things. Start those much needed house cleaning operations before the month closes.

* * *

Pickles are a splendid seller this spring. The housewife's stock ran out earlier than usual, not so many having been "put down" last year.

* * *

The average housewife wants bacon sliced thin. The dealer who always supplies her wants is above the average in her estimation.

* * *

Overweight seems to be one of the general bad features in confectionery retailing. Grocers are too softhearted altogether—a lesson from Shylock would be beneficial for some.

* * *

New Brunswick is going in strongly for apple culture, which is certainly a worthy object. The Fruit Growers' Association of that province will set out 20,000 more apple trees than last year.

* * *

The price of glass has been put up by Montreal dealers who sell to the hardware trade. It is not likely, however, that this will affect fruit jar prices. A Toronto manufacturer told The Grocer that while manufacturing costs have advanced during the past year, there has been no advance in price of fruit jars, and none are contemplated. Their prices this season are exactly same as last.

Items in the Cost of Doing Business

Expenses that Amount to About 10 per Cent.—Stock Turned Over Sixteen or Seventeen Times Looks Like a Record—Adding Rent to Cost Whether Store is Rented or Not—An Invitation Accepted.

*By Henry Johnson, Jr.

Ottawa, Ont., Feb. 23, 1912.

Dear Mr. Johnson,—I am sure that I would enjoy a visit with you; but it is not likely that you would receive much inspiration from a trip to our town or my store. I am just a common little grocer, one of the "2 x 4" kind, but always willing to learn.

I have enjoyed your articles in The Grocer very much for a long time, and have derived a lot of profit from them, too. Once or twice I have shown them to traveling men, who said they were probably all right, only likely were written by some man who was not in business, or never had been. On the same line, they would say, as the old maids writing to the ladies' magazines telling mothers how to raise their babies! That was my reason for asking if you were now in business.

You can readily see by the figures which I have sent you that I am only a small dealer; but I believe I have made a good showing for the amount of capital invested. I have always made some money; but I lost heavily by fire once.

I sometimes have aspirations for a big business, but guess the best thing for me is to peg along as I have done and leave the larger affairs for people with more brains.

But be sure and see me if you ever get in this part of the country. I thank you for your personal interest.

Very truly yours,

M. F. H.

* * *

Bouquet for the Small Dealer.

Is that a nice sort of letter to receive? If you would know, reflect that I have reviewed this man's business for several years. Then you will see how I come by his evidently complete confidence.

He need not depreciate his own capacity, ability nor accomplishment. It is the smaller merchant who "has time" to think that does the real thinking, on the average; and from him I can usually learn the most. I have learned from M. F. H., as we all learn most and best, through trying to teach him. Further, the joy of his contentment is something he should cherish, for riches will not buy that.

Funny about my good friends, the "boys on the road." They are all such chums of mine, generally such fine, solid, well-meaning fellows, that I am glad to hear from them if only to be called an Old Maid! Tell 'em who I am, M. F. H. Maybe some of them will recall me. Tell them to get in line on the right way to figure—my way; for it is the accepted way of to-day and to-moroow, and they all want to be Issers and To-be-ers, not Haswassers!

Will Accept the Invitation.

Yes, my friend; if I ever get into your town I shall sure go to see you. I'll take my chances of getting the value out of the time spent with you, too.

* * *

Winnipeg, March 11, 1912.

Mr. Johnson.

Dear Friend,—I have been interest- in your comments on cost of doing business. I am sending you my statement of the past year's work. I make my expense a little less than 10 per cent. Please tell me what I have left out. Part of the statement is guessed at. I meant to make it large enough where I guessed. Most of it is all right. My delivery is by contract, no horses or wagon to keep up. Drayage the same. My stock invoiced $1,700 this time, had some more flour than last year at invoice time. With best wishes, I remain yours,

C. J. H.

The accompanying statement is certainly interesting:

Clerk hire	$ 960.00
Paper, twine, sacks	250.00
Interest on investment	215.00
Delivering	240.00
Drayage	80.00
Insurance	47.00
My salary	720.00
Advertising	70.00
Lights	35.00
Coal	35.00
Stamps and stationery	20.00
Deterioration, fixtures	10.00
	$2,682.00
Sales	$28,440.00

Record Daily Expenditures.

I can think of only a few items omitted from that statement. For instance, rent, telephones, taxes, ice; maybe also, association expenses, contributions, and there should be a miscellaneous entry to cover numbers of little things now omitted—the trade papers he reads, like The Canadian Grocer, for example.

The only proper and safe course is for every man to keep a set of books—two will do the trick—which will enable him to record his daily expenditures for all things; for no man can do this work correctly from memory.

My friend pays rent, whether he owns the building or not. Need I argue that point? If he owns the building, it is worth money. He could rent it, so he should charge his business with the rent he could get for the property. This is the least he should do. Maybe he should do more. Maybe he could not rent the place at all, but has built it for his business. Then it is of special value to the business and, as the investment for the business was unusually hazardous because of scarcity of other possible tenants, the business should pay more than the average going return on business property.

Why Rent Should be Charged.

Say the place is worth 2,000. That it cost $2,000. Mr. H. could invest that money in bonds or mortgages where it would pay him 6 per cent. safely, reliably, without thought or worry on his part. Hence, it must pay 6 per cent. first. Then taxes of 1 per cent.; repairs of 2 per cent.; depreciation, 2 per cent. That makes 11 per cent. The rent should be 12 per cent, or $240 a year, $20 per month. This is going on the theory that there is no other tenant to be had. If the town is growing and other occupants might readily be obtained, the 2 per cent. depreciation is eliminated because enhancement of value will compensate for that feature. Then 10 per cent., $200 a year, is enough. But remember this: You cannot do business without paying rent, whether you think so or not. So let us add:

Rent	$240.00
Phones	24.00
Taxes (mercantile)	20.00
Trade papers	3.00
Associations	5.00
Ice	10.00
Contributions	10.00
Sundries	26.00
	$338.00

An Economical Expense.

As he shows it, his expense is 9.43 per cent. plus—wonderfully low. Even with the additions I have made, it is only 10.61 per cent. plus, say 10⅝ per cent.; and that is a very economical figure on which to run a business nowadays. I think that, even if I have not hit the right items and amounts in my addi-

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

tions, I am not far from the facts. I should like, now, to have a statement of how the business stood a year ago and how it started this year; for it should be very profitable, as there is room for about 7 per cent. to 8 per cent. net margin on the sales of $28,440, which would give Mr. H. from $1,990.80 to $2,275.00 to invest outside of his business every year. Even 5 per cent. net would be $1,422.00, and that could be accomplished on a gross margin of only 16 2-3 per cent. average. So I shall hope for further details.

Now note an astonishing thing. Here is an overturn of stock nearly 16¾ times in a year, taking the $1,700 inventory as a basis. If that stock is unusually full, as he says, then maybe he is turning his stock 17 times or more. He charges himself $215 interest. On 6 per cent. basis, this would mean an investment of $3,580.33 1-3 and sales of $28,440 would mean a turnover of the entire investment just under 8 times.

I should like to hear from Mr. H., for he certainly should be successful and I should also like to know how nearly correct is my diagnosis.

Plenty of Coffee That Cannot Be Got At

Held Up in Brazil Under the Valorization Scheme, Says an Authority—The Planter Making Money Under This System — Outlook for Still Higher Prices.

A Canadian coffee man states that the following opinion presents the coffee situation in the proper light: —

"Although coffee now commands the highest prices in years, a further advance is imminent, according to local roasters, who declare that matters have came to such a pass that they are not getting back a new dollar for an old one at the present selling prices. It is claimed that green coffee costs 10c. a pound more than it did three years ago, while in that period the cost to the retailer has been increased only 5c. The roasters have been slow to raise the price to the distributors, because they had reason to suppose that the sharp advance in wholesale prices would be only temporary, and they feared a serious curtailment of consumption if the prices to the consumer went up too rapidly.

Advance Was Permanent.

"The advance in wholesale prices, however, has proved far more permanent than expected, and there is so little in sight to suggest any relief that the roasters have only one of two courses to pursue, either to go out of business, as indeed, several have in the past year, or get prices for their goods that will net them some profit. If the retailer is obliged to pay more for coffee, it is only natural that higher prices will be demanded from the consumer. Coffee, which used to retail for 35c. a pound, should now bring 45c., and goods that a few years ago sold at 22c. should bring 30 to 32c. to cover the increase in wholesale prices.

Coffee Not Scarce.

"It should not be understood that coffee is at all scarce; indeed, there is plenty of coffee in the world, but almost two-thirds of the total supply is held under the valorization scheme and interests friendly to those behind that plan, which has for its principal end the maintenance of coffee at a high price. The present world's supply of coffee is about 12,000,000 bags; of that total about 500,000 bags are held by the valorization interests, while in Brazil there are about 2,500,000 bags more, which are practically kept out of the channels of trade because the owners ask more money than the coffee is actually worth. Thus something like 7,000,000 bags of coffee are kept off the market, and there is only a floating supply of approximately 5,000,000 bags.

Planters Becoming Wealthy.

"The owners of the larger part of the available supply are in a position to do what they will with the market, and as present indications are that the next Brazil crop will be a small one, they are inclined to take every advantage of their position. The Brazilian planter is waxing wealthy on the present high prices of coffee, and interest on the bonds floated under the valorization scheme is easily met while the Brazilian Government gets its share in what the local roasters are pleased to call a 'hold-up' by a surtax, or an export duty on all coffee exported in excess of 10,000,000 bags in one year. In fact, the roasters and consumers of the country seem to be the only ones in the industry who do not benefit by the present high prices."

TO DEFINE POLICY.

Meeting of Executive of Ontario R.G.A. Called for May 8 in Brantford.

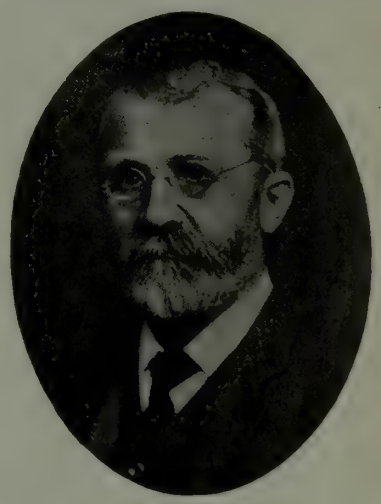
President D. W. Clark, of the Ontario Retail Grocers' Association, has arranged for a meeting of the executive of the new organization for Wednesday, May 8, at Brantford, Ont. The views of the various members were obtained in arriving at the place and date, the majority favoring Brantford.

At this meeting the policy of the association will be formulated and then efforts will be directed to the organization of associations in different centres of the province. From replies received by President Clark from members of the executive, they are all enthusiastic over the prospects, and are anxious to get down to work at once.

ORGANIZER FOR ONTARIO.

R. M. A. to Have Representative Call on the Trade.

M. Moyer, who for many years was in the retail grocery business, has been appointed general organizer of the Retail Merchants' Association of Canada for Ontario and will begin his duties in



M. MOYER,
Who will tour Ontario as organizer for the Retail Merchants' Association.

a couple of weeks' time. He states that an active organization campaign will be undertaken and hopes to form branch associations in various centres before a year's time. He will hold meetings in different towns and cities, at which he will explain the aims and objects of the association work.

THE R. M. A. OFFICERS.

Toronto, Apr. 25. — The Toronto branch of the Retail Merchants' Association of Canada at a meeting last week elected the following officers:—President, J. C. Van Camp; 1st vice-pres., W. G. Sheppard; 2nd vice-pres., W. G. Britnell; treasurer, F. C. Higgins; secretary, John Impey; auditor, O. M. Moore; representative to Canadian National Exhibition, Thomas Bartrem.

Latest Review of the Grocery Market

Sugar Continues in Weak Position—Prunes Still Easy at Some Points—Syrups Up in Winnipeg—String Beans Higher in New Brunswick—Brazil Nuts Down in Montreal—Beans Hold Strong Position—Twine Is Higher.

QUEBEC MARKETS.

Hallowee Dates—Advanced.

Brazil Nuts—Declined.

Molasses—Strong.

Sugar—Weak.

Montreal, April 25.—An active spring business is reported in all lines of the trade. Exceptionally good deliveries are partly responsible for the favorable turn of affairs, and dealers claim it will be a record season notwithstanding the many drawbacks and disadvantages offered within the last few months.

It is interesting to note that sugar is waiting for a decline and nothing at present is likely to vary its downward course.

Molasses offers an exceptionally strong market on import orders.

Canned goods have started to become active, a few changes having been made this week. Standard peas are quoted at $1.10; early June, $1.15; fine, $1.80, and extra sifted, $1.80. Canned corn is now selling at 95 to 97½ cents per doz. Split peas are down to $3.90 per bag.

SUGAR.—Sugar situation at present is interesting. Values for all grades are high, but wholesalers predict a decline before long. Trade is only moving in limited amounts.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—Trade in molasses is of a satisfactory volume. Prices since last issue offered signs of weakening in sympathy with the recent drop in raw sugars, but stiffened again. A good business is being done in import orders. Syrup has offered no new features during the week. Business continues good, the general tone of the market is strong.

Fancy Barbados molasses, puncheons	0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS. — Steady routine market noted in dried fruits. Business for spring trade is brisk and well supplied. Hallowee cleaned dates have experienced an advance, owing to slight local scarcity joined with the exceptionally heavy call. Direction of prices tend downward in prunes.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08½	0 09
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¾
Prunes—		
20-30	....	0 13
30-40	....	0 12½
40-50	....	0 11½
50-60	....	0 11½
60-70	....	0 10½
70-80	....	0 10
80-90	....	0 09½
90-100	....	0 07
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¾
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The situation as regards tea for the week, remains as previously reported. Results of Japan crop will be received next week; this may tend to vary the market.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 28	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 29	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—A local coffee dealer says the market is "of a dragging order," a good inquiry is reported with values ruling quiet and firm.

Mocha	0 25	0 28
Rio	0 21½	0 23¾
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Values on spices for the week show little or no change with market conditions practically the same as previously mentioned. Trade is routine and likely to continue so until the spring advances further. Navigation will also add to activity of the market.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Good amount of business continues to be done in shell varieties. Brazils gave been active this week, offering a decrease. Spring orders are bringing greater calls especially in the peanut market.

In shell—		
Brazils	0 14½	0 16
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

RICE AND TAPIOCA.—No developments moved the markets for rice or tapioca during the week. Greater inquiry is noted, but sales still continue on same lines.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS—

Sugar—Still weak.

Prunes—Concessions made in prices.

Beans—Steady.

Cotton Twine—1c lb. higher.

Toronto, April 25.—Trade during past week or so has been none too brisk. In fact most jobbers are willing to concede

that during past month there has been no overrush. However, trade is no more quiet than other years at this season. Another consideration is backwardness in opening up of spring season. "Trade in sugar," said one jobber, "has been slow, and it naturally makes a considerable difference in total sales."

Prospects are however, bright and confidence is expressed that near future will see greater activity. For one thing navigation will shortly be opening in earnest on the lakes and this will help a great deal. Retailers are awaiting the lower rates and wholesalers already have considerable business booked to go forward as soon as the better freight rates can be secured.

Country roads are also improving and farmers will be enabled to get out to make purchases. Retailers stocks in many lines such as dried fruits and canned goods are getting into smaller compass and will soon have to be replenished. Add to this the fact that housecleaning articles are beginning to move out and you have the reason for rosy dreams on the part of wholesalers.

Sugar continues weak under easy raw market caused by heavy receipts from Cuba. Demand for refined is dull. Refined in Toronto is $5.45 per cwt. as against $4.70 a year ago.

It was pointed out some time ago that cotton was moving upward and that a firming in cotton twine was not unlikely. It continued in this direction and dealers in cotton twine have recently advanced prices 1 cent per pound.

An exceptionally good demand is noted for pickles this spring. In fact all during winter there has been better demand than usual. Reason probably is that on account of high prices of vegetables last year housewives did not put away many pickles and have to rely on the grocer for these now. This and fact that palate demands some of these appetizers in spring is good reason why retailers should give pickles prominence.

Beans continue to hold a strong position. Big upward move which has been made in prices has naturally firmed pork and beans. It has been suggested that advance in these may become necessary. Some wholesalers are advising customers to purchase, using argument that pork and beans are staple lines anyway and at least will remain steady.

SUGAR.—Tone of sugar market still continues one of weakness, raws having continued easy and lower during past week. More definite and substantial news regarding what can actually be expected from Cuba is awaited. At prescent receipts of raws point to extremely favorable outturn and market has ruled weak. There are those who maintain, however, that planters have not sufficient storage facilities and are sending along their sugar and that this accounts for favorable showing which will mean less favorable conditions later on.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 50
Beaver, granulated	5 50
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUP AND MOLASSES. — Fact that corn still holds a stiff front accounts for present strength in corn syrups and starch. Position of these two lines is well maintained. Considerable business is still being done in syrups while approach of warmer weather will mean a larger demand for starch.

Weakness in sugar has had tendency to to break faith in molasses situation but conditions seem to indicate quite a steady undertone. Demand from retailers for this line continues routine.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 20
½ gals, 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 00
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 00
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—It is pleasing to note that here and there are wholesalers who note greater activity in dried fruits. With more than one firm, prunes have recently taken on more life denoting reduced stocks in retailers' hands.

Tone of prune market continues easy both locally and at coast points. Local jobbers are well supplied, and to induce business, lower prices have been quoted by many firms. No doubt on certain sizes, sales are being made by some firms at figures below quotations, but owing to variations in prices of different houses, it is difficult to get an exact line on values. Apparently larger sizes are in most plentiful supply here.

Figs as pointed out before are getting into smaller compass and are firm. Layer figs are well cleaned up, fanciest varieties being about done. Tapnets are also in rather scant supply for season.

Dates are in much same condition as figs, and are considered good property. Valencia raisins are quoted ¼ cent under quotations by some firms. Seeded raisins continue easy on the coast.

Prunes—	
30 to 40, in 25-lb. boxes	0 12½ 0 13½
40 to 50, in 25-lb. boxes	0 11½ 0 12½
50 to 60, in 25-lb. boxes	0 11 0 11½
60 to 70, in 25-lb. boxes	0 10½ 0 11
70 to 80, in 25-lb. boxes	0 10 0 10½
80 to 90, in 25-lb. boxes	0 09 0 09½
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes, ¼ cent less.	
Bosnia prunes	0 08½ 0 09
Apricots—	
Choice, 25-lb. boxes	0 22
Slabs	0 20
Candied Peels—	
Lemon	0 10 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs, 2 to 2½ inches, per lb.	0 09 0 13
Tapnets	0 04½ 0 04½
Bag figs	0 05 0 07
Evaporated peaches	0 15 0 17
Dried apples	0 09½ 0 10
Evaporated apples	0 10½ 0 11½
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Vostizzas	0 10 0 12
Uncleaned, ¼c less.	
Raisins—	
Sultana, choice	0 12 0 14
Sultana, fancy	0 14½ 0 15½
Valencias, selected	0 08 0 08½
Seeded, 1 lb. packets, fancy	0 08¾
Seeded, 16-oz. packets, choice	0 08¼
New Dates—	
Hallowees—	
Full boxes	0 06½
Package dates, per 1 lb.	0 07
Fards, choicest, 12-lb. boxes	0 09½ 0 10½
Fards, choicest, 60-lb. boxes	0 08½ 0 07

TEA.—No particular alteration in local situation. A report from London says that notwithstanding present adverse industrial conditions, demand continues active and testifies to inherent strength of the position.

Shipments from Colombo to the United Kingdom during March were 350,000 lbs. over those for 1911, and the estimate for April is an increase of 1,250,000 lbs. over 1911. London advices from Colombo are to the effect that yields are still improving. These facts may have the effect of weakening prices for the time being of the lower grades of Ceylon tea, but large dealers do not anticipate an easier market for goodliquoring Indian and Ceylons for some time.

COFFEE.—Nothing in situation to denote any variation from present steady to firm position. Market is well maintained by strong statistical position and fact that it is in strong hands. Demand from retailers is normal.

Rio, roasted	0 23 0 24
Green, Rio	0 19 0 20
Santos, roasted	0 24 0 25
Maricaibo, roasted	0 24 0 25
Bagotas	0 27 0 28
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Gautemalo	0 25 0 26
Jamaica	0 24 0 25
Chicory	0 12 0 13

SPICES.—Trade is somewhat healthier and prospects are bright. No special features to prices. Future of some lines is rather uncertain. Mace looks strong. New crop futures in China cassia due late summer or early autumn are lower.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	80—0 70	70—0 90
Cassia	20—30	85—1 15	95—1 35
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	50—85	.....	0—2 75
Nutmegs	30—45	90—0 00	1 80—2 00
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	16—20	75—0 00	75—0 90
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16¾ 0 17¾

NUTS.—Some firms quote shelled walnuts at 28 cents. Brazils are worth

around 15 cents with tendency downward with larger quantities of new crop arriving.

Peanuts are taking on more life. A report from producing section of United States says present situation on farmers' stocks is firm and supply left in their hands small.

"Stocks of farmers' goods," says a Southern report, "are lighter than last year at the principal markets, and the situation is strong from a statistical standpoint and with average trade conditions the supply of Virginia and Spanish peanuts will be exhausted before the new crop is ready for market."

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	....	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

RICE AND TAPIACO.—Demand on fair level in both these lines. Nothing new that would have influence on prices but values are well maintained. Correspondence from East note steadiness in fancy lines. Considerable strength in United States markets.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	....	3 45
Rice, standard B., f.o.b. Toronto	....	3 85
	Per	lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 06
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

BEANS.—Holder's ideas on beans continue firm. Stocks in farmers' hands and at principal centres are small, demand is good and considerable period yet to go before new crop will be available.

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.		0 08

CANNED GOODS.

TORONTO.—Peas and corn are quoted lower in Montreal, at least by some firms, but local wholesalers maintain quotations and most of them say there is nothing to warrant a break in prices as there is no over-supply and end of season will find decks well cleared. There are said to be some firms who on account of temporary quietness had a slight attack of "cold feet" but one wholesaler pointed out that it is usual for late winter to be marked by this lull but that now is the commencement of a good selling season and that these lines should commence to move more freely. Spring naturally brings green peas to mind, and canned article is next best thing, and not a bad substitute either.

Salmon maintains its strong position, and there are indications of strong market, especially on sockeyes again this year as being another "lean" year, pack cannot be expected to increase. Naturally under high prices there is tendency either to use cheaper article or purchase best article in smaller packages. Latter seems to be line followed, as people who have once used good salmon always want it. For this reason sale of 1-2 lb. tins has been increasing during past couple of years.

High prices for beans has caused firmness to pork and beans, and it has been suggested that conditions may come to such a stage that an advance will be necessary in prices. Manufacturers point out that not only have beans advanced, but everything else connected with manufacture, including solder, cans, nails and cases have been on increase. They say no advance will be made until absolutely necessary, but that profits are now clipped to a pretty close margin.

FRUITS.	Group A.
3's—Apples, preserved	1 82½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	6 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 82½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 57½
2's—Peaches, white, heavy syrup	1 92½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 57½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 52½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 37½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 57½
Gal.—Pears, pie, peeled	4 57½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 47½
3's—Plums, heavy syrup	1 47½
Gal.—Plums, standard	3 57½
2's—Plums, egg, heavy syrup	1 47½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 92½
Gal.—Plums, Green Gage, standard	4 77½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	8 57½
2's—Cherries, white, pitted, heavy syrup	2 57½
2's—Cherries, white, not pitted, heavy syrup	1 57½
2's—Currants, black, heavy syrup	2 02½
2's—Currants, black, preserved	2 32½
Gal.—Currants, black, standard	5 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½
2's—Currants, red, preserved	2 32½
Gal.—Currants, red, standard	5 32½
Gal.—Currants, red, solid pack	8 32½
2's—Gooseberries, heavy syrup	2 30
Gal.—Gooseberries, standard	7 05
2's—Lawtonberries (blackberries), hy. sy.	1 82½
2's—Lawtonberries, preserved	2 02½
Gal.—Lawtonberries, standard	7 07½
2's—Pineapple, sliced, heavy syrup	2 27½
2's—Pineapple, grated, heavy syrup	2 27½
2's—Pineapple, whole, heavy syrup	2 27½
3's—Pineapple, whole, heavy syrup	2 37½
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 30
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 30
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57½
3's—Rhubarb, preserved	2 32½
Gal.—Rhubarb, standard	3 57½
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 30
Gal.—Strawberries, solid pack	9 55

Group B. is 2½c lower than above.

VEGETABLES.	Group A.
2's—Beans, red kidney	1 17½
2's—Beets, blood red, Simcoe	1 02½
2's—Beets, whole, blood red Rosebud	1 32½
3's—Beets, sliced, blood red Simcoe	1 37½
3's—Beets, whole, blood red Simcoe	1 42½
3's—Beets, whole, blood red Rosebud	1 57½
3's—Cabbage	1 02½
2's—Carrots	1 02½
3's—Carrots	1 32½
2's—Cauliflower	1 70
3's—Cauliflower	2 12½
2's—Corn	1 09
Gal.—Corn on cob	1 10
3's—Corn on cob, golden dwarf	4 82½
2's—Parsnips	1 82½
3's—Parsnips	1 17½
3's—Pumpkins	1 02½
Gal.—Pumpkins	3 15
3's—Squash	1 17½
Gal.—Squash	3 37½
2's—Succotash	1 17½
3's—Tomatoes	1 65
Gal.—Tomatoes	4 82½
3's—Turnips	1 17½
2's—Asparagus Tips	2 57½
3's—Beans, golden wax	1 42½
2's—Beans, golden wax, midget, Auto brand	1 30
2's—Beans, golden wax	1 25
3's—Beans, golden wax	1 42½
Gal.—Beans, golden wax	4 27½
2's—Beans, refugee or valentine (green)	1 15
3's—Beans, refugee (green)	1 42½
2's—Beans, refugee, midget, Auto brand	1 32½
2's—Peas, extra fine sifted, size 1	1 80
2's—Peas, sweet wrinkle, size 2	1 40
2's—Peas, early June, size 3	1 35
2's—Peas, standard, size 4	1 30
2's—Spinach, table	1 62½
3's—Spinach, table	2 27½
Gal.—Spinach, table	6 02½

Group B is 2½c lower than above.

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, dozen	2 50
½-lb. flats, dozen	1 60
1-lb. flats, dozen	2 65
Other salmon prices are—	
Humpbacks, dozen	1 35
Pinks	1 35
Cohoes, per dozen	1 90
Red Spring, per dozen	2 10
Northern River Sockeye	2 25
Lobsters, halves, per dozen	2 45
Lobsters, quarters, per dozen	3 00
Lobsters,	1 75

CANNED POULTRY AND SOUP.

Chicken	4 80
Turkey	4 80
Ducks	4 80
Soup, 2's	2 40
Soup, 1's	1 90

MANITOBA MARKETS.

POINTERS—

Beans—Strong advance, 10 cents.

Syrup—Dearer.

Sugar—Steady

Winnipeg, April 25.—The excitement and unrest resulting from the Titanic disaster has somewhat upset business conditions during past week and trade locally has been somewhat dull. There has, however, been no falling off in country orders and city is already assuming its normal conditions.

Beans and syrups are strong. They have advanced in price and are yet in an unsettled condition.

Shelled almonds have advanced a cent and Brazil nuts have declined four cents. Things are, however, somewhat quiet in the nut trade at present.

In general, prospects are very good. Weather in April so far has been favorable to work of getting in crops and a large acreage is already sown. The grain markets are strong with prices advancing, thus insuring a good turnover for large balance of crop yet unmarketed.

Collections are still reported slow but improving.

SUGAR.—No further changes in sugar prices are reported or anticipated. Demand is normal for time of year.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Icing sugar, in bbls	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUPS. — A further advance in syrups is recorded this week and market is by no means settled.

Syrups—		
24 2-lb. tins, per case	....	2 58
12 5-lb. tins, per case	....	2 98
6 10-lb. tins, per case	....	2 86
3 20-lb. tins, per case	....	2 87
Half-barrels, per cwt.	....	4 05
Barbados molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

DRIED FRUITS.—Prunes have now settled down to a firm basis and no immediate changes are expected.

New Prunes—	Per lb.	
90-100s, 25s, s.p.	....	0 08½
90-100s, 10s, s.p.	....	0 08½
80-90s, 25s, s.p.	....	0 09¼
80-90s, 10s, s.p.	....	0 09½
70-80s, 25s, s.p.	....	0 09¾
70-80s, 10s, s.p.	....	0 09¾
60-70s, 25s, s.p.	....	0 10¼
50-60s, 25s, s.p.	....	0 11¼
40-50s, 25s, s.p.	....	0 12¼
Cooking Figs—		
Choice boxes	....	0 05¼
Half boxes	....	0 05½
Half bags	....	0 04¾
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box	....	2 30
Fine, selected, 28s, s.p., per box	....	2 35
4-crown layers, 28s, s.p., per box	....	2 45
4-crown layers, 14s, s.p., per box	....	1 30
4-crown layers, 7s, s.p., per box	....	0 70
Ne plus ultra, 28s, s.p., per box	....	2 40
Currants—		
Dry, clean, per lb.	....	0 07½
Washes, per lb.	....	0 08
1-lb. package	....	0 08¾
2-lb. package	....	0 17¾

COFFEE.—Prices remain unchanged and there is no present indications of an ease up.

Roasted Rio, per lb.	....	0 22
Green Rio, 5's, lb.	....	0 17½
Green Rio, 7's, per lb.	....	0 16¾

NUTS.—A fair trade is reported. Almonds have advanced 1 cent and Brazils have fallen off 4 cents.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20

BEANS.—Beans are strong and prices have advanced ten cents.

Beans, 3-lb. picker, per bushel	....	2 75
Hand picked, per bushel	....	2 85
Peas, split, 100 lbs.	....	4 00

FRUITS AND VEGETABLES. —The fruit trade here shows decided improvement with the advent of warmer weather.

Oranges, navals	....	3 75
Bananas, bunch	....	4 50
California lemons, crate	5 00	5 50
Messina lemons	....	4 50
Limes, box	....	2 25
Cranberries, barrel	....	7 50
Grape fruit	....	7 50
Washington apples, box	....	3 00
Grapes	....	8 00
California celery	....	8 50
Cauliflower	....	4 00
Florida tomatoes, crate	....	6 00
California rhubarb, basket	....	2 00
Cucumbers, doz.	....	3 00
Strawberries, case	....	4 50

NEW BRUNSWICK MARKETS.

St. John, April 24.—Market in St. John during past week has been decidely active and there have been many changes in list of quotations on standard articles, with possibility of further being recorded before long. Re-opening of navigation on the St. John and Kennebecasis Rivers has given an impetus to trade, as the steamers for most part have resumed their summer routes and orders from up-river districts are encouraging. The provision market is strengthened from last week, and there is a strong upward tendency shown in several lines.

Rolled oats are thirty cents higher and cornmeal has likewise advanced, while the price of beans surpasses all records previously made in St. John. Still further advances are looked for. String beans in can also went up from fifteen to eighteen cents per dozen.

Increase in Manitoba flour was soon followed by an advance in Ontario and market is reported unsettled, so that more advances may be expected. Sugar market is in a weakened condition, while molasses is a little easier. Clear pork has gone up $2 a barrel and pure lard is two cents higher per pound, as are hams and bacon. Eggs remain unchanged in price, but butter is steady and shows little inclination of relief for some time.

Bacon	$	$0 15
Beans, hand picked, bus.	2 90	3 00
Beans, yellow eye, bus.	2 80	2 90
Butter, dairy, per lb.	0 26	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17½
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	....	0 24
Eggs, case	0 22	0 23
Finan Haddies	4 40	4 50
Fish, cod, dry	5 50	5 75
Flour, Manitoba	6 65	6 70
Flour, Ontario	5 85	5 90
Lard, compound, lb.	0 10¾	0 11
Lard, pure, lb.	0 13¾	0 14
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 33	0 34
Oatmeal, rolled	....	6 00
Oatmeal, std.	....	6 60
Pork, domestic mess	....	22 50
Pork, American clear	23 25	25 25
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$ 7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 50	5 60
Austrian granulated	5 40	5 50
Bright yellow	5 30	5 40
No. 1 yellow	5 00	5 10
Paris lumps	6 50	6 60

SMUGGLING GOING ON.

So Claim Merchants of Chilliwack, B. C., Who Will Ask for Better Tariff Enforcement.

Chilliwack, B. C., April 25.—(Special) —The Chilliwack Merchants' Association is to ask the Government for better enforcement of the tariff at Sumas and other points on the south of their territory and lying against the boundary of the United States. It is declared that groceries, shoes, millinery, dry goods, boots and shoes, etc., are brought in over the border by farmers, who have little difficulty in eluding the customs officer. Sumas and other towns are located right on the boundary, and special efforts are made by the business men there to secure the Canadian border trade. This is felt particularly by the merchants in the Chilliwack district.

The Chilliwack association is not altogether agreed on the question of the summer half-holiday. The reason is that some adhere to the decision of the majority, while others do not, and dissatisfaction is the result. An effort will be made to get a unanimous agreement on the matter, either one way or the other.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Egg Cases.

Editor Canadian Grocer.—Will you kindly oblige us by giving us the names of manufacturers of egg cases, 30 dozen size.

The Northway Co.

Orillia, Ont.

Editor's Note.—Among the manufacturers of these are Firstbrook Box Co., 283 King Street E., and the C. Beck Mfg. Co., Esplanade E., both of Toronto.

A WARNING.

Breathes there a man with soul so dead,
Who never to himself hath said—
"My trade of late is geting bad,
I'll try another ten-inch ad.?"
If such there be go mark him well;
For him no bank accounts shall swell,
No angel watch the golden stair,
To welcome home a millionaire.
The man who never asks for trade
By local line or ad. displayed,
Cares more for rest than worldly gain,
And patronage but gives him pain.
Tread lightly, friends, let no rude sound
Disturb his solitude profound;
Here let him live in calm repose
Unsought except by men he owes.
And when he dies, go plant him deep
That naught may break his dreamless sleep;
Wherein no clamor may dispel
The quiet that he loved so well;
And that the world may know its loss,
Place on his grave a wreath of moss;
And on a stone above: "Here lies
A chump who would not advertise."

What is the secret of success in business? Selling the people what they want? asks a salesman.

No, not exactly, he says. It's educating them into wanting the things you have to sell.

Strong Front to Manitoba Flour

Under Strong Wheat Market—Recessions That are Probable in Millfeed Also Tend to Firm Flour—Crop Scare News Continues to Sway Grain Markets—Rolled Oats and Cornmeal in Steady Position.

Manitoba flour is steady to firm at last week's advance of 10 cents per barrel. It is considered as holding quite a strong position, and there has been some talk of another advance in price.

Strong wheat market, especially for good milling wheat, is responsible, at least in part, for firmer feeling. Another factor is that coming of grass and consequent slackening of demand for mill feeds will cause a recession in prices of bran and shorts that will tend to firm flour. During winter, high prices which millers have been receiving for these by-products has allowed a little less weight to be thrown on flour than would otherwise be the case. Now easiness apparent in feeds will work for firmer feeling in flour.

It is probable that opening of navigation with lower freight rates will balance to some little extent this firmness. Just how much it will lack of balancing it up is the question. While at this time last year, navigation on lakes was taking on life, activity as yet this spring is lacking. This, with freer delivery of raw material and cheaper rates, is patiently awaited by dealers.

Crop scare news is being taken full advantage of on the big grain markets of world by those interested. Up and down with marked irregularity, the wheat barometer continues to move as one report after another brings alarm to bulls or bears. Chicago is especially marked by scare news of a sensational nature. Alarming reports will bring a wild buying rush with upward move in prices, only to be followed later by a contradiction or some favorable report that will send prices scurrying in opposite direction. On whole, however, markets exhibit strength, and Canadian values are according affected.

Rolled oats and cornmeal both hold a steady position by reason of high level at which raw material prices are ranging.

Canadian visible wheat supply this week is 31,092,000 bushels against 29,797,000 last week and 13,762,000 bushels a year ago. United States visible wheat decreased 1,800,000 bushels last week.

MONTREAL.

FLOUR.—Nothing new has developed in flour since last mention. Values are repeated and likely to maintain same level for some time.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	....	5 80
Manitoba straight patents, in bags	....	5 30
Manitoba strong bakers, in bags	....	5 10
Manitoba second, in bags	....	4 70

CEREALS.—A strong market features cereals this week. Values remain as previously reported.

Fine oatmeal, single bag lots	....	2 90
Standard oatmeal, single bag lots	....	2 90
Granulated oatmeal, single bag lots	....	2 90
Bolted Cornmeal, 100 bags	....	2 25
Rolled oats, jute bags, 90-lb., single bag lots	....	2 65
do., cotton bags, 90-lb., single bag lots..	....	2 70
Rolled oats, barrels	....	5 55
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—Manitoba flour is steady and firm at last week's advance of 10 cents per barrel and there has even been some talk of a further upward movement in price. Recession in mill feed, which is bound to follow the coming of grass, is considered as a factor in firming prices, while strong position which good milling wheat is holding also works for present strong feeling.

Ontario wheat continues firm in sympathy with small offerings and general trend of wheat prices. Last week's higher figure on blended flour is generally observed, while straight roller is firmer and higher at around $4.15.

Manitoba Wheat.		
1st patent, in car lots	....	5 70
2nd patents, in car lots	....	5 30
Strong bakers, in car lots	....	5 10
Feed flour, in car lots	3 00	3 20

Winter Wheat.		
Straight roller	....	4 15
Blended	4 75	5 25

CEREALS.—Springtime is said to be less conducive to demand for heavier cereals than colder weather of winter, but reports would seem to indicate that trade is standing up well under the somewhat unfavorable conditions by reason of warmer weather.

Rolled oats are steady at high price under strong front of the raw material. Corn meal also maintains a steady to firm position.

Rolled oats, small lots, 90-lb. sacks	....	2 65
Rolled oats, 25 bags to car lots	....	2 55
Standard and granulated oatmeal, 98-lb. sk.	....	2 80
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	....	2 25

Rolled oats in cotton sacks, 5 cents more.

MILL FEED.—Although actual reductions in prices are absent, there is easiness ahead in bran and shorts. Coming of grass will reduce demand for these lines and recessions in values are looked for.

WINNIPEG.

FLOUR AND ROLLED OATS.—Flour prices are firm and may advance at any time.

1st patents, cwt.	2 95	3 00
2nd patents, cwt.	2 65	2 70
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 85
40 lb. sack	....	1 10
80 lb. sack	....	2 15

CATALOGUES AND BOOKLETS.

The Wm. Cane & Sons, Newmarket, Ont., have just issued an attractive catalogue. Half-tone cuts in color show their various lines of washboards, butter moulds, egg carriers, woodenware, etc. These cuts are on a white background with a chain border in brown, edged with a yellow tint. Descriptions of the various lines are given on the pages opposite the cuts. A cut of the factories, in colors, appears on the outside back cover.

Pineapples Coming into the Limelight

Larger Receipts and More Interest Being Directed to Them—Yet Selling for Table Use Only—Tomatoes Moving Out Well—Quality is Good—Shipments of Celery on Decrease—Florida Will Shortly Have New Potatoes to Offer.

Pineapples are beginning to move forward into the limelight. Receipts have been on a larger scale and more interest has been directed to them under slightly easier values and season is shortly expected to get under way in earnest.

Past week has been marked by larger receipts on Canadian markets, supplies coming from Cuba. Some Porto Rico stock will put in an appearance shortly, while Forida will later on contribute her share of supplies. Prices at present make sales only possible for table use, but within three weeks or a month dealers should be able to push them for preserving purposes.

Trade in oranges on Canadian markets is confined mostly to California stocks. Mexicans are also on offer. Navels exhibit just slightly easier tone, due no doubt to influence of arrival of some stock of none too fancy quality. A New York receiver says regarding oranges:—

"The navel ranges will be on the market till well along in June. Our advices are that the Valencia crop this season will be fully 25 per cent. short of that of a year ago. Growers on the Coast are even now asking $3 to $3.50 per box f.o.b. for shipment in June. We find in arrivals of navels that some lots coming forward in iced cars show 10 per cent. decay, while a few shipments on the market in ventilated cars were sound."

Tomatoes show little variation in price, but quality, which was somewhat lacking for a time, is now good and they are going out well. Season on east coast of Florida is nearing an end and fact that other sections are a little backward tends to steady market. Florida celery shipments are about over, but most Canadian markets have some stock ahead, while there is yet green-top variety available, which is a fine keeper in cold storage. Florida reports sizes now running mostly fours.

Egyptian onions continue reasonable and are selling well. Texas Bermudas will be commencing to come forward shortly. They come in 50 lb. crates and on account of quality are higher than Egyptians. Other producing sections for new crop onions at present are Mexico, Cuba and Bermuda.

Bermuda is supplying our new potatoes at present, but Florida will soon begin to lend a helping hand.

MONTREAL.

GREEN FRUITS.—An active market for week is reported in green fruits. Demand is exceptionally good, with values subject to decline, resulting from free shipments and most satisfactory weather. Apples are beginning to show signs of scarcity. McIntosh Reds and Greenings have dropped from the market. Limes and pineapples have put in their appearance and are meeting with inquiries.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Box cranberries	....	3 00
Cranberries, N.S., bbls.	10 00	11 00
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	....	3 00
Limes, box	....	1 50
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cubans, cases of 24	4 00	4 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

VEGETABLES.—There is a satisfactory market noted in vegetables, declining of week. New potatoes are more scarce ing prices, in most lines, being feature than ever and are now quoted at $10 per bbl. Boston lettuce is still advancing. Cuban onions are now on the market.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, bbl.	....	4 00
Florida celery	3 25	3 75
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	10 00
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	4 25
Fancy	....	4 75
Turnips, per bag	....	1 00
Cuban Onions	....	5 00

TORONTO.

GREEN FRUITS.—Thanks to somewhat warmer weather, there is a little more life to local fruit trade. Pineapples are engaging more attention and are easier at $4.50 per case. Some Porto Rico stock is expected in this week. Florida will not arrive until later on.

Apples, as pointed out before, are getting into smaller compass and accordingly commanding slightly firmer prices. Florida grapefruit is at an end. Cuban is available. Bananas are selling better by reason of warmer weather.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	5 50	6 00
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Northern Spies, No. 1	5 00	5 50
Pineapples, case of 24	....	4 50
Pineapples, cases of 30	....	4 50
Strawberries, Louisiana, pints	....	0 15

VEGETABLES.—Among lines of new goods offered that will serve to coax appetites of customers, are spinach, green and wax beans, green onions, radish and lettuce by dozen and hamper, cabbage, asparagus, cucumbers and tomatoes.

There is a good supply of celery at $3 to $3.50 per case. Tomatoes are of good quality, and selling at $3.75 to $4.

There was a somewhat easier feeling in potatoes at beginning of week, some dealers quoting New Brunswick Delewares at $2. Others maintained prices at $2.10. Opening of pits is bringing out somewhat larger supplies of Ontario, but not sufficient to have any great bearing on situation. Sweet potatoes are scarcer and higher at $2.65 per hamper.

Asparagus, large	....	0 50
Asparagus, small, doz.	....	1 50
Cabbage, new, per crate	....	5 00
Canadian beet, per bag	....	1 50
Carrots, bag	....	1 75
Celery, Fla., per case, 5 to 8 doz.	3 00	3 50
Turnips, bag	....	0 80
Boston cucumbers, dozen	....	2 25
Boston head lettuce, dozen	....	1 75
New radish, per dozen	0 40	0 50
New radish, hamper	....	1 75
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 80
Onions—		
Green onions, dozen	....	0 25
Green onions, hamper	2 00	2 25
Egyptian onions, 110 lb. bags	4 00	4 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new Bermuda, bbl.	....	9 00
Sweet potatoes, hamper	....	2 85
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	....	1 00
Green and Wax Beans, hamper	....	3 00

Current News of the Week

Quebec.

The Montreal grocery clerks will hold their annual picnic at Valleyfield, Que., on June 23rd. They will be met there by the grocers of that town and will head for the Exhibition grounds where sports, etc., will be held.

Stewart Menzies, of James Keiller & Sons, Limited, Dundee, Scotland, and London, England, manufacturers of marmalade, preserves, chocolates, jams, etc., is at present at the Windsor Hotel, Montreal. He will remain in Montreal for two weeks or so and will then pass through the larger centres to the coast, returning by the U.S.A. en route for Scotland.

Ontario.

Geo. Childs, grocer, Toronto, is succeeded by W. Vasey.

J. J. Vincent, Toronto, has purchased the grocery of J. T. James.

J. B. Murdoff, general merchant, Trenton, Ont., has sold to J. W. Collins.

D. S. Perrin & Co., London, Ont., will rebuild their plant on the present site on Dundas street.

Jos. H. Collis, export manager for J. S. Fry & Sons, Bristol, Eng., was in Toronto and Montreal during the week.

Hamilton Road Grocers' Association, London, Ont., have added May to the months in which the half-holiday rule will hold good this year, and the East London Retail Grocers' Association may adopt the plan.

The Swift Canadian Co., Toronto, intend to erect a seven-story cold storage plant at corner of St. Clair avenue and Keele street at a cost of $200,000.

Chas. E. Mountjoy, of the Mountjoy Fruit Co., London, Ont., died on Saturday. The wholesale fruit dealers of that city closed their places of business on Monday afternoon out of respect for his memory.

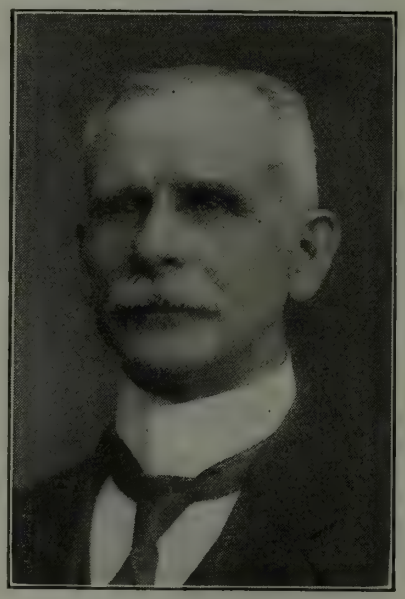
E. S. English, a London, Ont., grocer, accidentally broke his leg last Saturday night carrying a box of groceries into a customer's home.

Wallace Anderson, Toronto, has been appointed exclusive agent in Toronto and Ontario (except Hamilton) for the St. Vincent Arrowroot Growers and Exporters' Association. L. H. Millen will represent the association in Hamilton.

Milton Dierlamm has severed his connection with J. Ritter, general merchant, Millbank, Ont., and gone to Ripley to enter into partnership with George Emmerton in a similar business.

Roy Owen has taken over the business of his father, who conducted a general store at Poplar Hill, Middlesex, Ont. The latter is removing to Delaware.

Robinson Swinn, who for many years conducted a grocery business in St. Thomas, Ont., with his brother, under the name of Swinn Brothers, and who for a couple of years has been living in Salt Lake City, has leased a store at Luton, Ont.



J. A. McINTOSH, Hamilton,
A member of the Executive of the recently organized Ontario Retail Grocers' Association.

George Blackwell, for 13 years general merchant at Komoka, Ont., has sold to Mr. Foster, of Evelyn, and will go West.

The British Canadian Canners, Hamilton, Ont., have appointed Wallace Anderson, sales agent for Toronto. They will have five factories in operation this year and next season expect to add an additional five or more.

The factory of the American Can Co., Hamilton, Ont., was damaged to the extent of about $15,000 on Tuesday in a fire in which the night watchman, Charles Warren lost his life. The management say the manufacturing part of the establishment will not be crippled. The part that was damaged was the paper can department.

The Bulk Sales Act has gone down to defeat in the Ontario Legislature for the second time. A couple of sessions ago it was brought before the house but did not meet with favor, being considered as class legislation. This session the bill was introduced by W. D. McPherson and it seemed quite possible that it might become law. But when it came up for the third reading in the house, it once more suffered defeat.

Western Canada.

Edward Jennette, has purchased the general store of Eccles & Metcalfe, Spruce Grove, Alta.

F. R. Collins, general merchant, Radisson, Sask., has sold to J. B. Sample.

G. F. & J. Galt, wholesale grocers, Calgary, Alta., have sold to Campbell, Wilson & Horne, Ltd.

William Braid has retired from active participation in the business of William Braid & Co., wholesale coffee and spice dealers, Vancouver, B.C. This firm was established twenty years. The business has been taken over by James Beveridge, who has been connected with the company for seventeen years. Mr. Braid will visit Scotland this summer, and when he returns will devote his time to private interests.

R. D. Dinning, who has been secretary of the Vancouver Retail Grocers' Association, has resigned to join James Roy, who is secretary of several of the wholesale organizations. Mr. Dinning has been with the grocers three years. Of late he has been secretary also of the B.C. Hardware Dealers' Association, and it is not improbable that he will retain this connection. It has not yet been decided who will be Mr. Dinning's successor. The association has been advertising for an assistant secretary, and very likely two men will hereafter do the work, one on the outside and the other in the office.

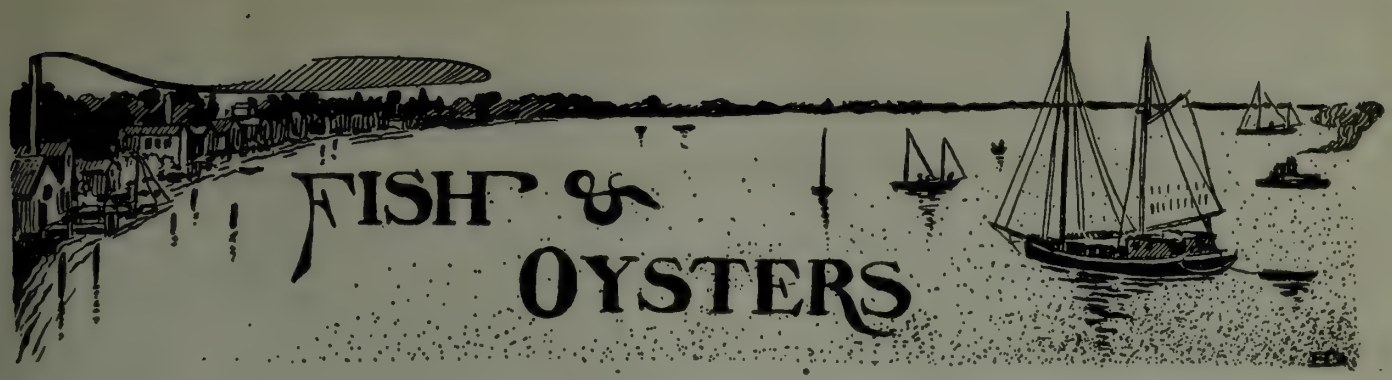
THE BUTCHER'S HOUN'.

The bad little boys in this ol' town
Are always pulling my sausage down;
I don't care if it was a houn'
They gotta quit pullin' my sausage down.

WORTH AT LEAST $10.

Finlay & Glover, Port Stanley, Ont., write of The Canadian Grocer as follows:—

"We appreciate your valuable paper, and would not be without it for five times the subscription price."



Trade Awaiting Supplies of Fresh Fish

Which Are Smaller Than Usual for This Time of Year—Demand Will Turn to Fresh Varieties as Season Advances—Frozen Fish of Good Quality Still Available—End of Oyster Season Near at Hand.

Lack of supplies of fresh fish is still a considerable obstacle to trade, and dealers are awaiting until supplies sufficiently increase to switch demand over more to this variety. As pointed out last week, amount of fresh fish offering from coast points is small, while fishing on lakes and rivers has been held back by slowness with which ice has disappeared.

Demand will gradually turn to fresh varieties as season advances and supplies make it possible. However, there is still some little trade in frozen lines which are procurable, thanks to cold storage, in good condition and which are lower in price than fresh.

Oyster season is on the wane and will soon have passed into history for another year. Oyster dealers seem to be quite well satisfied with the season. It has had its bad spots but taken on the whole since it opened in September last volume of sales has been quite satisfactory.

QUEBEC.

MONTREAL.—Fish market is wanting in features. Call for the season is brisk and prices tend to go higher owing to shortage in some lines. For week, whitefish and steak cod have advanced.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 06½
Steak, cod	....	0 06
Mackerel	....	0 10
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	....	0 09
Whitefish, small, lb.	....	0 06

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	....	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	....	5 50
Shredded cod, 2 doz. in box, per box	....	2 10
Boneless strip cod, 30-lb box	....	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	....	10 00
New Labrador herring, per bbl.	....	5 50
New Labrador herring, per half bbl.	....	3 00
No. 1 mackerel, pail	....	2 00
No. 1 mackerel, half bbls.	....	8 00
Lake trout, kegs	....	6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.	....	0 06
Salt sardines, bbls.	....	5 00
Salt sardines, half bbls.	....	2 75
Lake trout, half barrel	....	6 50
Scotch herring	....	6 50
Scotch herring, keg	....	1 00
Holland herring, half bbl.	....	5 50
Holland herring, keg	....	0 75
Boneless new herring, 10-lb. boxes	....	0 12½

SMOKED.

Bloaters, box	....	1 10
Yarmouth bloaters, fancy, per box	....	1 25
Haddies, fancy, 15-lb. boxes, per lb.	....	0 07
Fillets, fancy, 15-lb. boxes, per lb.	....	0 10
Herring, new, smoked, per box	....	1 18
Kippers (small) per box of 50 fish	....	1 10
Smoked salmon, per lb.	....	0 25

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	....	1 40
Oysters, bulk, selects	....	1 60
Oysters, fancy cape, large bbls.	....	9 00
Solid meats—Standards, gal., $1.75; selects, gal.	....	2 00
Boiled lobsters, per lb.	....	0 20

ONTARIO.

TORONTO.—Trade is still hampered by lack of supplies of fresh fish, which are being held back as explained last week by tardiness of ice in disappearing from inland bodies of water, thus preventing fishing. Halibut is selling well. Pike and suckers are recent additions to supplies. Trout fishing commences on May 1.

Oyster trade is at low ebb, and end of season is not now far distant.

Prices show no change.

FROZEN FISH.

Gold eyes	....	0 05
Pike	....	0 05
Whitefish	0 09	0 11
Red salmon, headless and dressed	0 11	0 12
Bluefish	0 11	0 12

FRESH CAUGHT FISH.

Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	....	0 12
Flounders	....	0 07½
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 08
Pike	0 08	0 09
Suckers	....	0 05

SMOKED.

Kippers, per box	....	1 15
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Digby herring, per bundle	....	0 85
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65

PICKLED.

Oysters, selects, per gallon	1 70	1 75
Oysters, standards, per gallon	....	1 55
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 30
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NEW BRUNSWICK.

ST. JOHN.—Sardine season opened last week but run of sardine herring so far has been light, and, though operations have been started in some canneries, there has been little material to work with thus far. This the fishermen do not regard as serious, however, as run commences at different times in different years, and what they lose now will be easily amended for, it is thought before close of season.

At present there are some matters in difference between Charlotte County weir owners and weir fishermen's union, and the U. S. sardine packers over matter of prices at weirs for ensuing season. The annual meeting of the Weir Owners' Association was held recently in St. George, and a price fixed for sardine herring, but the U. S. packers claim that conditions of the packing industry do not warrant their paying the prices fixed by union and they have asked for an opportunity to lay their views before the fishermen. A conference has, therefore, been arranged.

Supply of fish on local market during past week has been fair, and easily enough to meet demand.

WINNIPEG.

WINNIPEG.—A satisfactory business is doing with a steadily increasing demand for salted and pickled goods.

Fish—		
Lake Winnipeg whitefish, lb.	....	0 09
Fresh pickerel	....	0 08
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, doz.	....	0 10
Jackfish	....	0 04
Fresh goldeyes	....	0 04
Kippers, box	....	2 00
B.C. frozen salmon	....	0 10
Lake trout	....	0 07
Halibut	0 07¾	0 08
Bloaters, per box	....	1 50
Mackerel	....	0 11
Smelts	....	0 12
Extra smelts	....	0 15
Stoles	....	0 07
Smoked goldeyes, doz.	....	0 50
Norwegian herrings, per case	....	5 75
Labrador, per half barrel	....	4 40
Holland, kegs	....	0 65

Produce & Provisions

What is Keeping Eggs From Going Down?

Decline Predicted by Dealers As Yet Quite Small—Several Explanations Are Offered—Someone Apparently Putting Stocks Away at High Price—Butter Continues on Downward Trend—New Cheese Is Easy—Provisions Steady to Firm.

Some little time ago, or to be more exact immediately after the passing of Easter with its accompanying big demand, wholesale dealers quite freely predicted that eggs were booked for a decline in price. There were not a few who declared that values must go down. In making this statement they pointed to the fact that production would gradually increase. They also said that time to commence to put away stocks in storage had about arrived, but that prices must go lower to allow of this. And still prices remain steady at a figure little below Easter price. Values at larger centres are just as high as a week ago, while steadiness was noted at majority of Saturday markets in smaller centres. What is the reason?

Lack of industry on part of the hen cannot be given as cause, for production has been on increase. No doubt present situation is partly due to larger consumptive demand than usual, caused by high prices of other foods. Many believe there is also another factor. While dealers at larger centres declare that values are considerably too high to warrant any stocks being stored, there is no doubt that somewhere along the line some one is putting them away. That there are certain dealers with contracts to fill who must make sure of storage supplies is the explanation of one. That dealers, uncertain as to May weather, are making sure of the cool weather eggs by storing now is another, while a third reason offered is that many country dealers, remembering high figure that eggs have reached in recent winters have equipped themselves with storage facilities and, dreaming of fancy prices which they hope to attain next winter, are willing to store at present prices. "Is some one running a big risk?" is a question asked.

Butter, however, is following predictions more accurately and easiness under increasing supplies has been order of week. Receipts are increasing and wholesale dealers prefer to keep the decks as clear as possible from day to day, feeling that values have yet some distance to go before reaching rock bottom. Taking Cowansville, Que., as we did last week as an example, we are enabled to judge the trend. On April 6, price on that market was 35 1-2 cents. On April 13 it was down to 31 5-8 while Saturday last found them hovering around 28 cent mark. Retailers, in view of easiness, are operating on a hand-to-mouth basis.

Old cheese remains in scant supply and firm. New cheese shapes in opposite direction. Already there has been a considerable decline from price of first offerings and the end is not yet. Easiness is looked for as production increases. Already England is showing interest in new make and is ready to do business ahead providing dealers can buy at right price.

Tone of provisions is one of steadiness under well maintained hog market. Smoked and cooked meats as well as lard are moving quite freely and prices are firm with some further advances noted at certain centres.

MONTREAL.

PROVISIONS.—In sympathy with trend of live hogs during past month or so, as well as larger demand which spring has brought forth, provision and lard prices have gradually been moving upward, and are still steady to firm at present higher prices.

Large quantity of lard has been moving into consumption with consequent firming and advance in price.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 15½
Spiced roll bacon, boneless, short, per lb.	0 13
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 40 — 9 60
Hogs, dressed, per cwt.	12 25 — 12 50
Pure Lard—	
Boxes, 50 lbs., per lb.	0 13¾
Cases, tins, each 10 lbs., per lb.	0 14¼
Cases, tins, each 5 lbs., per lb.	0 14¾
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs. net, per lb.	0 14¼
Pails, tin, 20 lbs. gross, per lb.	0 13¾
Tubs, 50 lbs. net, per lb.	0 14
Tierces, 375 lbs., per lb.	0 13¾
One pound bricks	0 13¼
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10
Pails, wood, 20 lbs. net, per lb.	0 09¾
Pails, tin, 20 lbs. gross, per lb.	0 09½
Tubs, 50 lbs. net, per lb.	0 09½
Tierces, 375 lbs., per lb.	0 09¼
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	25 00
Bean pork	17 00
Canada short cut back pork, bbl., 45-55 pieces.	25 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	25 00
Heavy flank pork, bbl.	23 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—As anticipated in previous reports would be the case, butter has continued on decline, further reductions being noted in all varieties this week. If supplies continue as free as expected, further easing can be looked for.

Creamery	0 30	0 30½
Dairy tubs, lb.	....	0 28
Fresh, dairy rolls	0 27	0 28

EGGS.—Eggs are still declining a little and may reach long expected 25 cent mark before end of week. Demand has greatly increased, but supplies are equal to occasion.

New laids	0 25	0 27

CHEESE.—As predicted last week, cheese has offered a decline in price. Western manufacturers are responsible for change, and claim prices will go still lower. Demand is normal.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Nothing of importance has moved the market for poultry. Large dealers claim, however, that a change may take place within a couple of weeks, with nearing of navigation opening.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—The same unmoving market is reported. Demand is seasonably good with values repeated.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—Although some slight weakening at times during week, values

on live hogs are about on a par with a week ago. Supplies still continue small. Dealers are wary about making any definite prediction regarding future of prices, being uncertain as to just what quantity of hogs there are in the country.

Provisions remain steady to firm, smoked hams having expanded another 1-2 cent during week. Firm position of lard has been maintained with several firms quoting 1-4c. per lb. higher.

Smoked Meats—		
Light hams, per lb.	0 17	0 17½
Medium hams, per lb.	0 16½	0 17
Large hams, per lb.	0 15	0 15½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 12	0 12½
Shoulders	....	0 11½
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	22 00	23 50
Cooked hams	0 23	0 25
Lard, tierces, per lb.	0 13¼	0 13½
Lard, tubs, per lb.	0 13½	0 13¾
Lard, pails, per lb.	0 13¾	0 14
Lard, compounds, per lb.	0 09	0 09¾
Live hogs, at country points	....	8 20
Live hogs, local	....	8 50
Dressed hogs	10 75	11 25

BUTTER.—As indicated in last issue, easiness has made itself noticeable by a quotable change in prices. Movement commenced last week still continues, and further reductions have been general this week with markets still marked by same tendency.

Of course, it is the increase in new make which is responsible for lower values, this being noticeable in both dairy and creamery. Prices at moment are somewhat unsettled, varying from day to day as increase or decrease in offerings affects immediate situation. Important point, however, is that tendency is easier.

	Per lb.	
Fresh creamery print	0 34	0 35
Creamery solids	0 32	0 33
Farmers' separator butter	0 30	0 31
Dairy prints, choice	0 29	0 30

EGGS.—Somewhere along the line is a factor which is keeping eggs from moving downward as dealers have expected for past couple of weeks would be the case. Quotations to retailers in Toronto remain unchanged from a week ago, while a review of last Saturday's provincial markets notes a general steady tone. Weather has been such as to coax the hen into industriousness, so we must look elsewhere for the cause. There is no doubt that continued big consumption is somewhat a cause of steadiness. While most local dealers declare it too risky to store at present figure, there is no doubt a portion of the trade is putting them away at present figure. Some have to make sure of supplies for their contracts. Others want to have some of the cool weather eggs put away.

New laid eggs	0 23	0 24

CHEESE.—With existing conditions, nothing but steadiness can be expected in old cheese. Smallness of stocks denotes that no weakening can be looked for.

With new cheese, which is on the market now, situation is different. There has already been a considerable decline from high point and end is not yet. As season advances and make increases tendency is downward.

Old Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½
New Cheese—		
Large	0 15	0 15¼
Twin	0 15¼	0 15½

HONEY.—With syrups in prominence, this is the draggy season for honey. Prices, however, maintain a steady position.

Honey—strained—		
White clover, 60-lb tins, per lb.	....	0 12
White clover, 10-lb. tins, per lb.	....	0 12½
White clover, 5-lb. pails, per lb.	....	0 13
Dark clover, 5-lb. pails, per lb.	....	0 12
Amber honey, 60-lb. tins, per lb.	....	0 08
Buckwheat, 60-lb. tins, per lb.	....	0 07
Comb white clover	2 25	3 00

POULTRY.—Trade in poultry cannot be described as brisk. This is not the busy season. Prices on most lines vary a great deal. Country dealers are sending along some little quantity of fowl.

There is considerable cold storage poultry being used at present time, which as a rule is in good condition.

Part Played by Slicing in Selling Bacon

A Dealer Tells How He Worked Up Splendid Trade by Slicing Properly—Used Meat-Slicing Machine—How An Opposition Store Looked After This Feature — A Season to Sell Cooked Ham.

Every little Willie who is ever sent to the store to buy ham or bacon for his mother is instructed to be sure to tell the "grocery man" to slice it thin. This should impress upon the dealer or clerk in charge of the provision counter that if he would court the favor of the housewives dealing with him, he must give them their bacon sliced properly.

Customers generally want their meats thin, no matter what use they are to be put to. Heavy slabs of ham or bacon are about as popular to the user as boneless codfish that is full of bones or cleaned currants that are far from being free of grit. Customers both big and little will constantly tell you that they "want it thin."

Cause of the Increase.

"During the last two years," remarks a Winnipeg grocer, "I have noticed that sales in the ham and bacon end of the business were gradually showing a substantial increase. I had a pretty good idea what the principal reason for this was. About two years ago I purchased a meat slicer.

"I always find it well to keep in touch with the movements of the other fellow, and so on the question of meats I recently decided to find out exactly what my competitor was doing, more particularly how he turned out his sliced meats.

Sends Clerk to Investigate.

"One of the clerks was sent out to buy a pound of medium wide bacon. The store where he purchased it used an ordinary knife and from the appearance of the bacon it was evident that the clerk in charge had taken little care in the slicing process.

A comparison of this meat with some we had ready to send out, explained the growth of my bacon and ham business. When I had sliced off the pound, there were 27 slices of bacon of a fryable thickness against the other fellow's eighteen more or less varying slices.

"If a person will put himself in the place of a customer, he will see why care in slicing is good business. There are two trays of bacon both marked at same price. One has 27 slices of a fryable thickness and the other, 18 slices, some of which will be done after a certain length of time in the pan, while others must be fried longer. Which one is going to appeal to the customer? The answer is easy."

Cooked Ham a Seller Now.

Cooked ham from now on will become a bigger seller. Warmer weather will cause the housewife to use this instead of going to the trouble and expense of cooking her own. People are also constantly on the outlook for short cuts towards the preparation of meals in summer and cooked ham solves the meat side of the problem.

Again, cooked ham will be used extensively in making sandwiches during summer months, and it is essential that it be cut thin and uniform. It is said that variety is the spice of life but this is far from true when it comes to slicing ham or bacon.

It therefore, behooves the dealer who seeks an increasing business in provisions to make plans to give customers their goods properly sliced.

THE CROP SITUATION.

A bulletin on crops' condition up to April 1 has been issued by Ontario Department of Agriculture.

Fall wheat and clover are expected to come from under the snow in practically the same condition in which they entered the winter. It is pointed out, however, that the trying weather of April, with its alternate thawing and freezing, was yet to be met with before these crops reached the new growing season.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen.....	10c	85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
½-dozen.....	2½-lb.	10 50
½-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen.....	5c	50
4-dozen.....	4-oz.	75
4-dozen.....	6-oz.	1 00
4-dozen.....	8-oz.	1 30
4-dozen.....	12-oz.	1 80
2-dozen.....	12-oz.	1 85
4-dozen.....	16-oz.	2 25
2-dozen.....	16-oz.	2 30
1-dozen.....	2½-lb . .	5 00
½-dozen.....	5-lb.	9 60
2-dozen.....	6-oz. }	Per
1-dozen.....	12-oz. }	case
1-dozen.....	16-oz. }	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

Per Case.

Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases $2 75

Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases $2 75

Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases 2 75

Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases 2 80

GILLETT'S CREAM TARTAR.

Per doz.

¼-lb. paper pkgs., 4 doz. in case $1 00

½-lb. paper pkgs., 4 doz. in case 2 00

Per case

4 doz. ¼-lb. paper pkgs. } $8 00
2 doz. ½-lb. paper pkgs. }

Per doz.

½-lb. cans with screw covers, 4 doz. in case $2 20

1-lb. cans with screw covers, 3 doz. in case 4 10

Per lb.

5-lb. sq. canisters, ½ doz. in case 33

10-lb. wooden boxes 30½

25-lb. wooden pails 30½

100-lb. kegs. 28½

360-lb. barrels 28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

Per box

Royal Yeast, 3 dozen 5c packages in box 1 15

Gillett's Cream Yeast, 3 dozen 5c. packages in box 1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case .. $2 00

½-lb. tins, 3 doz. in case .. 1 25

¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen.....	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17

In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each 0 04

100 books and over..each 0 03½

500 books to 1,000 books— 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant.....	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz. ..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes ...	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes ..	0 36
Lunch bars, 5-lb. boxes ..	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb pkgs. White Moss 0 26

LARD LOGIC

—Gunns [Quality holds trade and brings new business—

PON-HONOR GUNNS FOOD PRODUCTS

Standards of Excellence

Maple Leaf Brand Pure Lard

Our Quality Brand Kettle Rendered Pure Leaf

Easifirst Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers WEST TORONTO

GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - - CANADA

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and Toronto. Per Case

Eagle Brand, each 4 doz.. $6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co. Per Case.

Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.

(Sweetened.)

Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50

(Unsweetened.)

Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20

COCOA

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha.. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ... 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.

Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices per doz.

Individual (each 2 doz.) ... 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25

MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40

MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Case 25 lbs., 11-lb. bars, lb 0 07½
Medium (each 2 doz.) 1 30
Large (each 1 doz.) 2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.00.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2½ oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.

No. 1, 4 doz. in case 0 50
No. 2, 2 doz. in case 0 90
No. 3, flats, 2 doz. in case 1 00
No. 3, talls, 2 doz. in case 1 25
No. 6, 1 doz. in case 4 00
No. 12, ½ doz. in case..... 6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case

Sur Extra Fins, ½ flacons, 40 bou. 11 00
Sur Extra Fins, tins, ½ kilo, 100 tins 15 50
Extra Fins, tins, ½ kilo, 100 tins 15 00
Tres Fins, ½ kilo, 100 tins 14 00
Fins, tins, ½ kilo, 100 tins 12 50
Mi-Fins, tins, ½ kilo, 100 tins 11 00
Moyens No. 1, tins, ½ kilo, 100 tins 10 00
Moyens No. 2, tins, ½ kilo, 100 tins 9 50
Moyens No. 3 ..... 8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—
12 litres 6 50
12 quarts 5 75
24 pints 6 25
24 ½-pints 4 25

Tins—
5 gals. 2s 23 00
2 gals. 6s 29 00
1 gal. 10s 25 00
½-gal. 20s 26 00
¼-gals. 20s 13 50
⅛-gal. 48s sq. 17 00
⅛-gal. 48s rd 15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50 quarts 8 00
La Sanitas Sparkling, 100 pints 9 00
La Sanitas Sparkling, 100 splits 4 00
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2½-lb. bars.lb 0 08½
Case 50 lbs. ¾-lb. bars case 3 50
Case 200 lbs. 3½-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2½-lb. bars, lb 0 08
Case 50 lbs. ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 80
Case 200 lbs. 3½-oz. bars, case 3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70
Force, 36's 4 50
Gusto, 36's 2 85

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins

D. S. F., ¼-lb. 1 40
D. S. F., ½-lb. 2 50
D. S. F., 1-lb. 5 00
F. D., ¼-lb. 0 85
F. D., ½-lb. 1 45

Per jar

Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case 5 40
Cases 4 doz. each, ovals, per case 5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces ..... .09⅜
Tubs ..... .09⅞
Pails, 20 lbs. ..... .10⅛
Tins, 20 lbs. ..... .09⅝
Cases, 3 lbs., 20 to case .. .10⅝
Cases, 5 lbs., 12 to case ... .10½
Cases, 10 lbs., 6 to case .. .10⅜

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces 0 09¼
Tubs 0 09½
20-lb. pails 0 09¾
20-lb. tins 0 09¼
10-lb. tins 0 10
5-lb. tins 0 10¼
3-lb. tins 0 10½
1-lb. cartons 0 10¾

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 80
4-lb. tins, doz. 4 65
7-lb. tins, doz. 7 35

"Shredded"—
1-lb. glass. doz. 1 90

GILLETT'S LYE

The fact that Gillett's Lye is the purest, and therefore the strongest Lye on the market, means a considerable saving to your customers both in cost and in labor. Your customers appreciate your efforts to supply them with the goods that will best meet their requirements.

"GILLETT'S LYE EATS DIRT"

and besides, is useful for over 500 other purposes.

E.W.GILLETT COMPANY LIMITED

WINNIPEG TORONTO, ONT. MONTREAL

Lucky Pod Peas

This is the best brand of English Dried Peas on the market to-day. They are put up in packages of one pound each and shipped in cases of 3 dozen and 6 dozen packages. One package is said to be equal to two cans of peas and of superior quality. They retail at 10c. per package.

F. W. Fearman Co., Limited
HAMILTON, CAN.

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons,	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½

(20-lb. boxes ¼c. higher.)

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs.	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case.	.08¼
6 lb. toy drums, with drumsticks, 8 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 75
Culinary Starches— Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.	.07¾

(20 lb. boxes ¼c. higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 ..... 3¾
Quarter Barrels, 175 4
Pails, 38½ $1 90
" 25 lbs. each 1 35

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 63
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's, 1 doz. case, per doz... 3 75
10's, ½ doz, case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	$3 35
Cases of 3 doz ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½-pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholsale R't'l.
Brown Label, 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s	.35 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s ..... .24 .30

THAT deliciousness that makes your customers' mouths water when they see a display of **E.D.S.** Brand Pure Fruit Jams and Jellies is what prompts them to buy, and when they buy once they come again.

E.D.S. Brand Fruit and Vegetable Products are government inspected, ensuring their purity and quality.

MADE ONLY BY

E. D. SMITH

WINONA, ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

WE ADVERTISE THE GOODS YOU SELL THEM

THE "NUGGET" POLISHES Sell easily for 4 Reasons

SELL

- SUPERIOR . . . QUALITY
- EXTENSIVE . . . ADVERTS
- LITTLE . . . . LABOUR
- LASTING . . . SHINE

THE SUBSTANTIAL MARGIN OF PROFIT LEFT TO THE TRADE MAKE THE "NUGGET" GOODS WORTH HANDLING

ADVERTISING MATTER

SUPPLIED

FREE

UPON REQUEST

"NUGGET" POLISH COMPANY

TORONTO, - - ONT.

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1's.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ..	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c..		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies —Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz., No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Pine Apples

are now commencing to come in more freely and are arriving in good shape.

Florida Tomatoes, Cabbage and **Celery, Louisiana Strawberries,** pint boxes will be reasonable in price, **Navel Oranges, Bananas, Lemons, Nuts,** etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS
Tomatoes
Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

St. Nicholas

B L O E

Puck

Kicking

J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Pineapples

The season is now well under way and car lots are arriving at our Toronto and Hamilton houses. The brands of Cuban Pineapples we are handling this season are, as usual, the best coming from the Island.

Extra large for the grade

Your orders solicited.

Sizes 18s, 24s, 30s, and 36s.

WHITE & CO., LTD.

Wholesale Fruit, Produce and Fish

TORONTO

BANANAS

The Banana season is now commencing in earnest. In order to insure your customers the very best fruit in very best condition at all times, let us have a regular standing order from you.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

You can't afford to lose your customers by giving them impure

LEMONADE
EXTRACTS
ACIDS
MIXTURES

Give them

FRESH

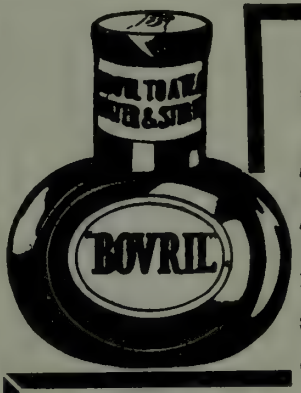
BUSTER BROWN

LEMONS

"The Superb Pack."

FRATELLI FOLLINA
Packers, SICILY

W. B. STRINGER
Sales Agent, TORONTO



GOODS HALF SOLD ARE A GOOD BUY

There is no dead stock in Bovril. It is half sold before the customer comes into your store.

All over the country on bill-boards, in newspapers and magazines

BOVRIL

is advertised in a way that leaves little selling effort for the grocer.

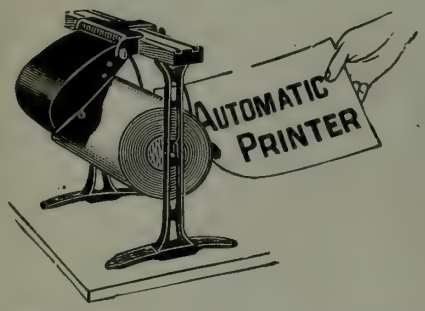
Send for show cards, etc., and get your share of the profit.

BOVRIL LIMITED, Montral, Que.

Is it $20 $30 $40 ?

How much do you spend monthly on advertising? No matter what it amounts to we can reduce it and produce the same results nevertheless.

How?



This cheap little machine will print your name, address, cheap sale, or anything, on your wrapping paper, and will keep your name before your customers all the time.

WRITE

UTILITIES LIMITED
73 Bank of Ottawa Bldg., - MONTREAL

HOUSEWIVES' FAVORITE

WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

THE BISCUIT MANUFACTURER'S REPUTATION AND HIS PRODUCT

is what counts to advantage to the dealer. The unchanging quality of

MOONEY'S PERFECTION CREAM SODAS

have made them prominent among all classes of trade. The Biscuits are perfectly baked and retain their fresh, crisp deliciousness.

The MOONEY
Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

Give them a "Little Treat" Once in a While

Yes, Mr. Grocer, have a different top-notch article to offer customers every week. Be sure it's a top-notch and then you can count on a regular demand, even when you are not featuring it extra strongly.

BLACK OLIVES

offer you a splendid opportunity. These olives are not only appetising, but are a regular tonic. There can be absolutely no doubt about their value.

WRITE

H. E. VIPOND & CO.
MONTREAL

SPECIALTIES FOR SPECIALISTS

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.

Get Down To Date

Carry A Stock of

MAPLEINE

to meet the popular demand for a staple that's better than maple.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

To Manufacturers of

Condensed Milk and Evaporated Cream

We are Open for Quotations on

100,000 CASES ASSORTED

Family and Hotel Sizes

Condensed Milk and Evaporated Cream

Shipments—15,000 cases per month Lake and Rail.

Quotations—We require quotations F.O.B. Sarnia, Owen Sound or Montreal.

Terms—Quote lowest trade, also spot cash discounts.

WRITE

NICHOLSON & BAIN

WINNIPEG, MANITOBA

Wholesale Commission Merchants and Brokers

Branch Houses:

REGINA MOOSE JAW CALGARY EDMONTON

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCIES WANTED

AN ENGLISH FIRM OF MANUFACTURERS and merchants having a large connection amongst Grocers and stores in the United Kingdom are willing to take one or two agencies for Canadian Products. Address Box 422, Canadian Grocer, Toronto.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

IF YOU WANT TO START A NEW GROcery store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

COMMISSION LINES WANTED

WANTED TO HANDLE LINES ON COMmission basis, good storage facilities. Travelers cover most of Alberta and Northern Saskatchewan. Apply Box 420, Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 814 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

Are You Willing To Let us Prove Our Satisfaction Claim?—

If so, drop us a line and we will send you, free of all charges, putting you under no obligation whatsoever, a free set of bags with instructions for use.

The ERMALINE COOKING BAG

offers you splendid opportunities for securing new accounts; in short, for attracting trade.

Just Think of a Window Trimmed With These Bags. Attractive? Well, Sure!

EDWARD LLOYD
LIMITED
MONTREAL

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

LINE UP NOW!

for the fly killing trade of summer. You know what a demand there is for a device that will exterminate flies, just as soon as the little household pest makes his seasonable entrance. WONDER FLY KILLER exterminates. Stock Up Now. Good profit.

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

QUALITY JAM KING BRAND

You owe this line a trial. It's the best that can be produced from a clean, wholesome factory. Satisfy that insistent demand for the best of goods and make

KING

your leader.

Our prices will surprise you.

Write

Labrecque & Pellerin
MONTREAL, QUE.

Agents—
W. H. Escott & Co., Winnipeg
MacGreegor Specialty Co., Toronto.
J. Hunter White, St. John, N.B.

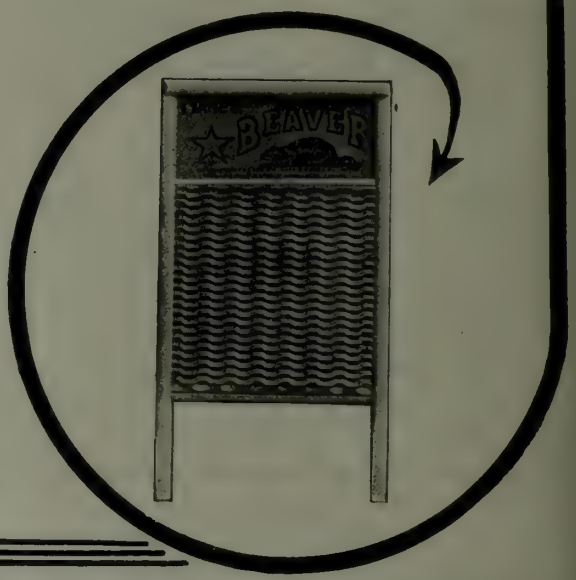
CANE'S WASHBOARDS

"The Choice of the Women Who Know"

The construction, finish and durability of CANE'S WASHBOARDS give them a recognized superiority wherever sold. Of course you sell other washboards, but why not give your customers the best board for their money? CANE'S WASHBOARDS are not high priced, but are unequalled for lasting and satisfactory service. We have a board for every purpose, a few are as follows :

IMPROVED GLOBE—Thin back, solid zinc washing plate.
ORIGINAL GLOBE—Heavy back, solid zinc washing plate.
NEPTUNE—Wavy zinc washing plate.
DIAMOND KING—Glass washing plate.
WESTERN KING—Enamel washing plate.
BEAVER—Brass washing plate.

Write for Catalog on Washboards and general Washday Woodenware.



The Wm. Cane & Sons Co., Limited,
Newmarket, Ont.

Globe Macaroni

There is bound to be a great business passing in Macaroni and Vermicelli and you cannot very well afford to miss any of it.

"Globe" Macaroni

SHOULD BE MADE YOUR LEADER BECAUSE

Its quality is guaranteed.
It contains no maize or rice flour.
It is manufactured in a scrupulously clean factory.

GOOD PROFITS SURE REPEATS

D. SPINELLI & CO.
REGISTERED
MONTREAL, - - QUEBEC

The Wash Day Wonder Worker

Everything that goes towards saving labor on Wash Day is welcomed by the busy housewife, and

has no equal in the effective and rapid cleaning of soiled clothes.

Its attractive labelling and packing assist in effecting a rapid sale, while its sterling qualities are your guarantee of repeat orders.

Ask us about our sales-helping proposition. It cannot fail to benefit both yourself and us.

The Guelph Soap Co.
Guelph, Ontario

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

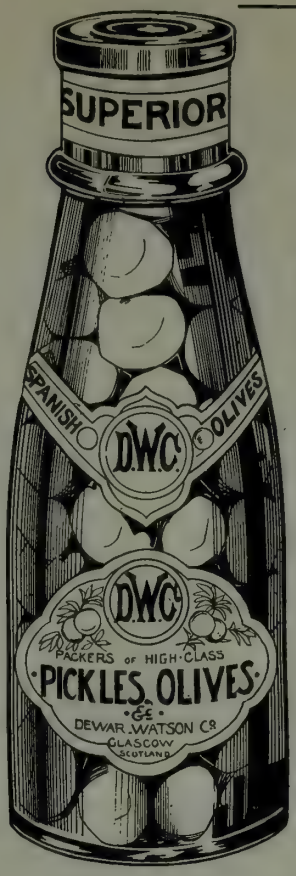
If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



PEOPLE WANT

D.W.C. OLIVES

because they are known for their excellence of quality, only carefully selected, high grade fruit being packed. They are the kind that your customers can't resist buying when they see a display.

Write us, there's money in it for you.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

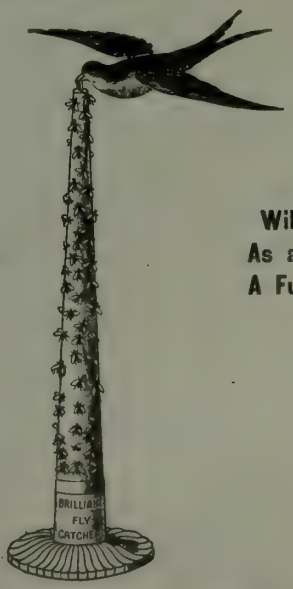
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

You Can't Get Any Cheaper. You Can't Get Any Better. So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?

The Most Reliable Glued Catcher On The Market.



Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

The sale of

REINDEER Condensed Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED

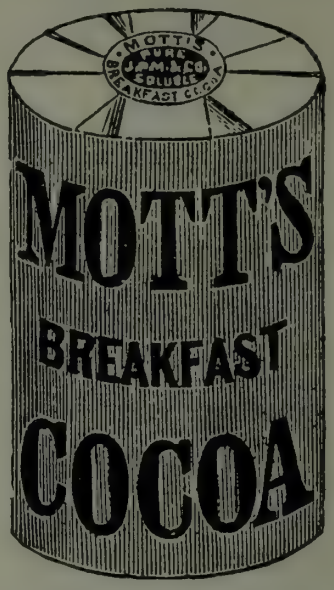
TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:
W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

CHILDREN

grow sturdy and strong on

ABSOLUTELY



PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

The Surest Safeguard

of a dealer's reputation for handling only "quality" goods lies in stocking the popular and widely-known **STERLING BRAND** food products. The latest improvements of modern cooking apparatus and purest ingredients make the Sterling lines your profit producers. A few of the lines are the following

Lime Juice	Catsups
Marmalade	Extracts
Sauces	Relishes
Jams	Etc.
Pickles	

Sterling BRAND

THE T. A. LYTLE CO., LIMITED
STERLING ROAD. - TORONTO

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL —The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

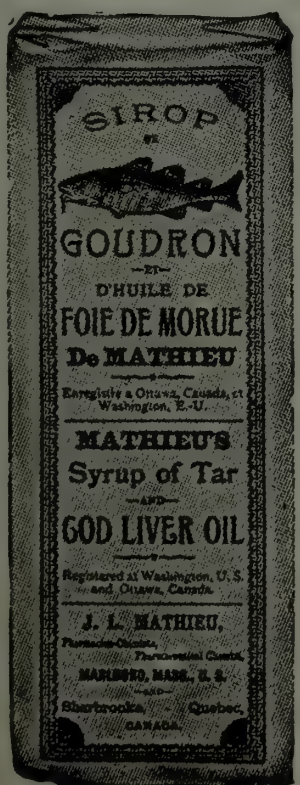
THE "QUALITY" BRAND

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Quaker Soap

100 double wrapped Bars to Box

No prizes
No premiums

Just Soap

At the Lowest Price Good Soap Can Be Sold.

Mathewson's Sons

MONTREAL

The Housewife Welcomes Wash Day When She Has N.P. Bar Soap to Use.

She says:—It does the work as no other soap will. It takes less work and uses less soap to gain the same result as would double the work and more soap of any other brand.

Knowing this to be true, you are losing an opportunity if you are not pushing the sale of N.P. Bar. It is one big piece of honest soap that is right up to weight and is more economical in use than the five-cent kind.

It is this satisfactory soap with a steady and good profit that will make you successful.

Let us quote you prices.
Send card to-day.

David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.

FIRST IMPRESSIONS
ARE IMPORTANT

Every week there are people coming to your store for the first time. It is therefore important that you make a favorable impression upon them. Cater to secure their trade permanently.

THE SILENT SALESMAN REFRIGERATOR
One of the Famous Arctic Line

serves you as an attractive piece of store equipment that makes the first impression a good one, and one that is bound to bring them back for more sales, besides it is the only logical way to display goods of a perishable nature.

It would be a good investment. Send for our catalogue to-day.

Representatives in West: Donnelly, Watson & Brown, Calgary, Alta.

Write for Catalogue and Details

John Hillock & Co.
LIMITED
Toronto, Ontario

It's as Pure as Can Be

Never been Adulterated Never will

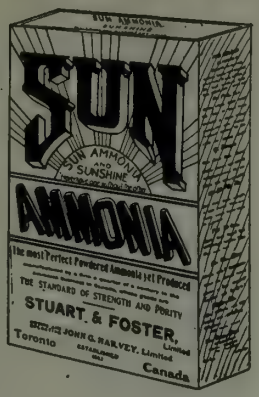
It's the line for you. Write.

"Pride of Canada"
Maple Syrup and Maple Sugar

Maple Tree Producers Assoc., Ltd.
Montreal

SUN AMMONIA

(HARVEY'S)



Single Cases $2.25

75c. a doz.

5 or more delivered $2.00

66⅔c. a doz,

Single case 85c

Gross lots delivered $9,50

For 25 years
The Standard of Strength and Purity

Secure it from your Wholesale Grocer.

STUART & FOSTER, LIMITED,
474-476 Gerrard St. E. Toronto

Established 1882

Cold Springs Lemonade

AN EASY FIRST TO QUENCH THE THIRST

Get samples now; you'll be pleased. Then make preparations for big trade.

Sold everywhere in Canada and throughout the Colonies.

S. H. Ewing & Sons

MONTREAL

KO-KO-BUT

Don't hesitate any longer about placing a small trial order with us. **Ko-Ko-But** has proven itself a regular economizer, and has met with unqualified success

Cheaper than Butter—
More Economical than Lard

1 lb. Ko-Ko-But equals 1½ Butter, Lard or any other cooking matter.

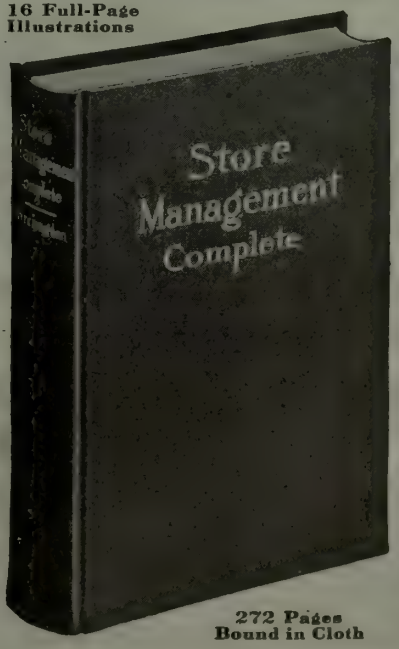
Write For Particulars

Dominion Cocoanut Butters Limited

Montreal

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada

Quality Counts

Nine Times
Out of Ten.

Grocers, having found that it is very poor business to stock cheap or indifferent quality soda biscuits, are placing their orders for

St. Lawrence Cream Sodas

They are the satisfaction-giving kind that bring people back and increase confidence in your store. Quality counts. Stock St. Lawrence Cream Sodas, the sales are many and the profit is a good one.

ASK FOR SAMPLE PACKAGE

ABBOT, GRANT & CO.
Limited
BROCKVILLE ∴ ONTARIO

Our Quotations

LEMON CORDIAL
10 oz. bottle $10.80 per gross. Qts.$27.00

LEMON SQUASH
10 oz. bottle $10.80 per gross. Qts.$27.00

LIME JUICE CORDIAL
10 oz. bottle $10.80 per gross. Qts $27.00

ORANGEADE
10 oz. bottle $10.80 per gross. Qts.$27.00

FREIGHT PREPAID ON
ORDERS $25 AND OVER

GREEN & CO. Manufacturers TORONTO

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO

Are You a Salesman?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

INDEX TO ADVERTISERS

A

Abbott, Grant & Co. 60
Adamson & Co., J. T. 20
Allison Coupon Co. 21
American Comp Co. 4

B

Balfour-Smye & Co. 16
Banner Mfg. Co. 22
Benedict, F. L. 21
Bickle, J. W., & Greening. 12
Birks & Sons, Hy. 3
Borden Condensed Milk Co. 3
Bovril, Ltd. 49
Bowser, S. F. 63
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson. 55
Canada Maple Exchange. 6
Canadian Cocoanut Co. 22
Canadian Salt Co. 15
Cane, Wm. 54
Carr & Co. 14
Carter Co., H. W. 53
Church Bros. 18
Clark, W. 8
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Computing Cheese Cutter Co. 15
Connors Bros. 57
Cowan Co. 13
Crescent Mfg. Co. 50

D

Dalley, F. F. Co. 17
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 17
Dominion Cocoanut Butters. 59
Downey, W. P. 50

E

Eby-Blain, Limited. 23
Eckardt, H. P. 62
Edwardsburg Starch. 24
Eno, Ltd., J. C. 10
Escott & Harmer. 20
Eureka Refrigerator Co. 12
Ewing & Sons, S. H. 59

F

Fearman, F. W., Co. 45
Foster-Clark Co. 19
Furuya & Nishimura. 18

G

Giffin-Hobbs Co. 18
Gillard, W. H., & Co. 60
Gillett, E. W., Co., Ltd. 4 45
Golden Ray Co. 17
Gorham, J. W., & Co. 2
Gorman, Eckert & Co. 16
Granger Freres. 55
Green & Co. 60
Guelph Soap Co. 54
Gunns, Ltd. 43

H

Hillock, J. 58

I

Irish Grocer. 21
Island Lead Mills Co. 22
IXL Spice and Cereal Co. 2

K

Kessel Co., F. 21
Kilgour Bros. 22

L

Labrecque & Pellerin. 53
Lake of the Woods Milling Co. outside back cover
Lambe, W. G. A. 20
Laurentia Milk. 2
Lawrason, S. F. & Co. 64
Lemon Bros. 48
Lever Bros. 6 7
Lind Brokerage Co. 20
Lindner & Benner. 2
Lloyd, Ltd., Edward. 52
Lytle Co., T. A. 56

M

MacLaren Imperial Cheese Co. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 48
McDougall, D., & Co. 21
McLeod & Clarkson. 21
McWilliam & Everist. 48
Magor, Son & Co. 24
Malcolm, Jno, & Son. 53
Maple Tree Producers. 58
Marshall Brokerage. 20
Mathewson's Sons. 57
Mathieu, J. L., Co. 57
Methven, James. 16
Midland Vinegar Co. 2
Millman, W. H., & Son. 20
Mooney Biscuit and Candy Co. 50
Morton & Sons, David. 58
Mott, John P. & Co. 56

N

National Cash Register Co. outside front cover
Nelson, Dale & Co. 14
Nicholson & Bain. 50
Nugget Polish Co. 47

O

Ontario Peoples Salt & Soda Co. 22

P

Packer, H. J. 12
Patrick, W. G. & Co. 20
Peek, Frean Co. 9
Perrin, D. S. 11
Pickford & Black. 50

R

Ramsays'. inside back cover
Raymond Bros. 22
Reindeer, Ltd. 56
Richards & Brown. 43
Robinson & Co., O. E. 21
Rock City Tobacco Co. 61
Rowat & Co. 55

S

St. Lawrence Sugar Refining Co. 17
Salada Tea. 23
Sanitary Can Co. 10
Sapho Mfg. Co. 64
Smith, E. D. 47
Silver, H. R. 20
Snap Co., Ltd. 16
So-clean Mfg. Co. 18
Spinelli, & Co., D. 54
Spurgeon, H. G. 20
Stewart, I. C. 21
Stringer, W. B. 49
Stuart, Foster Co. 59

T

The Turnbull Co. 20
Thum Co., O. & W. 48
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works. 21
Tuckett, Geo. E., & Son Co. 61

U

Upton Co., Ltd., T. inside front cover
Utilities Limited. 50

V

Vipond, H. P. 50

W

Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son. 49
Warren, G. C. 20
Watson & Truesdale. 20
Wellington Mills. 50
Western Distributors, Ltd. 20
Wethey, J. H. 45
White & Co. 49
White Swan Spice & Cereals, Ltd. 14
Wiley, F. H. 20
Willis Mfg. Co. 22
Wilson, Jos. R. 53
Woods & Co., Walter. 60
Woodruff & Edwards. 86

Read The Letter

Asbestos, Co. Richmond, Que., March 1, 1907

Messrs. S. F. Bowser & Co.
Toronto, Ont.

Gentlemen,—Herewith please find enclosed my cheque of $107.75 in payment of enclosed invoice.

I am proud to say you have served me to perfection, and am very much obliged to you. I am convinced that your oil pumps are indispensable to those who know and use them, and be sure that had I known them, I would have had one a long time since: it is about the best investment I have ever made.

Yours devotedly,
J. H. Bourbeau.

You Will Say The Same Thing

We have thousands of letters from merchants all over the United States and Canada and they all prove our statement that no merchant can afford to be without a Bowser System.

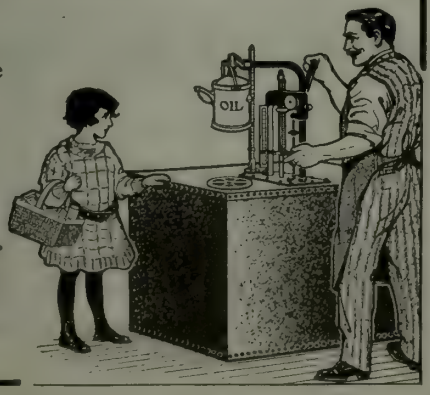
When men who have used Bowsers recommend them so highly there is no use of us saying more.

Let us send you our Catalogue. Drop a card to-day and say, "Send me book No. 5."

It s FREE.

S. F. BOWSER & CO.
(INCORPORATED)
66-68 Fraser Ave. Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.



Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Facts That Speak For Themselves

LAWRASON'S SNOWFLAKE AMMONIA

London, March 13, '12

To Messrs. S. F. Lawrason & Co.
City.

Dear Sirs,—

At a meeting of the London Retail Grocers' Association last evening, a resolution was passed in which the Association expressed its appreciation of your selling policy; keeping your goods out of the cut-rate stores and the liberal advertising you are doing to our mutual benefit, and it was further resolved that each member should push the sale of your goods as much as possible.

Yours truly,
Jas. MacKenzie
Secretary.

Jno. Diprose,
President

THE GIANT FIVE CENT PACKAGE

SPRING CLEANING TIP:—All wood-work should be thoroughly washed with Lawrason's Snowflake Ammonia before painting or varnishing, to remove grease and dust. The paint or varnish will spread easily and dry quicker, also take one half less to do the work.

S. F. LAWRASON & CO., - LONDON, ONT.

Sapho Anti-Dust

The green sweeping powder that smells of the pine, keeps carpets bright, and the dust down, kills moths and microbes and lightens labor.

SELLS ON SIGHT

Place a trial order. Display the goods and watch them go. Once your customers use Anti-Dust, they always buy it.

SAPHO METAL POLISH

Keeps brass brighter longer than any other.

Write Dept. G.

SAPHO MFG. CO., LIMITED

586-588 Sanguinet St., Montreal

Toronto Winnipeg

"Just as Good" as Ramsay's are Not as Good

In almost every line of merchandise there is some leader, in comparison with which other articles of the same class are claimed to be "just as good." The claim of other makers that their brand is "as good" as

Ramsay's
BEST BY TEST
Farm Cream Sodas

is the sincerest flattery and compliment to our goods.

The shrewd merchant at once concludes that there is nothing to be gained by experimenting, and that the way to hold and increase his trade is to stock the standard of the line. In Soda Biscuits it is Ramsay's Farm Cream Sodas.

Ask for prices and samples

RAMSAYS LIMITED

330 Nicolet Street MONTREAL

"—it is the ONLY kind that makes good bread and pastry"

Chisholm, Ont.
Jan. 10, 1912.

¶ *"At the County Fair (Picton) I have won several 1st prizes on apple pie, 1st and also the Special twice on white bread. I use FIVE ROSES flour and have for years."*

Mrs. Thos. W—

Folleigh Lake, N.S.
Jan. 4, 1912

¶ *"I have used FIVE ROSES flour for Bread and Pastry for over 10 years. Would not have any other kind, as I think it the very best."*

Mrs. Jas. B—

Port Carling, O.
Jan. 7, 1912

¶ *"I am a steady customer of FIVE ROSES flour and find for bread and general cooking that it is absolutely satisfactory. Since using it I have used no other."*

Mrs. A. L. C—

Bridgetown, N.S.
Dec. 28, 1911

¶ *"I use a barrel of the FIVE ROSES every month and I have been usiug the same for 21 years. It beats all the flour for me."*

Mrs. Henry J—

Mrs. Christine U - —
Seven Persons, Alta.

Edmonton, Alta.
Jan. 8, 1912

¶ *"I have used your flour for seven years and find it splendid for both bread, cakes and pastry. I always refuse 'the just as good' as I am not sure about them being good, but I am sure of the FIVE ROSES."*

Mrs. James I—

Marmora, Ont.
Feb. 12, 1912

¶ *"I have used your flour for some time, and I find it makes the best bread and pastry of any flour I have had to compete with yours."*

Mrs. John W. C—

Albury, Ont.
Dec. 18, 1911

¶ *"Being a user of the FIVE ROSES flour for a number of years, I would like to speak of its priceless value. It has worked wonders for me in bread-making. I have also used it in pastry, proving it a success there."*

Mrs. John G. P—

Mansonville, Que.
Dec. 19, 1911

¶ *"Have used the FIVE ROSES for years, and think there is no other flour quite as good for all around flour. I can always depend on FIVE ROSES."*

Mrs. Elbert W—

The women will speak for themselves—and their friends will come to your store—both the *pastry* makers and the *bread* bakers—
If *you* sell FIVE ROSES.
Can any other flour in Canada produce such *voluntary* testimonials of satisfaction?
Get *all* the trade there is, Brother Grocer.
Get the *pastry flour* trade—get the *bread flour* trade.
Get it with one *single* flour—FIVE ROSES.
To-day ask your jobber—or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"—Capacity, 10,000 bbls. daily

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MAY 3, 1912 No. 18

CLARK'S

SOUPS
IN PINT CONTAINERS

CLARK'S CHICKEN SOUP

CLARK'S TOMATO SOUP

CLARK'S PINT SOUPS

ADD SOME TO YOUR
NEXT ORDER FOR
CLARK'S PERFECT FOODS

FAC-SIMILE OF CAN

Certainly He is Happy—He Knows A Good Thing When He Eats One

OUR SALESMEN ARE CARRYING SAMPLES
THROUGHOUT THE DOMINION
OF THE NEW

PAN YAN

PICKLE and SAUCE

PREPARED BY

Maconochie Bros. Ltd.,

LONDON, ENGLAND

BE SURE AND TASTE THEM OR WRITE
FOR SAMPLES TO

MacLaren Imperial Cheese Co., Ltd.

TORONTO and MONTREAL

TO MAINTAIN AND INCREASE PERMANENT TRADE

We handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods.

Codou's Famous Macaroni

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world. Codou's Macaroni—a macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

G. & S. Asparagus

THE CONNOISSEUR'S DELIGHT

It has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained, you see—and all the delicacy of the fresh young stalks!

ARTHUR P. TIPPET & CO.

AGENTS

Montreal *Toronto*

CANNED GOODS

Our initial order for the 1912 PACK CANNED VEGETABLES and FRUITS to the Dominion Canners Limited, totals up

173,755 Cases

Hudon, Hebert & Cie.
LIMITED

MONTREAL

The Most Liberally Managed Firm in Canada

YOU NEVER HAVE A DOUBT ABOUT THE QUALITY OF RED ROSE TEA

Isn't there a whole lot of satisfaction in selling a tea that you are SURE will please your customers, one that you are CERTAIN there will be no complaints from and one that is sure to bring repeat orders.

You know this is all true of Red Rose Tea. You can sell more of it than of any other tea and you can sell it with much less work and worry.

You can do a very big tea business on a very small stock. You can turn over fifty cases in a year and never have on hand more than $50.00 worth of Red Rose Tea. Considering the small investment and the quick turnover you will find that you will make more profit in a year on Red Rose Tea than any tea you have ever sold.

Head Office, St. John, N.B.
Western Branches { Winnipeg, 156 Lombard St. / Calgary, 322-326 Ninth Ave. W.

T. H. Estabrooks Co., Limited
7 Front St. E. - - TORONTO

BORDEN'S

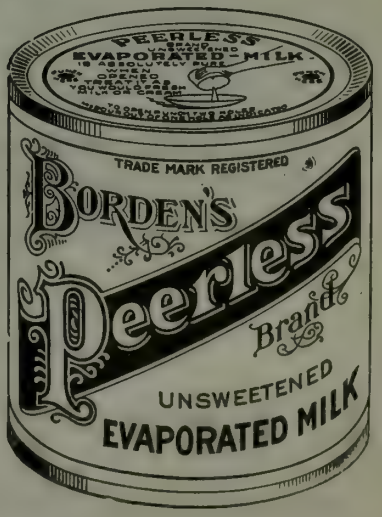
EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

1912 PACK
Canned Vegetables and Fruits
"PRIMUS"

TOMATOES,
CORN,
PEAS,
BAKED BEANS,
LIMA BEANS,
KIDNEY BEANS,
G. WAX BEANS,
REFUGEE BEANS,
SPINACHS,
SQUASH,
PUMPKINS,
SUCCOTASH,
OKRA,
OYSTERS,
LOBSTERS,

Our Brand is Now Well Established

APRICOTS,
PEACHES,
PEARS,
STRAWBERRIES,
RASPBERRIES,
PLUMS,
CHERRIES,
APPLES,
GOOSEBERRIES,
LAWTONBERRIES,
BLUEBERRIES,
GRAPES,
PINEAPPLES,
RHUBARB,
CURRANTS,

Sliced and Cubes "PINES"

PRIMUS

This brand is guaranteed as far as quality goes.

We guarantee also

100% DELIVERY

We do not hesitate to say that there is no better brand of Canadian Canned Fruits and Vegetables on this market.

Place your orders with us. Prices, samples, on demand.

Our Motto, "SATISFACTION"

L. CHAPUT, FILS & CIE., LIMITÉE

WHOLESALE GROCERS AND IMPORTERS

MONTREAL

SOLE DISTRIBUTORS - - - SOLD ALL OVER CANADA

Hamilton, Apr. 29, 1912

Dear Mr. Grocer,—

REGARDING WHITE BEANS AND SIMCOE BAKED BEANS.

For a long time now we have been speaking to you each week about the superior quality and value of SIMCOE Baked Beans.

In the Canadian Grocer, Apr. 19th, page 135, comparative prices are shown for white Beans, as follows :

	1912	1911	1910	1909	1908
BEANS, Prime, per bush.	2.50	1.90-2.00	2.10	2.00	1.80-1.85

In the same paper, issue Apr. 26th, pages 33, 34, appears a report on Baked Beans as follows :

"Beans continue to hold a strong position. Big upward move which has been made in prices has naturally firmed Pork and Beans. It has been suggested that advance in these may become necessary. Some wholesalers are advising customers to purchase, using argument that Pork and Beans are staple lines anyway, and at least will remain steady."

"High prices for Beans has caused firmness to Pork and Beans, and it has been suggested that conditions may come to such a stage that an advance will be necessary in prices."

Do you know that Baked Beans are among the few lines that have not advanced in price in sympathy with most other articles of food ? You can buy your Baked Beans to-day at practically the same prices as in 1908, although the Manufacturer's cost of raw material has advanced fully 40%. Only those manufacturers who bought beans early in the season are able to sell on the basis of present prices, without making a financial loss.

Think for a moment ! Does it seem reasonable that it is possible for prices to be lower ? On the other hand ; do not the possibilities point to advanced prices ? How are your stocks ?

When sending in your orders to your wholesaler specify SIMCOE BAKED BEANS, the 3's Family Size, the can with more Beans at a lower price.

Yours respectfully,

DOMINION CANNERS LIMITED.

If it's CUSTOMERS you want, Sir—

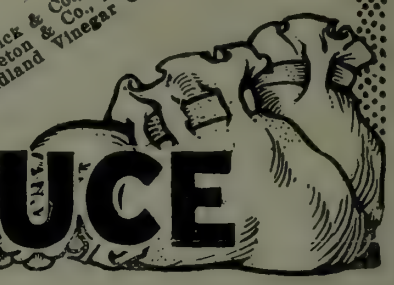
YOU certainly want H.P. SAUCE to bring them in.

In many ways H.P. is unique, it's flavor is unique, it's deliciousness is unique, it's value is unique—it makes customers—it makes business—it makes profits—

why not sell

H.P. SAUCE

W. G. Patrick & Co., Toronto, Montreal.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



THE MILK PROBLEM SOLVED

Homogenization does it—a mechanical operation which divides the globules of cream and casein into infinitesimal particles and mixes intricately and permanently all the ingredients of the milk, which prevents the cream from rising.

LAURENTIA MILK AND CREAM

the name applied, is more digestible, and all danger of ordinary milk is eliminated. It will keep indefinitely in any temperature but frost. A large trade is easily worked up.

LAURENTIA MILK CO.
371 Queen St. W. Toronto

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

Another Opportunity

CEYLON PEKOE BLACK TEA

in chests at 16 1-2c per pound. This tea is extra good cup quality and a splendid tea to retail at 25c per pound.

YOUNG HYSON TEA

in 1-2 chests, good style and cup quality at 16 1-2c per pound.

CANNED CORN

Essex Brand, 2s at 95c per dozen.

CANNED PEAS

Essex Brand, 2s at $1.25 per dozen.

CANNED SALMON

popular brands, 1 pound tins, talls, Red Sock Eye Salmon at $2.25 per dozen, good quality Pink Salmon at $1.25 per dozen.

FIGS

Commadra Cooking Figs in excellent condition at 4c per pound.

DATES

Hallowee Dates, full size boxes, choice quality at 5 1-4c per pound, in 1-2 boxes at 5 3-4c per pound, Sair Dates in full size boxes at 4 1-4c per pound.

MOLASSES

in 1-2 barrels at 25c per gallon, quality guaranteed

SEEDED RAISINS

in 3-4 pound packages and 1 pound packages. We over-stocked and are quoting special prices on same.

We pay special attention to orders and enquiries per mail and telephone and our values speak for themselves.

ROBERT SIMPSON & CO.

Tea Importers and Wholesale Grocers

29-31 CHARLES ST., - HAMILTON, ONT.

It does it in the U.S.--why can't it do it in Canada?

quickly pay back its cost in the large profits it makes and clear a handsome net profit thereafter. If you own a store put a KINGERY out in front. Positively you have no idea what great amount of cash it will take in during business hours. In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from $8.50 to $350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.

Cincinnati, Ohio

Strength | Your | Purity

guarantee of profit lies in

"COW BRAND" Baking Soda

because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT LIMITED

Manufacturers

Uniformity | MONTREAL | Reliability

ABSORBS DUST GETS THE DIRT LESSENS LABOR

Housewives are heartily welcoming this sweeping compound in their daily labors which lessens sweeping labor one-half, disinfects, and leaves a pleasant odor making sweeping more of a pleasure than a drudgery.

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

is an article that sells and pays good profits to the merchant. The best season is now when house-cleaning is in progress.

Tell your lady customers that it absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, and destroys moths.

Put up in handsome *pails* to sell at 25c., 50c. and $1.00.

Order from your jobber or direct

SOCLEAN LTD., Toronto, Ont.

The orignators of the Dustless Sweeping Compound in Canada.

Purity-Cleanliness-Freshness

AFTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."

PURITY—Cleanliness—Freshness—these three, are the hall-mark of this world-famed make of food products. Starting in a very small way with a mere handful of employees, Chivers & Sons have developed into a thoroughly organized concern employing thousands of people.

Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

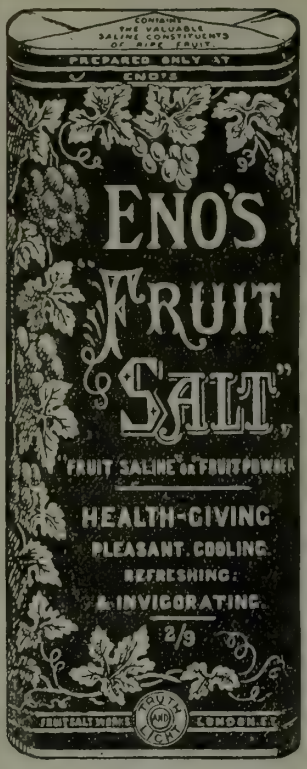
CHIVERS & SONS, LIMITED

FRUIT GROWERS, - - HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

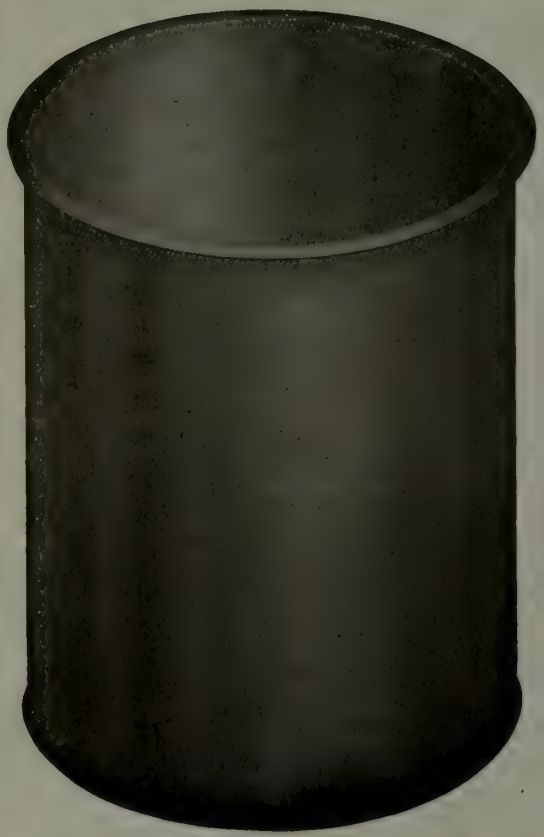
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.



SANITARY CANS

"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PERRIN'S

5c. and 10c. Fancy Thin
Blue Packages
Only

Regular Lines put up in:

5c. Parchmentine
10c. Red Label
10c. Cartons
25c. Cardboard
30c. and 35c. Tins

DAIRY CREAM

SODAS

. S. Perrin & Co., Limited
ONDON **CANADA**

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

By Special royal permission

The Food That Serves the Appetite

Sardines preserved in the whole state in oil precludes contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure oil.

They produce satisfaction and incidentally profit. GET A STOCK TO-DAY.

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Eureka Canada's Sanitary Refrigerator

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

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Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

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ESTABLISHED 1884

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You would find it advantageous to use a western representative for western business, and a western representative that is strongly represented in the leading distributing centres of the west is surely in a position to give you very superior service.

TEES & PERSSE LIMITED

are represented with a strong staff of salesman and first-class warehouses at

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Winnipeg
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Calgary
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AGENCIES SOLICITED

Address

TEES & PERSSE LIMITED
WINNIPEG

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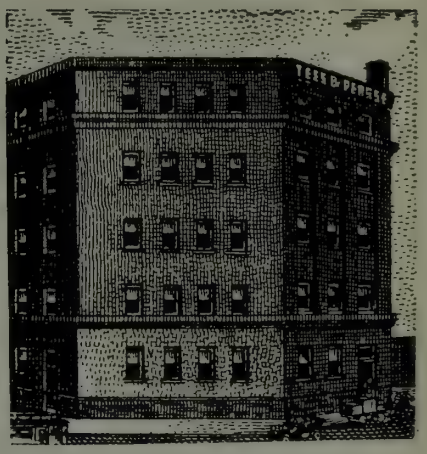
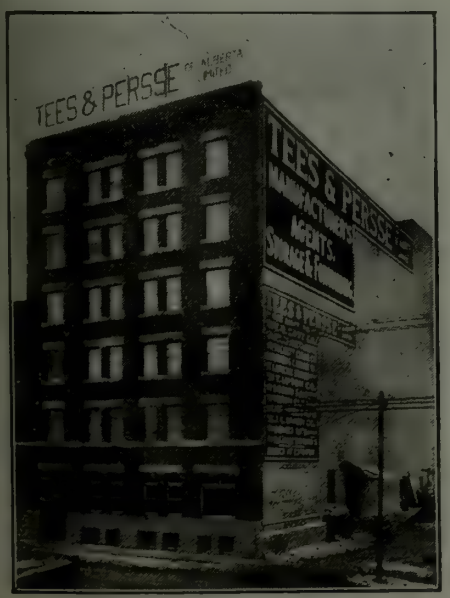


REGINA WAREHOUSE

SASKATOON WAREHOUSE

MOOSE JAW WAREHOUSE



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YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

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YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade.

Carr's Biscuits

are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.: L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

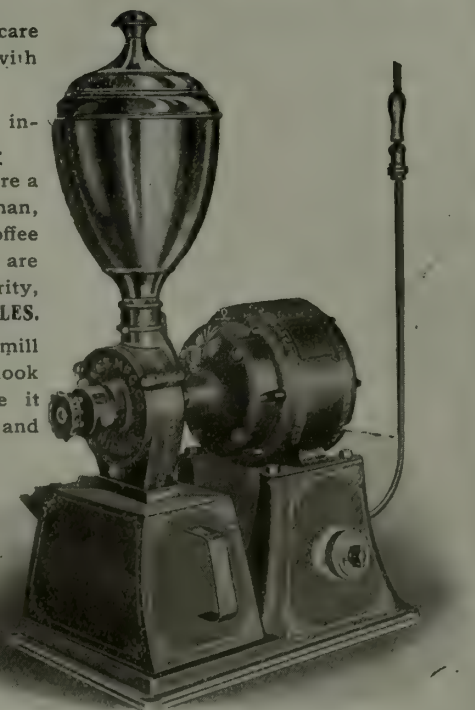
Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.

But if you are a real business man, stop paying coffee mill prices that are based on charity, and install a COLES.

It's the best mill any way you look at it, because it costs the least and does the most.



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By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

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Of Every Description

Bag-Making

(with folding in both these methods)

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All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

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[M.E.]

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Gets the Business and Saves Your Money

Made in one and two dozen sizes.

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The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to instal and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

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Write to-day for particulars and we will send you two valuable books:
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Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

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Tartan BRAND

THE SIGN OF PURITY

We are winding up our bookings for

TARTAN Brand Canned Goods

for this fall shipment. If you have not handled TARTAN Brand you do not know the joys of having the best. Our quality is always the highest standard. See our travellers, write for particulars or phone

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

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Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

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We are also open to take any first-class Canadian agencies for lines suitable for this market.

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SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

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and let us give you an estimate.

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Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

St. Lawrence Granulated

is the highest grade sugar that has ever been made in Canada.
And the highest that it is possible to make.

Get Your Order

in immediately if you want to be supplied in good time and get your share of the big profits. We are advising you this because the demand for

Golden Ray Cleaner

the latest and most wonderful cleaning preparation on the market, is assuming enormous proportions.

Golden Ray will not only clean hands but will remove the stain from any fabric, no matter how delicate, without harming it.

Golden Ray Co.

4 Union Avenue, MONTREAL

SILENCE

No pistol-like report when you go into a dark room to light the gas and strike a DOMINION MATCH. The silence is not broken and the air filled with sulphurous fumes. Dominion Matches are noiseless, odorless and the stems do not break. They are the kind that pay you to keep on hand.

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Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

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FURUYA & NISHIMURA

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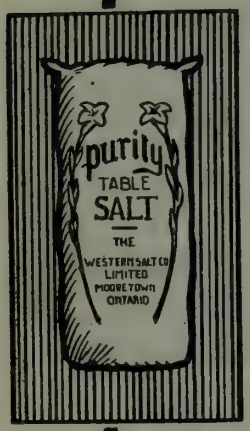
Japan Teas

MONTREAL CHICAGO NEW YORK JAPAN



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PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

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are being widely advertised. Those consumers who have not yet learned why Heinz Beans are different from others—better—richer in food value—are going to discover it before the end of this campaign.

You can share in the benefits of this publicity only by carrying HEINZ BAKED BEANS constantly in stock.

Are you prepared for the increased demand?

H. J. HEINZ COMPANY

TRADE MARK KEYSTONE BRAND REGISTERED

"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

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DON'T THINK

Foster Clarks CREAM CUSTARD is just ordinary Custard. It is something different—something better. It is as superior to ordinary Custard as rich Cream is to ordinary Milk.

Foster Clarks CREAM CUSTARD is the most delicious Creamy Custard you ever tasted. It takes but a moment to make, and by itself or with Stewed or Tinned Fruits it is truly excellent.

Foster Clark's Cream Custard

THE CREAM OF ALL CUSTARDS

Many million Tins of this delicious Dessert are sold yearly. Best-class Traders are selling it to their best customers from Vancouver to Halifax. You will be studying your best interests by making *Foster Clarks* Cream Custard a part of your stock. It will prove to be one of the best selling lines you handle.

THE QUALITY IS RIGHT! **THE PRICE IS RIGHT!**

Retailed in 5c. Packets; 10c., 15c. and 25c., air-tight Tins.

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W. A SIMONDS, St. John, New Brunswick.

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Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Successors to W. H. ESCOTT CO.

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covering all The Wholesale Centres in Manitoba, Saskatchewan and Alberta

Write us re your consignments.

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DIRECT IMPORTERS OF GROCER SPECIALTIES

Open for additional first class lines.

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Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

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Our Specialties,

WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS

Soliciting inquiries.

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W. G. PATRICK & CO.

Manufacturers' Agents

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Established 1885

MacLaren Imperial Cheese Co.

Limited

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Secure our prices for

Fine FILIATRA CURRANTS, Greek cleaned, in half cases,

before purchasing.

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We are open for a few high class specialty lines

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Manufacturers' Agents and Brokers' Directory

(Continued.)

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Correspondence Invited.

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McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
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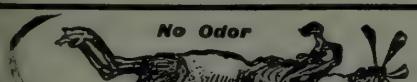
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
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You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

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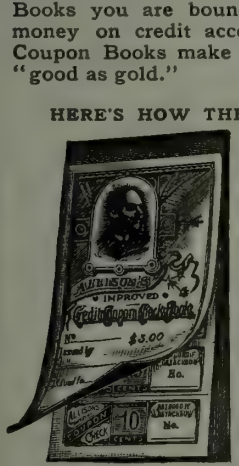

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

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Those made by *McDOUGALL* are peerless. Insist upon having them.
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Table and Tete a tete delicacies
Victory "Confections", Gums, Pastilles, Lozenges, etc.
Victorious all the world over.
They are RIGHT here.
Price lists, quotations and samples mailed promptly on receipt of enquiry.

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"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
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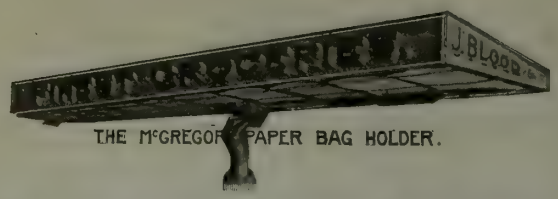
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I C STEWART, Halifax



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The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

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SHRED OF PURITY

McLean's White Moss

Tea Lead

(*Best Incorrodible*)

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Manufactured by BRAND

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CECIL T. GORDON, MONTREAL

SALT with a profit.
SALT with a reputation.
SALT with a purity distinction
IS

Ontario People's Salt

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

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PICTON, ONT.

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By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

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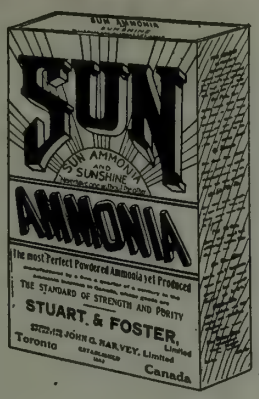
(HARVEY'S)



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75c. a doz.

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Single case 85c
Gross lots delivered $9.50

For 25 years
The Standard of Strength and Purity

Secure it from your
Wholesale Grocer.

STUART & FOSTER, LIMITED,
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Established 1882

Cold Springs Lemonade

AN EASY FIRST TO QUENCH THE THIRST

Get samples now; you'll be pleased. Then make preparations for big trade.

Sold everywhere in Canada and throughout the Colonies.

S. H. Ewing & Sons
MONTREAL

WE ARE PLEASED

to tell you that our flour now finds a position in the very best stores to-day, but the bags don't sit there as an ornament. They keep on the move and that is what you want to see all goods do—keep going out.

"Regal," "National."
"Laurentia," "Daily Bread,"

These are the brands with which you should be acquainted.

The Consumer is Pleased

Another point in our favor. Of course we were certain of this as soon as the first carload left the mills, because we made sure that we had the "very best" before we sold a bag.

Are you Interested?

The St. Lawrence Flour Mills, Ltd.
MONTREAL.

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence

ST. CHARLES BRAND EVAPORATED MILK

has a reputation that it fully deserves for purity and general goodness.

St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA.

Wonder Fly Killer

ASSURED SALES
ASSURED PROFITS
ASSURED SATISFACTION
ASSURED FLY DESTRUCTION
ASSURED DEMAND
ASSURED POPULARITY

A few of the advantages for the dealer who stocks.

WRITE FOR QUOTATIONS

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E, Winnipeg, Man.; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

MR. DEALER

for over fifty years Cook's Friend, "The Baking Powder With a Pedigree," has been a leader. To-day, through its quality and advertising, sales are increasing monthly. Are you getting your share?

Purer than the Law Demands —Contains No Alum.

W. D. McLAREN
Montreal

GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

It stands to reason that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.

More Than Ninety Flavors

More Than Ninety Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

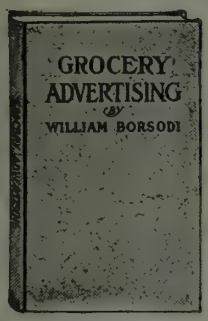
You will please them and add to their confidence in the goods you sell, generally.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO

ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., 143-149 University Ave., Toronto, Can.

They Like Good Jams, Because

good things always go farther, which explains why L. & B. Brand Jams and Jellies are so well liked by knowing housewives and their families. Low grade goods invariably are poor buys for both dealer and customer, there is no saving for either. Try Banner Brand.

SEND FOR PRICES

Lindner & Benner, - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

A MONEY MAKING OPPORTUNITY

COMPOUND JAMS --- Of exceptionally good quality.

Packed in 5 lb. tins, 7 and 30 lb. wood pails, **6 1-2c lb.**

5 case lots—Delivered—

APPLE BUTTER

Packed in the same sizes, at the same price.

CATSUP---The Best Buy on the Market.

Pints—Clear glass fine quality, c/s 2 doz., 90c doz.
Quarts— " " " " brls. 4 " 1.35 "

You cannot equal this, either in price or quality.

Another good line---SWEET GHERKINS---to retail at 15c bottle

This will sell at sight—Exceptionally good value.

EBY-BLAIN, LIMITED Wholesale Grocers TORONTO

Everybody says

H-O AMMONIA POWDER

is the best and does its work better than any other.

Old Tea is Bad Tea

and bad Tea is a mighty poor thing for your trade.

Tea kept in stock six months loses one cent per pound in value, after one year two cents, after two years it is positively unfit for sale and is just about as bad as it can be.

The absolute necessity of selling **only fresh tea** cannot be too strongly emphasized. Tea is at its best the day it is fired in the gardens, and although in sealed metal packages it keeps very much better than in bulk, still it loses flavor. We do our utmost to have "SALADA" reach the consumer in all its garden freshness and fine flavor. We ask for our mutual advantage, the co-operation of every retailer in our efforts to serve the public with **fresh** tea. Our advice is to buy not more than three months' supply at a time. Twenty years' experience proves to us that this is vitally important.

If any retailer---anywhere---at any time, has any "SALADA" in stock that is over six months old, ship it back to us (freight collect) and we will refund the full price you paid for it. We back up our belief in the paramount importance of fresh tea by this sweeping guarantee.

THE "SALADA" TEA COMPANY

New York, Boston, Buffalo, Detroit, Chicago,
Philadelphia, Pittsburg, Cleveland,
Toronto, Montreal

Robinson's Patent Groats

Made from the finest oats, scientifically prepared.

Robinson's Patent Barley

Made from the finest Barley. Will bring you the best class of trade.

MAGOR, SON & COMPANY

403 St. Pau St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

Five Sales of Crown Brand to Every Sale of Other Syrups

That is the ratio on which the average grocer sells Crown Corn Syrup. Remember this fact, for it shows you how

CROWN BRAND CORN SYRUP

ranks as a profit maker in your business. With the facts as they are and with this information before you, you will realize why it is to your advantage to push Crown Brand.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Figuring the Selling Price Properly

About Seventy Per Cent. of Replies to Grocer's Question in Last Week's Issue are Incorrect—Some Figure Expenses on One Thing and Profit on Another — In Some Cases Both Were Figured on First Cost—The Correct Answer.

Last week The Grocer submitted a question in mathematics relating to an everyday business proposition in the store, and received a great many replies. All of them were not correct—in fact, few of them were. Here is the question and offer:—

CHANCE TO EARN A DOLLAR.

A dealer pays $2 for a dozen of a certain brand of preserved fruit. For how much must he sell the dozen to make 10 per cent., after allowing 15 per cent. for cost of doing business?

The above question is submitted to grocery clerks in Canada and a prize of one dollar ($1) will be given by The Canadian Grocer to the clerk who sends in the first correct answer. With the answer there must be given the course of reasoning on how it is obtained. Sit down at once and let us have your reply. Address, The Editor, The Canadian Grocer, 143 University Ave., Toronto.

Common Error of Many.

The answer is not $2.53, as a great many calculated it. Other incorrect answers were: $2.50; $2.55 3-10; $2.63, etc. Out of every 15 replies, 10 were wrong. So there is room for improvement in the matter of calculation of profits, if the dealer and clerk wish to make a success of the business.

One reply read as follows:

Editor Canadian Grocer.—In answer to your question regarding profit on the preserved fruit, I would figure it out in this manner.

Cost per doz. $2.00.

Cost of doing business, 15 per cent. = 30 cents.

Actual cost of goods, $2.30.

10 per cent. of profit 23c.

Selling price = $2.53.

Should be Consistent.

It will be noted that the clerk has figured his cost of doing business on the original cost and the profit on the total cost, whereas both should be figured on the same thing, that is, the selling price or turnover. No dealer would figure his cost of doing business on anything but turnover, and profit should be calculated on the same.

If the selling price is $2.53, cost of doing business 15 per cent. and profit 10 per cent., the above answer is shown to be incorrect when an attempt is made to prove it. Twenty-five per cent. of $2.53 is 63¼ cents, which would bring cost down to $1.90¾. This, however, should be $2.00, so that the $2.53 answer is wrong.

Something Obscure About This.

Following is the course of reasoning used by the clerk who figures selling price at $2.55 3-10:—

Editor Canadian Grocer:

To make ten per cent. clear on sale of one dozen of preserved fruit, they would need to be sold for $2.55.30 or 21.28 each, or say 22c each for easy figuring.

Arrived at as follows:

First cost	$2.00
15 p.c. for cost of doing business	.30
10 p.c. profit on made up cost of 2.30	.23
10 p.c. profit on total sales price basis, extra	.02.30
Total selling price	$2.55.30

The above is a longer method of doing the figuring than would be adopted if it had to be done every day, as then a "table" would be used that would give the percentage of cost to be added so as to give a clear 10 per cent. profit on the selling price.

The error of figuring cost of doing business on one thing and profit on another was made in this case also. Just why the extra 2 3-10 cents were added on, cannot readily be seen.

On the Wrong Basis.

Another answer was as follows:—

Editor Canadian Grocer: I notice in your issue of April 26th, you ask what goods costing $2 per dozen must be sold at to pay expenses of doing business of 15 per cent., and still have a profit of 10 per cent. for the grocer.

Now the goods must be sold to cover 15 per cent. and 10 per cent.; therefore the first is to get my expenses.

If I am to cover 15 per cent., I must secure 115-100 of cost, that is, $2.30. If my profit is 10 per cent., I must secure 110-100 of cost, which is $2.20. In the first place I have expenses of 30 cents, and in the second a profit of 20 cents, making a total of 50 cents. Therefore I must market the goods at $2.50.

This clerk was, if nothing else, consistent. He figured both expense and profit on cost. His mistake was not figuring both on selling price. As stated above, no dealer would think of calculating his expenses on cost, but always on turnover. A few other replies reasoned the problem out the same way.

The Prize Winners.

Monday morning's first mail brought in two correct answers, among a number of incorrect. The Grocer has therefore decided to give each of the two $1, their names being Mable Sandiford, with Geo. O. Werrett, Simcoe, Ont., and Chas. Byass, 76 Seaton Street, Toronto.

In sending her answer the former wrote:

Editor Canadian Grocer: Re your offer in The Grocer of $1.00 for correct solution of problem, I beg to send as answer the following:

If the article cost $2, and the profit is on selling price, it should be sold for $2.66 2-3, for 33 1-3 per cent. on cost equals 25 per cent. of the selling price.

Mr. Byass' answer was:

10 per cent. for profit and 15 per cent. for expense equals 25 per cent.; to make 25 per cent. we must add 33 1-3 per cent. of cost, which equals $2.66 2-3 per doz. for the fruit.

Example: What costs 75c must sell for $1.00 to make 25c, which is 1-3 or 33 1-3 per cent. of 75c, the cost.

Other correct replies came from Benson Forbes, of Hamilton, with Trebilcock & Berry; Lennox Thompson, of Simcoe; and Roy P. Merrick, of Mitchell Square, Ont., but these were in later mails.

An Easy Method.

Probably the simplest method of reasoning the answer is this: the selling price, minus 15 per cent. of selling price, minus 10 per cent. of selling price, equals the cost, or $2. That is, the selling price, minus 25 per cent. of selling price, equals $2; in other words, 75 per cent., or 75-100 of selling price is $2; therefore, the selling price is 100-75 of $2, or $2.66 2-3.

Dealer's Business Statement Analyzed

Advice on Paying Salaries of Partners — Regular Business Methods Should Be Followed—Gross Margin Around 20 per cent.—Open Bank Deposit Account for the Business.

*By Henry Johnson, Jr.

——— Ontario, March 11, 1912.

Henry Johnson, Jr.,

Care Canadian Grocer.

Dear Sir:—We have been interested in your straight talks on the different phases of the grocery business.

Stock taking has just been finished, and as you seem to be a sort of specialist in picking various statements to pieces we would be much obliged if you pull this one apart and show us as far as possible its weak points.

Might explain further, perhaps, in allowance for bad accounts:—

The $877.85 in 1912 includes the $585.43 of 1911—is, in fact, the accumulation of some years of slow accounts.

In taking stock we figure under real value, if anything. Would hesitate a long time before taking these "stock sheet" figures for our stock.

Perhaps we have not given you full enough particulars. Will give you further on application. Of course, we expect you not to make firm name or town name public.

Yours truly,

F—C—A——&—Co.

Statement.

We close our business year Feb. 15.

Dr.

1911

Feb. 15., To net worth of business.....$4,229.18

1912

Feb. 15, Amt. owed wholesalers, etc..... 1,234.67

Cr.

1912

Feb. 15, By stock on hand:—

Groceries	$1,928.43	
China	500.51	
		$2,428.94
Fixtures, wagons, etc		532.60
Cash on hand		282.77
Empties, coal, etc		73.80
Accounts receivable		2,258.22
		5,576.33
Amount of cash withdrawn by owners during year		$2,319.51

In Feb., 1911, we took off $585.43 for doubtful and bad accounts. This year we increased the amount to $877.85. We believe this is considerably more than we could not collect, but place it that way to be on a perfectly safe basis. Our total china business amounted to probably under $1,000 for the year. Total sales (cash received) for the year, $18,550 (not including "truck account"), i.e., goods sold and paid for by eggs, butter, etc.

Allowance has been made in Fixture Account for depreciation. Our delivery horse is not included in amount, as at time of stock-taking it had not been taken over by the business, but was private property of one of the partners.

Expenses for year were as follows:—

Rent	$180.00
Salaries	429.00
Horse and wagon upkeep	91.00
Insurance	27 00
Light	44.00
Heat	35.00
Advertising	65.00
Counter checks, bill heads, etc.	15.00
Street sprinkling	3.60
Ice	25.00
Sundries	25.00
Taxes	13 02
	$952 62

(Without charging A. & B.'s time.)

* * *

Working Conservatively.

When men keep close watch of their business and do most of the handling themselves, working along conservative lines of estimates, etc., there is not much danger that they will go far wrong. In such cases, methods are of secondary importance. It seems to me very likely that these men lay aside something from what they "draw" from this business. Maybe they are buying homes, or have other investments, wherein they lay up surplus. Speaking strictly, however, they are not working it right in several ways.

According to their figures, they do business on just less than 5.14 per cent. for general expense. Add what they have drawn, and we have an expense of just more than 17.64 per cent. That is too heavy an expense account, especially in view of two facts: (1) That on their own figures they are making just under 18 1-4 per cent. gross; (2) that they have charged no interest on investment which, being considered, wipes out their slight net gain of $112.48 and leaves them with a loss of $141.27, or a little over .76 per cent. on sales.

Some Change Suggested.

Being "all in the family"—that is, all in the intimate control of the partners—has made them slightly heedless of good business. That should be changed.

First thing to do is: Record all "trade" transactions as if made for cash both ways. It costs just as much to handle a bar of soap which is exchanged for eggs as the one which goes out for cash.

Second: Stop all "drawing" of irregular amounts. A very liberal allowance for partners' salaries on this business would be 7 per cent., say $1,200 for both. On such basis, the business would show for last year all expenses and interest paid and about $1,000 net profit. As this is a matter of choice, however, I recommend that the partners fix their salaries at $1,800 for both, which will be practically 10 per cent. on sales and will run the wages expense up to 12½ per cent. They should live rigidly within that limit, paying it to themselves regularly every month. Had this been done during the past year, the business would not show a net profit of around $400.

Third: Open a savings account for the business and deposit therein $25 per month during this year. As $100 is accumulated, buy a good bond with that sum. I can point out some to you which will net around 5 per cent. on which you can borrow whenever need arise—only you must not let that need come up. Let the surplus remain as a surplus until you have $1,000 to $2,000 piled up. Time enough to consider what you will do after that. Intrench your business behind solid bulwarks of true Business Insurance first.

Fourth: Watch you accounts still more closely. I do not know how long it has taken you to accumulate that $585.43 of depreciation on accounts; but you have gone back $292.42 during 1911. That is just 1.56 per cent. on sales—over 1½ per cent.—three times what it should be. I know you are conservative. That is all understood. I know you may collect more than you estimate. But the figures stand that way now, and the only chance you can afford to take is that you have

(Concluded on page 38.)

Make a Specialty Now of Canned Goods

Supplies of the Housewife Practically Exhausted—Not as Large a Supply as Usual Prepared Last Year on Account of High Prices of Fruits and Sugar—Let the Window Work Overtime—Good Money in These Goods Just Now.

There was a time, and we do not have to go very far back in history to find it, when the good housewife would stand in horror at the mere suggestion of purchasing canned goods at the grocer's. Those were the days when a goodly portion of the summer and fall was taken up in preparing a supply of fruits and vegetables for the ensuing winter.

Time has changed, however, and very quickly too, and the home preserving has given way to factory canning. Now the major portion of canned goods are sanitarily packed in factories situated right in the heart of the producing sections. This allows of goods being packed from the best quality fruits and vegetables at a minimum of expense.

Made Rapid Advances.

That the use of canned goods has grown tremendously in the last 5 or 10 years is well known to every grocer. Canned goods have come to form a big percentage of the sales of every store. Take canned goods out of the market and there is not a table that would not suffer in consequence, nor a household that would not be seriously affected by the inconvenience. They are an excellent food, they are not expensive, and they are labor and time savers to the housewife. These are the reasons why the demand continues to increase.

Why Selling Is Easy.

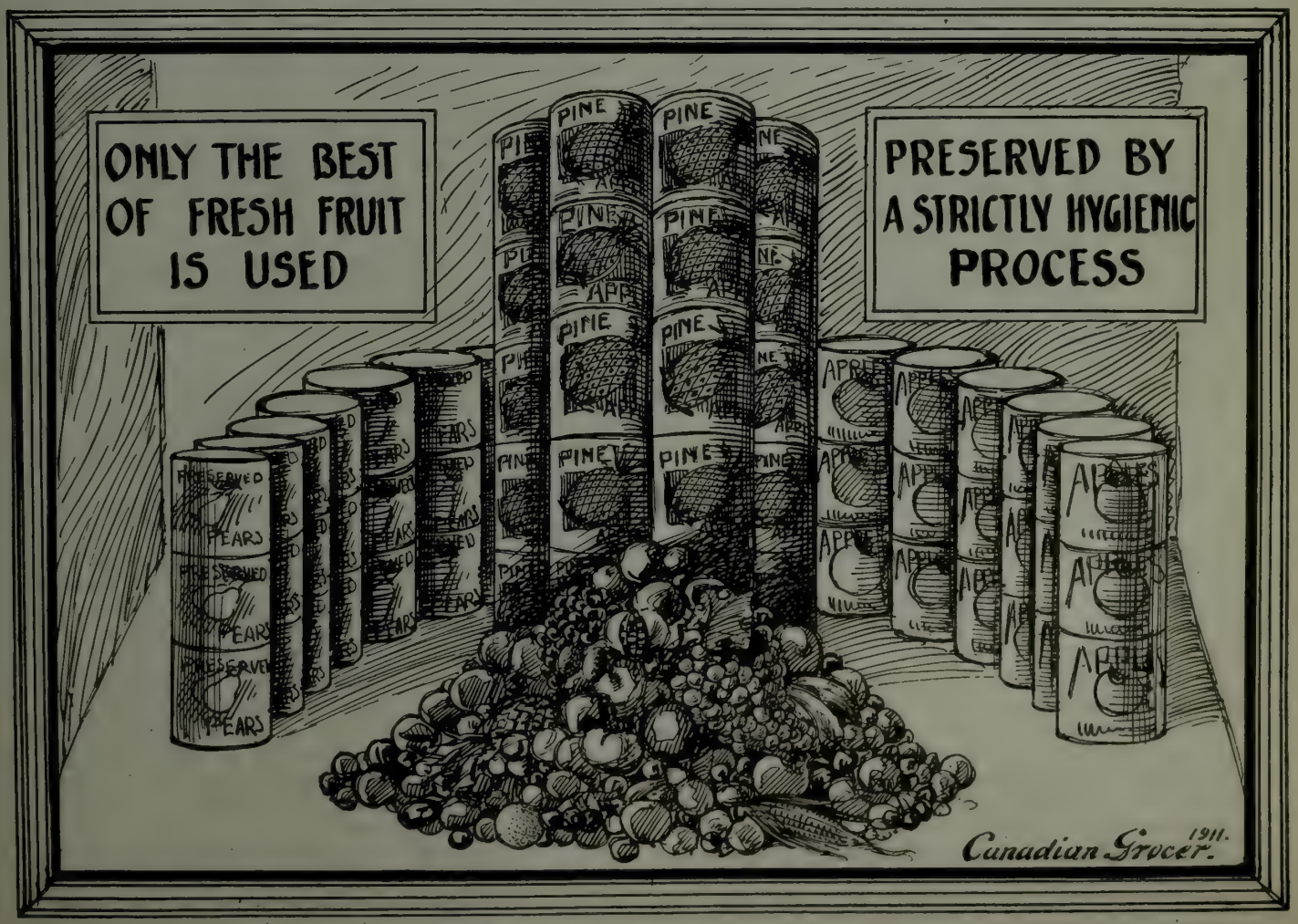
This is decidedly the canned goods season and, moreover, this is a year in which the demand should be exceptionally large. The dealer is probably aware of the reasons that make this so. In the first place, high prices of fruit last year was the reason for little preserving being done by the housewife. What little found its way to the fruit shelves has now resolved itself into a very small quantity. Fruit is a necessity of daily diet. For these reasons, canned fruits should now be big sellers.

Canned vegetables and fruits, jams and marmalades are the lines that the grocer wants to swing into prominence now. A good situation in the store where people will constantly see them, is somewhat of a factor in making sales. Displays on counters and around pillars should be made where possible, while last, but by no means least, is window display.

Be Sure to Use the Window.

Window display is an important medium for promoting the sale of canned goods. Some attractive trims may be arranged and by the use of show cards the excellent quality, the convenience and comparative cheapness of these lines may be heralded forth. Herewith is a suggestion for a window trim, in which fresh fruits and vegetables are shown, the idea being to drive home the point that only the best fruit and vegetables are used in canning, and that cleanliness is the watchword of the factories.

There are other points which may be presented to good advantage, either through newspaper advertising or by the salesman himself.



Suggestion For a Canned Goods Window Display.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York. Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne, 140 South Dearborn St. Phone Rand 3234
GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd
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Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

COMMON ERROR IN FIGURING PROFIT.

This matter of figuring profits and arriving at the selling price is so important that we feel much more attention should be given it by dealers and clerks.

Last week The Grocer announced a contest for clerks in figuring selling price when cost, rate of profit and expense of doing business were given. On Monday and Tuesday of this week twenty-one answers were submitted out of which number only six were correct.

On Wednesday several more arrived with about the same proportion wrong.

The majority made the common error of figuring either cost of doing business or profit or both on the first cost, whereas both should have been calculated on the turnover or selling price. On another page of this issue the question asked is given and the answers are taken up in detail. They are worth while studying by every clerk and dealer, because the problem has a direct bearing on the success or otherwise of many members of the trade.

The man who persists in calculating his profits on his cost and his overhead expenses on his turnover at the same time, ends nowhere. He will not emerge where he intended, his actual profit will not be what it seems, and if he succeeds it will only be by the mere chance of having marked goods sufficiently above cost to more than cover overhead expenses.

THE STALE EGG PROBLEM.

The time is drawing near when complaints of bad eggs on the market will be heard.

Once the warm weather arrives, hens have the unfortunate desire to find a new nest if any liberty whatever is extended to them. Their eggs accumulate in their privately-owned nests until the farmer's son stumbles upon them. The result is the market basket has a heavier load the following Saturday, but stale eggs have become mixed with the good ones. Other delays occur before they reach the commission houses or final purchaser, and complaints of decayed eggs come back to the merchant. But the farmer is immune from any blame because he cannot be traced. The country or country-town merchant has to bear the brunt of the dissatisfaction, consumers have the repulsive experience of opening bad eggs, commission men send back discouraging reports, and the price of eggs is undoubtedly higher than if only fresh-laid eggs were placed on the market.

Every merchant who purchases eggs from country customers should by some means or other get them to bring only fresh eggs to market. If eggs were paid for according to quality, this condition of affairs would soon be brought about, but as long as they are accepted by the merchant and paid for at existing prices without regard to quality, we will have the circulation of eggs unfit for human consumption.

It is the duty of every dealer to do his share in educating the farmer to sell fresh eggs only. Thousands of dollars are lost every year under the present system, and it is time for a change.

THE CONFECTIONERY DEPARTMENT.

In the handling of confectionery in the grocery store there are one or two things to which a dealer must give his attention to make a success of that department. These points have been brought out by a number of retailers who during the past few months have given their views to The Grocer.

It is practically a unanimous opinion that much loss is entailed by the giving of overweight in bulk goods. A sale of these means 5, 10 or 15 cents' worth, and if a high class chocolate is being purchased there are not many chocolates. The dealer or clerk, not wishing to appear stingy, adds a few more to dispel this fancy, and a loss or very little margin is the result.

To overcome this one dealer advises the use of a small computing scale, and if the business and store is large enough, a separate department and a saleslady to look after it. This arrangement places the dealer and his grocery clerks under no obligation to give away any confectionery whatever.

Freshness in high class goods is another item to be watched. Buying carefully in small quantities will overcome stale goods. On the occasion of something special, such as Easter and Christmas, too large a stock of appropriate goods should not be purchased. This only results in the held-over stock being unsalable when the holiday season is over. Better to buy sparingly of the holiday lines and add plenty of goods that can be sold after the festive season.

Display is another feature that all agree to be of paramount importance. Show the goods appealingly at at all times, and if their quality warrants it, sales are bound to be made.

MARMALADE ANALYSIS.

A recent bulletin issued on marmalade by the Inland Revenue Department shows that of 154 samples collected in various parts of Canada and analyzed, 138 were found to be genuine. That is, this number contained nothing but fruit and sugar.

Chief Analyst A. McGill points out in his report that while 14 samples contain glucose, yet glucose is a nutritious food. It is normally contained in every meal we eat, since in the ordinary processes of digestion cane sugar is changed into glucose.

"There can be no sufficient reason on the ground of wholesomeness," he states. "for objecting to commercial glucose as a component of jam or marmalade; and if, as is claimed by many manufacturers, the addition of glucose actually improves the quality of jams and marmalades, there can be no reason for withholding a statement of the fact of its presence.

"In the meantime," he adds, "it is necessary to describe jams which contain glucose without declaration of the fact, as adulterated under the Act, in that a cheaper substance than sugar has been in part substituted for

sugar. This is merely technical adulteration, and does not mean that as an article of food, the jam or marmalade is less nutritious or wholesome."

The analyst contends that while glucose is a wholesome food, yet marmalade was known long before it as fruit and sugar, therefore marmalade containing it should be so described on the label, and must be considered as adulterated.

A review of the analysis shows that marmalades sold in Canada are of a high quality and can be recommended as wholesome food.

THE PORK IN THE PORK AND BEANS.

The "pork" part of pork and beans has been somewhat regarded as a joke by the consuming public. The retailer is often jollied about it by customers, as one was by the Vancouver man who told of having an exciting time when he offered a prize to the member of his family who could locate the remnant of the hog in the can of beans.

However, this canned article has just claim for containing the words "pork and beans" on the label. There is really pork in the can, and a considerable quantity too, although customers can hardly expect to get a pound of 18 cent bacon in a 10 cent can of beans.

To customers who have any comments to make in this regard, it would be well to explain that the amount originally placed in the can is larger than becomes apparent to the eye when opened. Under the heat to which the goods are subjected in the canning process, the major portion of the pork is melted. It mixes up with the beans and gives to it that flavor that has made this line such a popular one.

ARRANGING THE HOLIDAY SCHEDULE.

Soon straw hats will be making their appearance, and spring will be on the wane and summer approaching. The days will be hot, and thoughts of summer vacations will fill many minds. This is a state of affairs which may be expected, and the dealer will do well to make his preparations accordingly.

Those dealers who employ a number of clerks might well arrange in advance the date upon which the staff will go away for their holidays. The dealer will then know during just what seasons he will have a short staff. He will be able to prepare in good time, so that all may be in readiness when this short-handed season arrives.

Arranging the holiday schedule well in advance is of advantage to the employer in other ways. It prevents disputes among the clerks as to who shall go on a certain date. It enables the clerks to plan their trips; and instead of there being any discord among them there will be a feeling of expectancy. They will give more enthusiastic, more whole-hearted service.

In arranging the holiday schedule, Mr. Dealer, don't forget that hard-working, worried and faithful member of the staff, the proprietor. He needs rest and relaxation the same as the others, and should have it. Don't think that the store can't get along without him. The absolutely indispensable man has never yet been found.

STRENGTHENING THE MAGNET.

What is the use of a show window? Generally this is believed to be the sample of the store; the eye, not through which the store looked out, but through which the people look in. The window is an indication of what is to be seen inside. But it is more than this. It is one of the store's magnets—one of the forces which draw people to the store.

This phase of window dressing deserves some consideration. The retailer must present his goods in such an attractive way that they will arrest attention, and draw people to inspect them more closely. But there is an agency outside of the mere goods which some men have used to make their windows attractive. They give room to signs, not immediately relating to the store, but of genuine interest to a large part of the people whose custom they have or hope to gain. There are some who do not believe in this—and doubtless in certain places this would not be advisable—but properly regulated the system of putting forward signs, bearing information about things of interest to the general public, does a store good.

People notice these cards from across the street, and walk out of their way to see what is to be learned. After satisfying their curiosity, they look at the goods in the window. If the display is well arranged—and, of course, the notices must not be allowed to interfere with this—many people will see something which they want. They will perhaps buy, or will say something about the goods which will induce others to buy.

Let people once get to know that signs bearing news of general interest are to be seen in a certain store window, and many of them will go out of their way to pass that store. Much attention will be gained. The magnet will have been made more powerful, and the educational qualities of the window will not have been spoiled, if discrimination has been shown in the class of announcements which are given window room.

EDITORIAL NOTES.

Figuring selling price is not such an easy matter, after all.

* * *

The clerk who takes an interest in the business cannot but be more than an order taker.

* * *

Boxes and barrels strewn indiscriminately about the floor of the store show the absence of system.

* * *

In our boyhood times, Arbor Day in May was cleaning-up day in the old schoolyard. Have any of us forgotten the results?

* * *

Government analysis show marmalades sold in Canada to be highly nutritious. Use this information in the newspaper ad. and on the show card.

* * *

Is the hen who steals her nest ashamed of her work? Or does she imagine she can break the price of eggs by marketing her summer's product all at once?

* * *

Cooked ham shown where it can be seen will sell—if it looks good. It provides the much needed short cut in these industrious times around the house.

* * *

Now that the home-made preserve shelf is getting bare, the time has arrived when the grocer's stock of canned and preserved fruits will be pleasing to the customer's eye.

* * *

How would an X-ray in the general merchant store solve the problem of the stale egg? Let the indifferent farmer himself have an occasional look at some of the eggs he brings to market.

Merchants After Mail Order House Scalp

At Annual Meeting of Dominion Board R. M. A. Question Was Discussed and Resolution Passed—Inspection of Scales, and Credit Reporting Department Among the Other Problems —The Officers Elected.

Montreal, May 2—(Special)—The Dominion Board of the Retail Merchants' Association of Canada held its annual meeting here on Monday and Tuesday of this week, when new officers were elected and several resolutions passed. The officers for the ensuing years are:

P. J. Cote, Quebec, Dominion President.

A. Weseloah, Berlin, Ont., 1st. Dom. Vice-Pres.

W. U. Bouvin, Montreal, 2nd. Dom. Vice-Pres.

J. A. Beaudry, Montreal, Dom. Treasurer.

E. M. Trowern, Dom. Secretary.

J. G. Watson, Dom. Auditor.

The Mail Order Problem.

One of the most important questions discussed was the mail order problem. This was gone into thoroughly from every standpoint, and the following resolutions passed:

"That inasmuch as it is important to the upbuilding of the cities, towns and villages of the various provinces of the Dominion, that as far as possible the persons who secure their living in these cities, towns and villages should do all in their power to assist in paying the running expenses of said municipalities, and in our opinion this can best be done by consumers spending their money in their own home towns; and inasmuch as all those retail merchants who occupy premises and carry stock and employ assistants are compelled to pay taxes on the most highly assessed property, and as it is considered only fair that those who peddle from door to door should pay a peddler's license, or those who are transient traders should pay a transient trader's license, then we consider that those who use the mail by issuing catalogues for the purpose of soliciting orders at retail and encouraging club buying and taking the money and trade out of any municipality which properly belongs to it, should also pay a license or pay the full cost of such services to the post office department, and not be allowed to use the post office staff and the machinery necessary to conduct such business for the purpose of destroying the trade of the largest class of taxpayers—the retail merchants.

"The position at present, as we find it, is that over twelve thousand post offices are conducted by postmasters in Canada, who are retail merchants, and these postmasters are paying their own rents and spending their time for a mere pittance of what it is worth to receive and hand out thousands of tons of catalogues for mail order houses, who are receiving the benefit at the expense of the Government and these retail merchant postmasters and the business men of the cities, towns and villages are losing the trade of the local municipalities, besides that which properly belongs to them.

"We therefore ask that a thorough investigation into this system be made by the executive officers of this board as early as possible."

Other resolutions adopted were:

"That in view of the fact that a further amendment is necessary to the Criminal Code, in order to enable the retail trade to consult with and make fair arrangements with the wholesale trade and with manufacturers, we again urge the necessity of securing the necessary amendment from the Dominion Government."

Scale Inspection.

"That this convention request the Dominion executive officers to present the petitions and press forward the legislation that has been commenced by us to have the fees for the inspection of weights and measures paid out of the Dominion treasury."

"That this board establish a credit reporting department to report to the members of the association the names and addresses of such persons who do not pay their accounts regularly."

E. Laniel, a Montreal grocer, took a number of the delegates for a 20 mile run around the city in his motor car. Needless to say this was thoroughly enjoyed and appreciated.

FOOD STANDARDS FOR EXTRACTS

If Artificial They Must be Labeled Such —Strength of Lemon and Vanilla Not Decided On.

Toronto, May 2—(Special).—On Wednesday of last week the pure food section of the Canadian Manufacturers' Association, met at the National Club rooms to discuss with Chief Analyst A. McGill and Prof. Ellis, of the Inland Revenue Department, standards for extracts of lemon and vanilla. Jas. Lister, of the Litster Pure Food Co., chairman, presided, representatives being present from the following firms: MacLaren's, Ltd., Hamilton; Imperial Spice Co., Hamilton; Gorman, Eckert Co., London; Wampole & Co., Perth; Pure Gold Manufacturing Co., Toronto; White Swan Spices & Cereals, Toronto; J. Hungerford Smith, Toronto; J. J. McLaughlin, Toronto; Eby, Blain, Ltd., Toronto; Hutchinson & Peterson, Toronto; Robinson Mfg. Co., Toronto; Imperial Extract Co., Toronto; T. A. Lytle & Co., Toronto, and Stuart Bros., Niagara Falls. Mr. Litster read a letter from the Seeley Mfg. Co., of Windsor, regretting their inability to have a representative at the conference. Professor Rush, of the Canadian Ermaline Dye Co., Buffalo, with his color expert, Mr. Watkins, were also present.

The question of standards for vanilla and lemon extracts was gone into at length with Mr. McGill. The manufacturers considered that the standards, as originally drafted were not exactly what they should be, and Mr. McGill will make a re-draft of them when they will be submitted to the association again.

The matter of artificial extracts was discussed and as far as these are concerned, the law will now compel manufacturers to label them as "artificial." This was definitely decided upon.

The chief point in the lemon extract standards is the amount of citral, (which is the active principle of it) that will have to be used. So far as vanilla is concerned the principal part of setting a standard is to decide on the amount of vanilla to be used to every gallon of extract.

Members of the pure food section of the Canadian Manufacturers' Association are particularly pleased with the methods Professor McGill is using in determining the standards. He is making it a point to discuss the practical side of the manufacture of food stuffs with men in the business before making any definite decision as to what certain standards should be. This is certainly a commendable action on his part.

The first executive meeting of the Ontario Retail Grocers' Association will be held in Brantford at the Prince Edward, next Wednesday, May 8, at 8 o'clock p.m.

In last week's issue an item appeared to the effect that Geo. J. Emmerton, Ripley, Ont., was taking into partnership Milton Dierlamm, of Millbank. Mr. Emmerton writes that this is contrary to the fact, and that he has no intention of taking in a partner. We gladly make this correction of the item which we received and published in good faith.

A Decline in Refined Sugar Expected

In Sympathy With Continued Weak Tone to Raws—New York Lower and Canadian Expected to Follow—Concessions in Prunes Still Being Made at Some Centres—Seeded Raisins Lower in Montreal — Opening of Navigation Helps Trade.

QUEBEC MARKETS.

POINTERS—

Seeded Raisins—Lower.

Prunes—Easier.

Canned Tomatoes—Easier.

Montreal, May 2.—Business for spring trade is brisk. Dealers in all lines claim they are satisfied and expect navigation to add greatly to the trade.

Prunes are easier with decline of ½c this week.

Canned goods are moving well. Canned tomatoes are now at $1.65 per doz.

Brazil nuts have declined and may go lower.

SUGAR.—Situation as regards sugar is in practically same weak shape as it has been for some time. The expected decline has not put in an appearance yet, and dealers are still waiting. This has caused considerable drop off in demand, as dealers hesitate on buying with a decline in view.

Granulated, bags	5 35
Granulated, 2-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—Molasses situation has shown no particular change this week, quotations remaining unchanged. Demand is seasonable. Syrup is receiving a good call, but nothing exciting has affected market of late. General tone is strong.

Fancy Barbados molasses, puncheons	0 38	$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38¼-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—Considerable activity is noted in dried fruits this week. Market in general promises a downward movement. Prunes and raisins offer features of the week, having declined and show signs of further easing off.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08½	0 09
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¾
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10½
60-70	....	0 10
70-80	....	0 09½
80-90	....	0 09
90-100	....	0 08½
100-120	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¾
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07⅞	0 08
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08¼	0 09¼
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Routine trade is being done in tea. Local prices generally show no change, but hold steady. A report to the effect that cheap Japan crops promise to be 20 per cent. ahead of last year's has been received.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee market is dull, but shows no weakness for week. All grades of Rio and Santos are still ruling high, with no tendencies towards easing off. Mild grades are likewise dull and unchanged in prices. Java and Mocha are quiet at ruling figures.

Mocha	0 25	0 28
Rio	0 21½	0 23¼
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 25¼

SPICES.—Market is more active and there has been some large trading both for spot and futures in cloves and peppers. Opening of navigation will add new features to market. For week, values on all spices remain unchanged.

Toronto

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Shell varieties are moving freely. Brazils for the week offer a decline. Shelled are rather quiet. A general tone of steadiness prevails both locally and in primary markets.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

RICE AND TAPIOCA.—Market is featureless this week. Demand is steady and situation remains firm.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—

Sugar—Decline expected.

Brazil Nuts—Easier.

Prunes—Concessions still being made.

Corn—Quoted at $1 doz.

Toronto, May 2.—Tone of wholesale grocery trade is somewhat healthier this week and month of May is conceded as making a good start. There is no doubt that as farmers are busy on the land, trade in country districts is somewhat

hampered, but against this, it is argued that condition of country roads have improved, which tends to help trade.

Opening of navigation on the lakes has worked for greater activity in wholesale trade. No doubt considerable business was held back to secure lower lake rates and, as navigation has been unusually late in opening this spring, trade has been held back considerably.

Sugar is quiet and dull, refined quoted at $5.45 per cwt. in Toronto, as compared with $4.70 a year ago. Market continues weak under easy raw market and a decline in refined is looked for.

There have been some lower prices quoted at odd times on brooms by some manufacturers, but local dealers state that there is nothing in general situation of good broom corn to warrant any easiness. There was a slight downward fluctuation in broom corn around first of year, which some Canadian manufacturers got in on, and are thus able to offer slight recessions on certain grades. "Some Quebec manufacturers have been quoting us some very attractive figures on low grade brooms," said one wholesaler, "but the manufacturer we have been buying from says he must maintain his prices."

A traveler for one firm this week was offering brooms at $3 which a week previous had been quoted at $3.75.

SUGAR.—Same weak tone continues in sugar market and a decline in Canadian refined is anticipated. Raws have continued easy. New York has adjusted itself to easier conditions, and it is expected that Canadian market will follow. Cuba crop reports have so constantly improved during past few weeks by dry favorable weather and full number of centrals at work, that a very full crop, up to original first estimates, appears now well settled. Thus, the easier trend of the market.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 65
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 50

SYRUPS AND MOLASSES.—Normal seasonable trade is in evidence in syrups and molasses. There is considerable business in new make maple syrup being done while other varieties appear to be receiving their share of attention.

Corn still maintains a strong front and corn products in sympathy hold a steady to firm position.

There is no particular change in general molasses outlook. Attitude of Barbados producers with regard to their expectations of future are unchanged.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 00
½ gallons, 12 to case	7 20
Quarts, 24 in case	7 20
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 00
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbadoes, extra fancy	.... 0 45
Porto Rico	0 45 0 52
Muscovado	.... 0 30

DRIED FRUITS.—There is by no means any marked activity in dried fruits, but here and there some improvement in demand is reported by jobbers. Some retailers who have had supplies from last fall's purchases are running low and coming into the market, but buying is mostly for immediate requirements.

Tone of spot dried fruits in California continues easy. Locally concessions below quotations on certain sizes of prunes are reported, but some improvement is noted in demand by some wholesalers, removing somewhat feeling of nervousness. Bosnia prunes are quoted from 7¾ to 9 cents.

Evaps. are fairly steady. Seeded raisins are slightly easier. Figs and dates point the opposite way.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 22
Slabs	....	0 20
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Selected, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
New Dates—		
Halloween—		
Full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—Trade from wholesaler to retailer continues on a normal scale Distributors are buying mostly for immediate requirements, purchasing conservatively until some definite news is received regarding the new crop. Certain amount of interest is being directed towards opening of new crop from Japan.

It was just one year ago that Japan issued its edict prohibiting the coloring of tea. There was considerable conjecture at the time as to what effect this would have on sale of Japan tea. Dealers in this variety say that they do not see that year has brought forward anything serious in this regard. Japan tea growers have been carrying on an advertising campaign to increase the popularity of their teas and one of the arguments used was that they are not artifically colored.

COFFEE.—In regard to coffee situation, there is practically nothing new in local market, tone of steadiness still continuing.

The key to the Brazil coffee position is the crop now maturing and which on July 1 will begin its outturn. Naturally at this stage of the crop, there are various estimates, but the fact that all indications in Brazil have an upward tendency shows the belief on part of those close at hand, that next crop will not be large, otherwise with receipts of present crop keeping at such good level, prices would naturally tend downward.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Spices have shared in the greater activity by reason of opening of navigation and improvement in conditions of country roads. There are no particular lines in special demand at this season, trade being well divided over whole list. While there are some slight tendencies in primary markets of some lines, there is nothing that has any important bearing on spot goods.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 90
Cassia	30—30	95—1 15	95—1 25
Cayenne pepper	33—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	95—1 10
Cream tartar	27—00	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	80—85	.....	0—1 75
Nutmegs	30—45	90—0 00	1 60—1 90
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	33—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 85	75—1 10
Pickling spice	16—20	75—0 00	75—0 90
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIACO.—This is a good season for these lines and trade is well up to the normal. Some slight easiness is noted in lower grades of rice in the east but fancy varieties appear to hold steady.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	....	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

NUTS.—Trade cannot be described as active. Naturally at this season, nuts in shell do not come in for any great attention. Advent of push carts and opening of baseball parks will naturally mean an increased consumption of peanuts. Further shipments of Brazil

nuts are on the way, prices tend downward and are on a much more reasonable level than for past couple of years. Late reports indicate that the earlier estimates of a big crop of Brazil nuts were founded on fact.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal		3 45
Rice, standard B., f.o.b. Toronto		3 95
	Per	lb.
Rangoon	0 03½	0 04
Fancy rangoon		0 05
Patna	0 05½	0 06
Japan	0 06	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat		0 06
Medium pearl	0 06½	0 07
Flake		0 08
Seed	0 06½	0 07

BEANS.—Prices hold steady on Ontario markets and reports from Canadian points both east and west indicate a similar tendency. Stocks are in strong hands and values are expected to be maintained.

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.		0 08

Canned Goods.

TORONTO. — Most local jobbers do not appear to be worrying about being able to clear decks of canned goods before new pack puts in an appearance, but there are some dealers who are a little nervous on certain lines. There is some difference of opinion as to just how demand compares with other years, although it is conceded that high prices naturally tend to curtail consumption.

In fruits, situation seems steady and quotations of different firms fairly even. This cannot be said of vegetables, quotations of various firms varying somewhat. Tomatoes are quoted from $1.55 to $1.70 for 3's. Corn ranges at $1 by most firms, with some included slightly higher. Peas have been at $1.30 and $1.35, but some firms are shading prices 5 cents per dozen. Some Montreal houses, said to be pretty well stocked have been cutting prices on peas. Beans are not plentiful and bring $1.20 to $1.25 per dozen.

There is a normal movement of canned fruits. Pumpkin is in good demand for pie filling. Jams and marmalades are finding a good demand. Lobsters and salmon are steady.

FRUITS.	Group A.
3's—Apples, preserved	1 82½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	6 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 62½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 67½
2's—Peaches, white, heavy syrup	1 97½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 57½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 82½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 57½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 57½
Gal.—Pears, pie, peeled	4 57½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 67½
3's—Plums, heavy syrup	1 67½
Gal.—Plums, standard	3 57½
2's—Plums, egg, heavy syrup	1 47½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 92½
Gal.—Plums, Green Gage, standard	4 77½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	6 57½
2's—Cherries, white, pitted, heavy syrup	2 27½
2's—Cherries, white, not pitted, heavy syrup	1 67½
2's—Currants, black, heavy syrup	2 02½
2's—Currants, black, preserved	2 32½
Gal.—Currants, black, standard	5 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½
2's—Currants, red, preserved	2 32½
Gal.—Currants, red, standard	5 32½
Gal.—Currants, red, solid pack	8 32½
2's—Gooseberries, heavy syrup	2 30
Gal.—Gooseberries, standard	7 05
2's—Lawtonberries (blackberries), hy. sy.	1 82½
2's—Lawtonberries, preserved	2 02½
Gal.—Lawtonberries, standard	7 07½
2's—Pineapple, sliced, heavy syrup	2 27½
2's—Pineapple, grated, heavy syrup	2 27½
2's—Pineapple, whole, heavy syrup	2 27½
3's—Pineapple, whole, heavy syrup	2 37½
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 30
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 30
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57½
3's—Rhubarb, preserved	2 32½
Gal.—Rhubarb, standard	3 57½
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 30
Gal.—Strawberries, solid pack	9 55
Group B, is 2½c lower than above.	

VEGETABLES.	Group A.	Group B.
2's—Beans, red kidney	1 17½	
2's—Beets, blood red, Simcoe	1 02½	
2's—Beets, whole, blood red Rosebud	1 32½	
3's—Beets, sliced, blood red Simcoe	1 37½	
3's—Beets, whole, blood red Simcoe	1 42½	
3's—Beets, whole, blood red Rosebud	1 57½	
3's—Cabbage	1 02½	
2's—Carrots	1 02½	
3's—Carrots	1 32½	
2's—Cauliflower	1 70	
3's—Cauliflower	2 12½	
2's—Corn	1 00	1 05
Gal.—Corn on cob	4 82½	
3's—Corn on cob, golden dwarf	1 82½	
2's—Parsnips	1 17½	
3's—Parsnips	1 32½	
3's—Pumpkins	1 02½	
Gal.—Pumpkins	3 15	
3's—Squash	1 17½	
Gal.—Squash	3 37½	
2's—Succotash	1 17½	
3's—Tomatoes	1 55	1 70
Gal.—Tomatoes	4 82½	
3's—Turnips	1 17½	
2's—Asparagus Tips	2 57½	
3's—Beans, golden wax	1 42½	
2's—Beans, golden wax, midget, Auto brand	1 30	
2's—Beans, golden wax	1 25	
3's—Beans, golden wax	1 42½	
Gal.—Beans, golden wax	4 27½	
2's—Beans, refugee or valentine (green)	1 15	
3's—Beans, refugee (green)	1 42½	
2's—Beans, refugee, midget, Auto brand	1 32½	
2's—Peas, extra fine sifted, size 1	1 80	
2's—Peas, sweet wrinkle, size 2	1 40	
2's—Peas, early June, size 3	1 35	
2's—Peas, standard, size 4	1 25	1 30
2's—Spinach, table	1 62½	
3's—Spinach, table	2 27½	
Gal.—Spinach, table	6 02½	
Group B is 2½c lower than above.		

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, dozen	2 50
½-lb. flats, dozen	1 80
1-lb. flats, dozen	2 55
Other salmon prices are—	
Humpbacks, dozen	1 35
Pinks	1 35
Cohoes, per dozen	1 90 2 00
Red Spring, per dozen	2 10 2 25
Northern River Sockeye	2 45
Lobsters, halves, per dozen	3 00
Lobsters, quarters, per dozen	1 75

CANNED POULTRY AND SOUP.	
Chicken	4 50
Turkey	4 85
Ducks	4 50
Soup, 2's	2 45
Soup, 1's	1 90

MANITOBA MARKETS.

Winnipeg, May 2.—Business is reported as most satisfactory, demand for all staple lines being excellent and there is a first rate demand for specialties.

With extraordinary building activity going on in city, a first rate season's business seems assured and with 75 per cent. of wheat crop sown and probable completion of this important work shortly, prospects generally in West could hardly be more favorable.

Another feature that must have a satisfactory influence on western trade is general advance in grain prices which have gone up on average about 5 cents per bushel all round during month. As there is yet a large amount of grain to be marketed, this increase will greatly add to the spending power of West and should materially assist in the matter of collections which during past month have been somewhat disappointing.

SUGAR.—No further changes in sugar prices are reported. Demand is good for time of year.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Icing sugar, in bbls	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUPS.—No further advance is reported, but prices are firm.

Syrups—	
24 2-lb. tins, per case	2 53
12 5-lb. tins, per case	2 98
6 10-lb. tins, per case	2 86
3 20-lb. tins, per case	2 87
Half-barrels, per cwt.	4 05
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

DRIED FRUITS.—Market is firm and no further reductions seem probable for the present.

	Per lb.
New Prunes—	
90-100s, 25s; s.p.	0 08½
90-100s, 10s, s.p.	0 08½
80-90s, 25s, s.p.	0 09¼
80-90s, 10s, s.p.	0 09¾
70-80s, 25s, s.p.	0 09¾
70-80s, 10s, s.p.	0 10¼
60-70s, 25s, s.p.	0 11¾
50-60s, 25s, s.p.	0 12¼
40-50s, 25s, s.p.	0 12¾
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine, selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Coffee prices are firm and trade is reported as brisk.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾

BEANS.—Bean prices are firm with no further changes reported.

Beans, 3-lb. picker, per bushel	2 75
Hand picked, per bushel	2 85
Peas, split, 100 lbs.	4 00

NUTS.—Trade in nuts is fair but has not kept place with that in fruits. No changes are reported in prices.

Nuts—	Per lb.
Filberts	0 11¾
Walnuts, Marbots	0 13¾
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20¾
Brazils	0 14
Nutmegs	0 20

MANITOBA.

WINNIPEG.—Prices are firm and demand quite up to average. Lake fish are scarce.

Fish—		
Lake Winnipeg whitefish, lb.	....	0 09
Fresh pickerel	....	0 08
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, doz.	....	0 10
Fresh goldeyes	....	0 04
Kippers, box	....	2 00
B.C. frozen salmon	....	0 10
Lake trout	....	0 07
Halibut	0 07¾	0 08
Bloaters, per box	....	1 50
Mackerel	....	0 11
Smelts	....	0 12
Extra smelts	....	0 15
Smoked goldeyes, doz.	....	0 50
Norwegian herrings, per case	....	5 75
Labrador, per half barrel	....	4 40
Holland, kegs	....	0 65

WINNIPEG.

FRUITS AND VEGETABLES.—There is a first rate trade in fresh fruits and vegetables following the advent of warmer weather. Prices have changed considerably.

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower	....	4 00
Cucumbers, doz.	2 50	3 00
California celery	....	8 50
California rhubarb, basket	....	2 00
Florida tomatoes, crate	....	6 00
Grape fruit	....	7 50
Grapes	....	8 00
Limes, box	....	2 25
Messina lemons	....	4 50
Oranges, navels	5 00	4 00
Strawberries, case	....	4 00
Washington apples, box	3 00	3 50
Valencia onions, per cwt.	....	5 00
Australian onions, per cwt.	....	5 00
Potatoes, per bushel	....	0 90
Carload lots, F.O.B.	....	0 75

NEW BRUNSWICK MARKETS.

St. John, May 2.—Local market during the last week has been fairly active, and there have been some changes of interest in quotations. The orders received by wholesale houses indicate a prosperous spring trade, but in some commodities there will be a falling off owing to the unusually high prices prevailing. Sugar market is reported in weak condition, decidedly uncertain, but with a downward tendency at present. Raw market reacted during the week, and became stronger, but it weakened in a day or so, and is down now. Molasses took a lower step this week as well, but hardly had this taken place before it advanced again and is now reported firm.

Beans and lard still maintain their record prices. Pork is also high, both domestic mess and American clear having advanced this week.

Seed is remarkably scarce, and owing to the fact that exceptionally high prices are being asked, demand is not great.

In country market, cheese is a little easier, but still quite high. Eggs remain about the same, a little firmer if anything, while butter still maintains its position of steadiness and scarcity, with little possibility of change. There is practically no poultry on hand, but meats are in fair supply. Potatoes are unchanged, selling still at from $2.25 to $2.50.

Bacon	$	$0 15
Beans, hand picked, bus.	2 90	3 00
Beans, yellow eye, bus.	2 80	2 90
Butter, dairy, per lb.	0 26	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 16¼	0 16½
Currants, 1's, lb.	0 08	0 08¾
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	....	0 25
Eggs, case	0 23	0 24
Finan Haddies	4 40	4 50
Fish, cod, dry	5 50	5 60
Flour, Manitoba	6 65	6 70
Flour, Ontario	5 85	5 90
Lard, compound, lb.	0 11¼	0 11½
Lard, pure, lb.	0 14¼	0 14½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 33	0 34
Oatmeal, rolled	....	6 00
Oatmeal, std.	....	6 60
Pork, domestic mess	22 50	22 75
Pork, American clear	23 25	23 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$ 7 75	$8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	....	5 50
Austrian granulated	....	5 40
Bright yellow	....	5 30
No. 1 yellow	....	5 00
Paris lumps	....	6 50

CURRENT NEWS OF THE WEEK

Business Changes and Other Movements in Various Provinces.

Western Canada.

A Retail Merchants Association has been organized in Coquitlam, B. C. The object of the organization is to decide upon such matters as closing hours, the employment of clerks and other such matters affecting their business. A. R. Millard was elected president, and Ben Seaborne, secretary.

The Mooney Biscuit & Candy Co., Stratford, Ont., and Winnipeg, Man., have purchased the biscuit factory of the H. Smith Biscuit Co., Vancouver, B. C. The price is reported to be in the neighborhood of $300,000. W. C. Mooney, vice-president of the company, who has been manager of the Winnipeg factory, is now in Vancouver, and will have charge of the reorganization work.

Jean Bonnet, Bordeaux, France, arrived in Canada last month in the interests of H. Desegaulx & Co. Last week Mr. Bonnet was in Winnipeg, and spoke interestingly of his opinion of Canadian trade in general. He states that outside countries are becoming more and more interested in Canadian trade, and he was pleased to note the great development in Canada. Mr. Bonnet is establishing agencies in various parts of Canada for his principals.

Quebec and Maritime Provinces.

P. Donovan, general merchant, Canterbury Station, N. B., succeeded by Wm. Donovan.

C. H. Dougall, Limited, of Montreal, has been incorporated at $25,000.

Letters patent have been issued incorporating the N. K. Fairbank Co., Limited, with a capital stock of $500,000. Head office is in Montreal, and incorporators are Cecil G. MacKinnon, T. B. Gould, T. J. Coonan, K. Archibald and H. B. Mulvena. Lard, soap, soap powders and cotton seed oil are some of their products.

Ontario.

Lindner & Benner, jam and preserve manufacturers, 1000 Gerrard Street East, Toronto, are moving into new premises at corner of Dundas and Arthur Streets.

C. G. Armstrong, general merchant, Orono, Ont., recently underwent an operation at the General Hospital, Toronto. He is recovering rapidly.

J. H. Lanford, grocer, London, Ont., has sold to Mrs. Henry Sampson.

DEALER'S BUSINESS STATEMENT.

(Concluded from page 30.)

estimated properly. Hence, you must cut down that possibility of loss this year.

Raise the Gross Margin.

Fifth: Try hard to increase your average gross margin. At present you are averaging only about 18 1-4 per cent. It should be close to 20 per cent. If you are careful to push profitable goods this year and avoid too many "bargain offerings" in your advertising, you may succeed in widening that margin to 19 per cent. or better. Such an addition would give you extra net earnings of about $140 on your present business. It is the fractions of pennies that count. Work more consistently on high grade goods. Talk and think quality and value as opposed to price. In naming prices, quote high figures first and work downwards; do not begin at the bottom and work upwards. You will find that good psychology in making sales.

* * * * * *

Note that I recommend the accumulation of a surplus, not the employment of additional capital. Every dollar you add to your capital increases you interest charge. Do not load up with more expense of this kind until you have absolute need of it for expansion.

Give Your Money a Chance.

Note, in passing, that $2,000 of 5 per cent. bonds will not only act as a sheet-anchor at all times, but will earn your business $100 interest every year. It is astonishing how money grows if you will give it some show.

I hope to hear from you further—any time on any subject related to these business problems. Also, if you see things differently from the way I have stated them, let me have your views. In the multitude of Counsel there is Safety.

Slow Freight Causes Trouble in Flour

During Past Season—Mills Handicapped by Lack of Raw Material—Flour Exports Have Been Hampered — Navigation Opens on Great Lakes—First Ocean Boat Leaves Montreal May 4— Flour is Steady—No Recession in Millfeeds Yet.

The week has been marked by the inauguration of spring flour and grain shipping season on the lake routes. It has by no means opened too soon being considerably later than is usual in other years, by reason of heavy ice on lakes which was slow in disappearing. There has been congestion on railways for some time and millers have experienced considerable difficulty in securing sufficient supplies of raw material and in getting their flour to Eastern points. For this reason and the fact that elevators on east side of lake are well cleared of stocks of grain, opening of navigation on lakes will be welcomed by dealers. The first ocean boat leaves Montreal on May 4.

That slow and congested freight situation has caused a great deal of trouble during past winter is to use the words of one man, "no dream." Mills have been handicapped by lack of raw material while flour exporters have not been able to get flour to coast shipping points. Many instances are cited to show the marked slowness. One exporter who had flour sent from a Saskatchewan point on Feb. 16, reports that it was not loaded on the steamer until April 20. This may be somewhat of an extreme case but there is another instance of it taking from March 7 to April 27 to cover the distance.

However, the opening of navigation will overcome this to some extent, although lake boats do not appear to be anxious to book shipments of flour as there is plenty of grain and it is much more easily handled. With regard to what effect on prices, opening of navigation will have, dealers say it will not be great. A larger percentage of goods coming forward has been sold ahead for some little time. No doubt it will have some bearing however.

Flour still holds a steady position as indicated last week. Good milling wheat continues strong. Recession in mill feed, which was stated might be a factor in firming flour has not materialized because in absence of appearance of grass, demand for mill feed has continued on a fair scale.

Spring sowing operations in Canadian West are in full swing and indeed are nearing completion. In winter wheat sections of Canada, grain has come through winter in fair condition.

MONTREAL.

FLOUR. — Nothing new has taken place in market this week. Prices hold steady under similar conditions in raw material. Retail demand is good.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	....	5 80
Manitoba straight patents, in bags	....	5 30
Manitoba strong bakers, in bags	....	5 10
Manitoba second, in bags	....	4 70

CEREALS.—Cereal market is in practically same shape as a week ago. No developments in either price or demand have been reported. Navigation opening next week is likely to add some features.

Fine oatmeal, single bag lots	....	2 90
Standard oatmeal, single bag lots	....	2 90
Granulated oatmeal, single bag lots	....	2 90
Bolted Cornmeal, 100 bags	....	2 25
Rolled oats, jute bags, 90-lb., single bag lots	....	2 65
do., cotton bags, 90-lb., single bag lots..	....	2 70
Rolled oats, barrels	....	5 55
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR. — Manitoba flour occupies about same position as week ago, tone of market continuing steady in sympathy with similar trend to raw material prices. Trade is said to be fair.

Business is quiet in winter wheat flour. Situation seems to be quiet right down the line. Farmers are busy in the fields and are not disposed to give much attention to delivery of grain. Wheat is therefore firm and millers continue steady in their ideas on flour but business is low at present prices. As one dealer said in regard to straight roller: "We are asking $3.15 to $3.20 but it is hard to get buyers at that price." A report from Ottawa that there is still 4,000,000 bushels of wheat in Ontario farmers hands is somewhat of a bearish feature and indicates that farmers have been holding on to their grain. This is a considerable amount of wheat to be held so near to harvest time.

Manitoba Wheat.		
1st patent, in car lots	....	5 70
2nd patents, in car lots	....	5 30
Strong bakers, in car lots	....	5 10
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	....	4 15
Blended	4 75	5 25

CEREALS. — Rolled oats market shows no particular change but is steady. New business in this line is naturally on a smaller scale than during colder weather, dealers preferring to keep stocks cleaned up to a safe limit with warmer weather approaching. Cornmeal continues steady.

Rolled oats, small lots, 90-lb. sacks	....	2 65
Rolled oats, 25 bags to car lots	....	2 55
Standard and granulated oatmeal, 98-lb. sk.	....	2 80
Rolled wheat, small lots, 100-lb. bbls.	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	....	2 25

Rolled oats in cotton sacks, 5 cents more.

WINNIPEG.

FLOUR AND CEREALS.—Prices are firm and advance anticipated. No changes this week but both wheat and oat prices are on up grade. In cornmeal, prices have advanced about 15 per cent.

Flour—		
1st patents, cwt.	2 95	3 00
2nd patents, cwt.	2 65	2 70
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 80
40 lb. sack	....	1 10
80 lb. sack	....	2 15
Corn Meal—		
98 lb. sacks	....	2 10
49 lb. sacks	....	1 05
24 lb. sacks	....	0 53

WATCHING FOOD IN WINNIPEG.

A falling off is noted in amount of unsound food condemned and destroyed by Winnipeg health department. In March, the total was barely over eight tons, of which fresh fruit was the largest item—6,310 pounds—with vegetables a close second—6,280 pounds. Over 1,400 pounds of fresh fish also found the way to the incinerator.

The Handling of Confectionery Properly

Opinions of Two Dealers on How This Department Should be Looked After—One Does Business in Large and Other in Small Centre—Attention Called to Overweight—The Value of the Silent Salesman for Display Purposes.

OVERWEIGHT THE CAUSE OF LOSSES

By Henry Slasor, Winnipeg, Man.

The handling of the confectionery end of the grocery business, I believe, is unsatisfactory to many merchants. Personally, I have sometimes in the past felt like leaving confectionery out of my store altogether, but am now absolutely convinced of its necessity. I know of other merchants who have discarded it only to start in again and handle it.

Before I give you my ideas as to the handling of this line of goods I would like to give you my opinion why it is generally so unsatisfactory. First of all many of us weigh 2 ozs. of candy on scales that are not suitable; for instance scales of 30 to 100 lbs. capacity, and if we are particular in weighing exactly we are ridiculed by the purchaser and considered to be splitting raisins.

Proper Scale Required.

To handle this line the first thing absolutely necessary is therefore a proper scale of small capacity, and to always use the computing chart. Why it was unsatisfactory in my own business was that we are not careful enough in this particular. Another reason was that when customers were paying their accounts we generally gave them some little candy present which, while perhaps money well spent, yet, nevertheless was a drag on this end of our business and kept this one department on a non-profitable basis.

Make It Separate Department.

I am going into this line and believing it ought to be a profitable one will begin as follows:—Separate it from my grocery counter, and place a young woman in charge of it. I am installing a good silent salesman, a proper candy scale, and a real good line of chocolates and candies. By separating it from my grocery counter it does away with handing out so much gratis and also ensures that what are disposed of are weighed carefully and sold at a good profit.

And it also has not the tendency to make a customer feel when we give her five cents worth of forty cents a pound chocolates, that we are stingy and mean, as it appears when selling on the grocery side with the large scale.

Guard Against Waste.

One other advice I would like to give, and that is, do not allow any "picking" by your employes. This I know is done by a great many. Let every employe understand that these goods cost money and you absolutely refuse to tolerate any employe who is addicted to this habit of eating your goods.

I am glad The Grocer is taking this matter up and believe that many merchants will be benefited as the outcome by having their confectionery line run on a practical and profitable business basis.

THE METHODS OF A SMALL TOWN DEALER

By Chas. S. Fisher, Iroquois, Ont.

In regard to the sale of confectionery in grocery stores, it is my opinion that this is where it belongs. This is true in not only the ordinary lines of cheaper varieties, candies carried by most grocers, but also the very best grades of chocolates.

I quite agree with some other writers that it is time the grocers wakened up to get the trade that rightly belongs to them.

A Staple Line.

While candy may be considered by a great many as a luxury any grocer is quite justified in calling it a food because if he handles it in the right way, he must plainly see that confectionery has become one of his most staple lines and one that a great many of his customers will not get along without. What staple article does the grocer find on his shelves what will turn over his money as quickly with a profit of from thirty to fifty per cent as confectionery will do if properly attended to?

Now as to the handling of it. I live in a small town of about eight hundred, am in partnership in a grocery store, and we handle china, stationery, and fancy goods as side lines.

Uses Silent Salesman.

We have one silent salesman show case for the display of our best chocolates in packages and bulk. These we buy from three of the best factories who give us the controlling agency for our town. We find it pays better to buy oftener and in smaller quantities and take greater care of the stock on hand to insure the freshness of each package that goes out.

For the Christmas trade we always have a nice assortment of fancy packages but still not too large a stock of these as we find every year that here more and more of the plain white boxes are being sold and people are not wanting to buy those fancy packages after the holidays are over for fear of them not being fresh.

A small window display and a little fixing up of the show case now and again to keep it looking attractive, will work wonders.

For our cheaper candies we have a ten-foot show case with trays neatly divided off which when properly filled sets a tempting appearance. These goods are turned over a little more quickly than the others and are generally handled on a little closer margin.

Fill the Children's Wants.

The sale of gross goods may seem a little tiresome sometimes but one must not grumble but give just the same attention to the child with the penny as any other customer, for who knows this child may some day be a purchaser of the most expensive lines; and children generally remember where they get the best goods as well as service.

To increase the sale I find that a special sale of some one line on Saturdays helps a great deal. One time I selected a good cream mixture that I bought in quantities as low as 7½ cents per lb.—of course that was when sugar was cheaper than it is to-day.

IRISH POTATO IMPORTATIONS.

St. John, N.B., Dealer Says Quantity Has Not Been So Great for 40 Years.

"I have been in business for a long period of years," said a St. John, N.B., dealer recently, "but for nearly forty years back I cannot remember of there having been such large receipts of Irish potatoes as has been the case this season. It is most unusual, and it will probably be another long period before they are again imported in such large quantities. When I remember of their first being shipped here, nearly forty years since, they spoiled for the most part on the voyage from the Old Country, and when they were landed in St. John they were fit for little else than for cattle feeding, though some of them were used in seeding.

"The importing of these potatoes has lowered the price of the local stock, and it is a distinct surprise to note than with the remarkably large crop harvested in New Brunswick this year that months before the new 'spuds' are seen on the market we should be compelled to import from Ireland. If the crop in Ireland had not been good this year, Canadian people would have had to pay much higher prices than have been asked, though $3 and even $2.75 which prevailed for a time are decidedly high for St. John and other parts of New Brunswick."

Car Load Lots of Strawberries Arrive

First Big Lots for This Year—They Come From Carolina — Florida Tomatoes Still Hold Steady — West Coast Supplies Ready by Middle of Month —Dealers Loaded With Small Size Oranges on Some Markets — Grapefruit Firm, While Pines Point Downward.

Strawberries are coming forward to Canadian markets in larger quantities, the first carload lots having arrived on the larger markets this week. The source of supply is gradually moving farther northward. It was Florida which gave us our first taste of the 1912 berry, but now we are getting shipments from South and North Carolina. Of course, the farther north they can be procured, the shorter distance they have to be transported to distributing centres, while northern berries are of a somewhat firmer and better keeping quality. This week's shipments were of good quality, and have been taken up well by the trade.

Florida tomatoes are moving out well, but prices show no recession from their steady position. East coast is winding up just now, while west will not be ready to ship until around middle of month. Florida celery is pretty well to an end, but there are quantities held in storage at most centres, and will still be available at steady to firm figures. Florida also produces a later green top variety, which is about ready to ship, but the yield is not large.

In fruits, bananas, with warmer weather and advent of fruit stalls and push carts, are showing a larger consumption. On some markets dealers appear to be loaded up with small sizes of oranges, as there is a tendency in California navels to run to small sizes. Grapefruit is not in large supply, and market is steady to firm. Pineapples are in larger supply, and tendency of market is downward.

The Dominion Government has put into force an order prohibiting importation of all fruit from the Hawaiian Islands, owing to ravages of the Mediterranean fly. The insect attacks northern, as well as southern fruit, and it is feared that if it enters Canada, it may seriously affect the industry. The United States is also considering a similar move. Canada does not import much fruit from Hawaii, so that it will not have any serious bearing on trade.

MONTREAL.

GREEN FRUITS.—There is an active market in green fruits for week, although values remain unchanged. Spring demand is heavy at present, but easy shipments and favorable weather allow business to run smoothly. The first carload of strawberries was received Monday, and meeting with active demand at previous quotations.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Box cranberries	....	3 00
Cranberries, N.S., bbls.	10 00	11 00
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	....	3 00
Limes, box	....	1 50
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cubans, cases of 24	4 00	4 25
Strawberries, per quart	0 45	0 60
Tangerines, per strap	7 00	7 25

—VEGETABLES.—Nothing of importance has been noted in vegetables. Prices on all lines remain the same, but offer easier tendencies. Tomatoes are moving well, and offer a strong market.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, bbl.	....	4 00
Florida celery	3 25	3 75
Cauliflower, dozen	....	3 50
Garlic, 2 bunches	....	0 45
Green peppers, bus. basket	....	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	10 00
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	4 25
Fancy	....	4 75
Turnips, per bag	....	1 00
Cuban Onions	....	5 00

TORONTO.

GREEN FRUITS.—Demand for fruit is of a fair nature, although unfavorable weather experienced at intervals hampers it to some extent. Oranges move fairly well, bananas are going out better, pines are being given more attention, while strawberries are coming in larger quantities. End of this week will see the first carload shipment of strawberries to this market. Up to this time they have come in small quantities. South Carolina is the source of this carload lot.

Pineapples, as indicated last week, have continued easy, and are now offered at $3.50 to $4 per case. Grapefruit is not in large supply, and is firmer, Cuban ranging from $6 to $6.25 per case.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	6 00	6 25
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Pineapples, case of 24	3 50	4 00
Pineapples, case of 24	....	4 50
Pineapples, cases of 30	3 50	4 00
Strawberries, Louisiana, pints	....	0 15

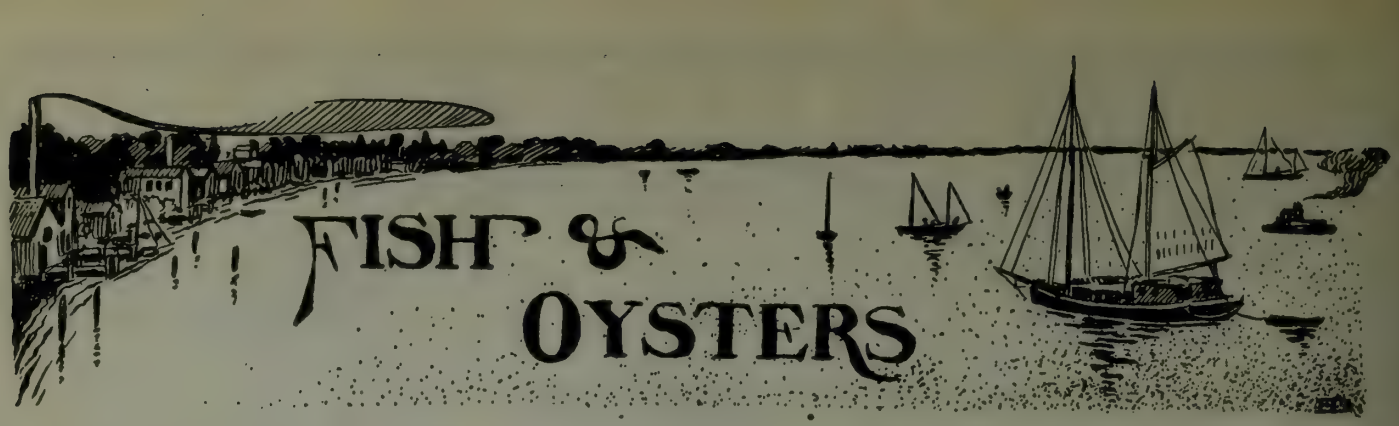
VEGETABLES.—There is quite an extensive array of vegetables that, if displayed properly, should appeal to customers, being offered now.

Tomatoes hold at a steady figure. Asparagus is just slightly easier, as are also new radish and green onions in hampers. There is a fair movement of Florida celery at unchanged prices.

It has been pointed out before that with later arrivals, Egyptian onions would be easier. They are down to $3.75 per bag of 110 pounds. Some dealers quote turnips easier. Carrots, beets and parsnips are, however, conspicuous by reason of their high price.

Business in new potatoes is not extensive at present, only small shipments being handled as yet. Old potatoes hold fairly steady, although outside quotations are being shaded somewhat by some firms. Some dealers are pushing certain varieties of potatoes for seed purposes.

Asparagus, large	....	0 45
Asparagus, large, box	....	2 50
Asparagus, small, doz.	....	1 50
Cabbage, new, per crate	....	5 00
Canadian beet, per bag	....	1 50
Carrots, bag	....	1 75
Celery, Fla., per case, 5 to 8 doz.	3 00	3 50
Turnips, bag	0 65	0 70
Boston cucumbers, dozen	....	2 25
Boston head lettuce, dozen	....	1 75
New radish, per dozen	0 40	0 50
New radish, hamper	....	1 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 80
Onions—		
Green onions, dozen	....	0 25
Green onions, hamper	....	2 00
Egyptian onions, 110 lb. bags	3 75	4 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new Bermuda, bbl.	....	9 00
Sweet potatoes, hamper	....	2 65
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	....	1 00
Green and Wax Beans, hamper	....	3 00



Another Oyster Season Comes to a Close

After What Dealers Consider Fairly Satisfactory Season—New Season Opens On Sept. 1—Trade Still Waiting for Larger Supplies of Fresh Fish —Some Improvement in Offerings of Ocean Fish.

Fish business is still hampered by same causes as pointed out before. Trade is waiting for lake and ocean to yield up a larger array of fresh varieties of the finny tribe than are now adorning the markets. There is a somewhat larger supply of ocean fish being offered, however.

There is a little business being transacted in frozen varieties, but at this time of year it is usual for considerable trade to be in force in fresh stock. This, however, is an impossible thing this year, mostly due to the work of old Father Winter who put such a substantial coating of ice upon our inland waters that fishermen are much later than usual in getting under way.

Another chapter in oyster history has been completed, the end of April marking the completion of another year. For the next four months bulk oysters will have little of interest to the retail dealer. September 1, or a few days before, is opening of new season.

Reviewing past season, oystermen look upon it with a fair degree of satisfaction. There were undoubtedly bad spots which detracted from season as a whole. For some time, trade in this line has been at a low ebb. Another bad feature was that winter was rather tardy in setting in, and those dealers who do not handle oysters until the weather itself provides a refrigerator were rather late in getting under way. When winter did commence in earnest, temperature was certainly low, but this is not very conducive to handling oysters either. The moderate temperature is the more desirable.

However, in spite of these slight drawbacks, trade on whole shows a favorable comparison with other years, although it was pointed out by one wholesaler that he was rather doubtful whether consumption per capita was measuring up to standard.

Advices from Newfoundland state the winter fishery on Southwest Coast was good with heavy purchases of salt bulk and green fish by United States vessels, thus reducing quantity for export.

QUEBEC.

MONTREAL.—A good seasonable trade continues in fish. The week has been particularly busy, with many new varieties featuring the market. Fresh carloads of halibut arrived this week; but offered no easing off in price. Fancy shad, large shad, herring, barbotte (dressed bullheads) and salt eels are the new arrivals. An advance, owing to local scarcity, has been reported for pike and fancy haddies.

FRESH AND FROZEN.

Fancy spring salmon, per lb.	....	0 23
Fancy shad bucks, each	....	0 25
Fancy shad roe, each	....	0 50
Large shad herring, each	....	0 02½
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	0 04½	0 05
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 07
Steak, cod	....	0 06
Mackerel	....	0 10
Dressed perch	....	0 10
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	....	0 09
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 10

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.		10 00
New Labrador herring, per bbl.		5 50
New Labrador herring, per half bbl.		3 00
No. 1 mackerel, pail		2 00
No. 1 mackerel, half bbls.		8 00
Lake trout, kegs		6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.	....	0 06
Salt sardines, bbls.	....	5 00
Salt sardines, half bbls.	....	2 75
Lake trout, half barrel	....	6 00
Scotch herring	....	6 50
Scotch herring, keg	....	1 00
Holland herring, half bbl.	....	5 50
Holland herring, keg	....	0 75
Boneless new herring, 10-lb. boxes	....	0 12½
Salt eels, per lb.	....	0 06

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal., $1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 30

ONTARIO.

TORONTO.—There is a decided lack of new features of interest to report. Trade is just in about same position as a week ago. Trade is drifting along on the quiet side awaiting for the supplies of fresh fish that will give added life to business.

There is still some trade in frozen varieties, but the list is pretty closely cleaned up, while smoked kinds are well reduced. Prices show practically no alteration.

FROZEN FISH.

Gold eyes	....	0 05
Whitefish	0 09	0 11

FRESH CAUGHT FISH.

Steak, cod	0 05	0 09
Haddock	0 07	0 09
Halibut	....	0 12
Flounders	....	0 07½
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 08
Pike	0 06	0 09
Suckers	....	0 05

SMOKED.

Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 05

PICKLED.

Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 50
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	1 30

NEW BRUNSWICK.

ST. JOHN.—The first floating shad hatchery in Canada is being built in St. John for use on St. John river. Alex. Finlayson, of the Fisheries Department, Ottawa, was in the city this week on an inspection trip, and in speaking of the hatchery said it would be located on the St. John river where it could be used to the best advantage. If enough parent fish could be procured, he said, he had no doubt as to the practicability of the hatchery, and though it is the first of its kind to be built in Canada, another is now planned for Middleton, N.S., where salmon trout and shad will be produced.

Daily labor, says a philosopher, should not be called or looked upon as work. It should be regarded as the means of development, prolonging life —a recreation.

Produce & Provisions

Butter Still on the Downward Path

Prices Continue to Ease as Make Increases—Dealers Looking for Still Further Concessions—Eggs Continue to Hold High Position—Production Increasing but Demand is Good—New Cheese Points Downward—Pork Products Firm.

There is one article in which the consumer should be less critical of the price asked by the grocer, and that is butter. Reduction in price of this commodity during past few weeks has been of a substantial nature and values are still on the down grade. We hear of some centres where values are holding steady, for instance, St. John, N.B., but ultimately there must come a weakening for general trend is decidedly downward. Cowansville, Que., which we have been taking as a gauge still continues easy. On April 6, price was 35½ cents; On April 13, 31⅝; on April 20, 28 cents, while on Saturday last it was easy at 26 cents. Thus is shown the general trend.

Wholesalers are looking for further concessions in price, for supply is gradually getting a lead on demand. Supplies from country points are being shipped to larger centres mostly by express as under present conditions, time counts. As production increases it will be natural for prices to go downward until they reach a level which will allow of any surplus supplies being worked off.

Wholesalers say that eggs should be lower. Indeed, many of them said this some three weeks or more ago, but still prices hold up strong. There has been some wavering at a few country points, but steadiness prevails at most larger centres.

While receipts are increasing, demand is also improving and counteracting production somewhat. Dealers at larger centres look at present prices as too high for storage purposes, but apparently some stock is being disposed of this way.

Production of new cheese is assuming more substantial proportions, and values point downward for this reason. The season is said to be two weeks late and it will be well into May before we see grass cheese. English buyers are taking some new cheese but at declining prices. Advices from London state that a considerable quantity of New Zealand cheese is on way to that market, which has created an easier feeling in England, where an early season is expected.

Live hogs continue to come forward tardily and prices hold firm. In sympathy with firm raw material and better demand experienced since opening of spring, provisions and lard hold a firm position, with increased prices being asked at some centres.

MONTREAL.

PROVISIONS.—Lard has advanced this week ¼ cent for pure and ½ cent for compound, owing to increased demand and limited stocks. Pork is receiving good call and will most likely advance before long.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 13
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 40 9 60
Hogs, dressed, per cwt.	12 25 12 60
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14⅝
Cases, tins, each 3 lbs., per lb.	0 14¾
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 13⅞
Tubs, 50 lbs. net, per lb.	0 14¾
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09⅞
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¼
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10⅜
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10¼
Pails, tin, 20 lbs. gross, per lb.	0 09⅝
Tubs, 50 lbs. net, per lb.	0 10
Tierces, 375 lbs., per lb.	0 09¾
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	25 00
Bean pork	17 00
Canada short cut back pork, bbl., 45-55 pieces.	25 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	25 00
Heavy flank pork, bbl.	23 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Butter is still on its downward course and dealers claim it will continue so for about next couple of weeks, if manufacturers keep up the present rate of supply. Greater demand is noted with the declining prices.

Creamery	0 28	0 28½
Dairy tubs, lb.	....	0 25
Fresh, dairy rolls	0 25	0 28

EGGS.—Same market for eggs is reported, no new features having developed since last week. Demand runs on the same lines. It is claimed by certain dealers that receipts are much smaller than last year's.

New laids	0 25	0 27

CHEESE.—Cheese has been firm for the week. Stocks of new cheese are gradually increasing and likely to offer another decline shortly. Consumptive demand has been subject to a large increase.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Poultry is practically the same, with previous prices repeated.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—With values holding firm, the honey market continues same.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—Live hogs have continued steady, showing net advance of 10 cents during week under only moderate receipts. Dressed hogs have responded further to late upward movement of porkers on the hoof.

While pork products have been moving upward for some time, they have hardly kept pace with raw material values and under better demand which present season is bringing forth, further advances are noted this week in several lines. Breakfast bacon and cooked hams are 1 cent higher, smoked hams are worth ½ cent more and lard values have expanded another ¼ cent. Trade

is of a fair character and indications point to steadiness.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 12	0 12½
Shoulders	....	0 11½
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14¼
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points	....	8 30
Live hogs, local	....	8 60
Dressed hogs	11 75	12 25

BUTTER.—Following indications of last week, tone of butter market has continued easy and declines ranging around three to four cents have taken place during week in sympathy with larger receipts of new made goods. Production of both creamery and dairy continues on increasing scale and wholesalers are looking for prices to continue movement already commenced. In face of declining market, demand is of hand-to-mouth character.

	Per lb.	
Fresh creamery print	0 30	0 32
Creamery solids	0 29	0 30
Farmers' separator butter	0 25	0 27
Dairy prints, choice	0 23	0 25
Dairy rolls	0 22	0 23

EGGS.—Feature of egg market is tenacity with which prices stick at the high figure. Past week has witnessed no downward tendency in quotations, level being well maintained. It may be that season is backward, but there are apparently some other factors in the case. One dealer explained that different firms with connections throughout the country were making strong bids for supplies in order to establish business connections early in the season. Production is on increase, and although there is an appreciable consumption at present, it seems as if supplies are being put away, although many local dealers declare they would not risk it at present prices.

New laid eggs	0 23	0 24

CHEESE.—New cheese is now being manufactured in considerable quantities and naturally, with production increasing, tendency is downward.

Old cheese is still strong and will continue so, irrespective of trend of new make as stocks are decidedly small, while the new is lacking in the seasoned quality that appeals to the cheese eater.

Old Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½
New Cheese—		
Large	0 15	0 15¼
Twin	0 15¼	0 15½

HONEY.—Honey market is a repetition of situation which has been reported for past two months. Trade is quiet and prices steady.

Honey—strained—		
White clover, 60-lb tins, per lb.	....	0 12
White clover, 10-lb. tins, per lb.	....	0 12½
White clover, 5-lb. pails, per lb.	....	0 13
Dark clover, 5-lb. pails, per lb.	....	0 12
Amber honey, 60-lb. tins, per lb.	....	0 08
Buckwheat, 60-lb. tins, per lb.	....	0 07
Comb white clover	2 25	3 00

WINNIPEG.

PROVISIONS.—There is a yet further advance in lard and market is strong.

Lard—		
Tierces		0 13
50 lb. tubs		6 45
20 lb. tubs		2 70
10 lb. cases		8 15
5 lb. cases		8 20
3 lb. cases		8 25
Cured Meats—		
Hams	0 15½	0 17
Bacon	0 17	0 18
Smoked shoulders	....	0 12½
Long clear	....	0 13¼
Butter—		
Creamery butter	0 37½	0 36½
Dairy prints	....	0 34
Eggs—		
Strictly fresh	....	0 25
Candled	....	0 23
Cooking	....	0 20
Cheese—		
Ontario, large		0 18
Twins		0 18½

Value of a Side Counter for Provisions

Dealers Who Find This Separate Department Profitable — Cleanliness Shown by Marble Top on Counter—Obtain a Fair Profit—Beware of the Summer Fly — Get Picnic and Social Trade for Cooked Ham.

If it is worth while stocking provisions at all, it is worth while to specialize on them to some extent at least. Providing the store is large enough, a side counter with a clean top will, if properly run, pay for itself in a short time.

"We have a side provision counter," writes an Otawa dealer, "which means a good deal of extra money for us. The top is made of marble on which is always displayed appetising cooked ham, breakfast and side bacon, so that every one who enters the store gets a good look at it. Our sales have recently begun to pick up gradually since the warm weather set in, and we are going to make a bigger bid than ever for business this year."

This is a time when all dealers can increase cooked ham and bacon sales. But some special attention is necessary.

A Special Counter.

Bruce & Sanderson, Parliament St., Toronto, grocers, have a short side provision counter opposite the front door. The eyes of every person who enters naturally must fall first on this with its display of ham, bacon and eggs. It has a marble top, which denotes cleanliness, and always has its display of cooked ham. Now that housewives are finding it advantageous to prepare quick meals—the majority of them are in the midst of house-cleaning—this line will sell from being seen.

Behind the counter in Bruce & Sanderson's store is a large refrigerator with display front for butter, while the shelves in that section of the store are laden with canned vegetables, fish, pork and beans, etc.—all appropriate goods for the provision department.

Watch the Profit End.

With the existing prices on pork products, dealers should be careful to get their profits. When wholesale prices advance, they sometimes feel it will be disastrous to their trade to make a corresponding increase to customers. Yet it would seem advisable to make a fair profit over cost and expense of doing business, even at the sacrifice of a few sales.

Of course, if it means the loss of custom, a different situation arises.

Get Rid of the First Flies.

Now that Spring is here and summer coming, attention should be given to protect meats from flies. Nothing can do any department more harm than a swarm of flies hovering about foodstuffs. They repel trade. Probably some years ago not so much thought was given to them, but recently since Medical Health Officers have been spreading broadcast the statements of disease germs being carried about by flies, the women pay more attention to cleanliness in this regard. Every fly in the store should be gone after as soon as observed, and destroyed. Delay means much more difficult work later on.

Ham for the Picnic Sandwich.

With the warm weather of late May and summer, cooked ham will sell well for the picnic and church social sandwich. By attracting the attention of possible buyers by show cards, advertising, etc., a good business can be done in this respect.

SEEING THE SIGHTS.

An observant person sees some funny sights in a grocery store.

He can see "the cod fish," "the brussels sprout," "the tapioca flake."

He may also see "the mince meat," "the tea leave," "the ginger snap," "the stove polish," "the sugar scoop," "the yeast cake," "the corn starch," "the honey comb," "the cinamon bark."

And he will observe that the tea is a great "mixer," the coffee gets "roasted" all the time, the cucumber is usually in a pickle, and the sardines are "soused."

ROYAL

BAKING POWDER

Absolutely Pure

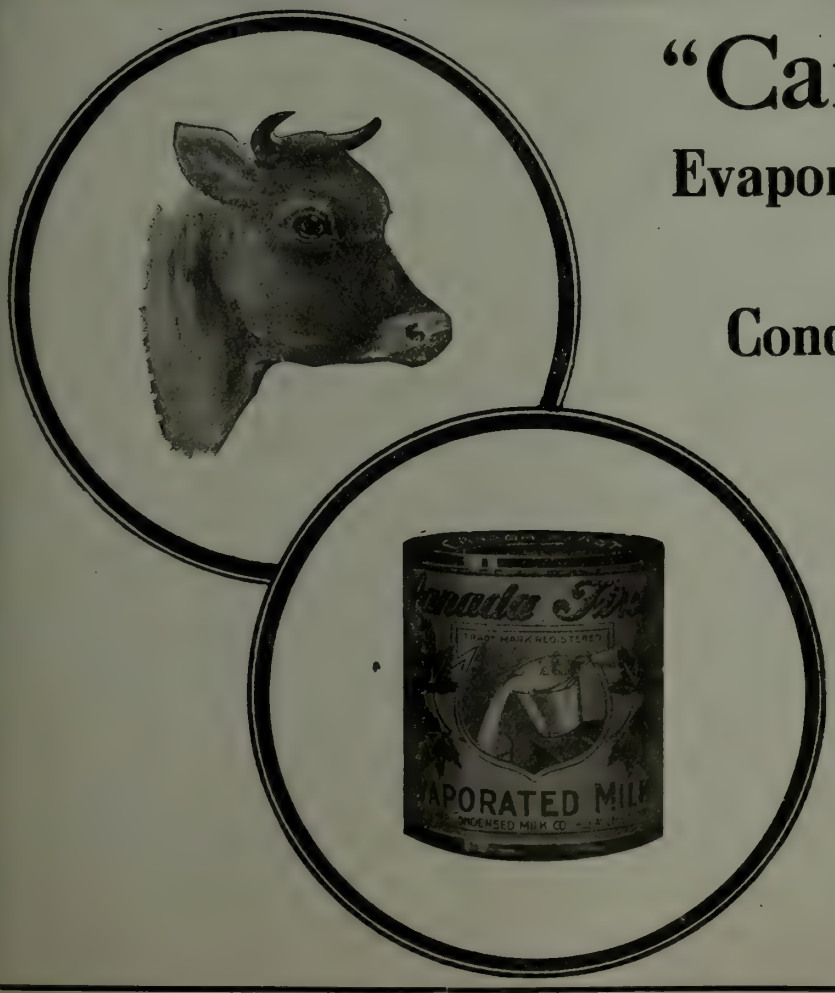
The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE



"Canada First"

Evaporated Cream (Unsweetened)

and

Condensed Milk (Sweetened)

These two celebrated brands are manufactured in Canada by Canadians and are guaranteed by them.

All milk is inspected in our Model Sanitary Receiving Room and cans thoroughly washed and sterilized before being returned to the dairymen.

IT PAYS—To encourage home industries.

The Aylmer Condensed Milk Co., Limited

AYLMER ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen.....	10c	85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
½-dozen.....	2½-lb.	10 50
½-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen.....	5c	50
4-dozen.....	4-oz.	75
4-dozen.....	6-oz.	1 00
4-dozen.....	8-oz.	1 30
4-dozen.....	12-oz.	1 80
2-dozen.....	12-oz.	1 85
4-dozen.....	16-oz.	2 25
2-dozen.....	16-oz.	2 30
1-dozen.....	2½-lb . .	5 00
½-dozen.....	5-lb.	9 60
2-dozen.....	6-oz. }	Per
1-dozen.....	12-oz. }	case
1-dozen.....	16-oz. }	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs.	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case ..	$2 00
½-lb. tins, 3 doz. in case ..	1 25
¼-lb. tins, 4 doz. in case ..	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen.....	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17

In 10-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each	0 04
100 books and over..each	0 03½
500 books to 1,000 books—	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant.....	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz. ..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes ...	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes ..	0 36
Lunch bars, 5-lb. boxes ..	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb pkgs. White Moss 0 26

PON-HONOR
GUNNS
FOOD PRODUCTS

EASIFIRST SHORTENING

¶ The most satisfactory substitute known for pure lard. Quality absolutely guaranteed—color perfect. Manufactured under government inspection.

¶ Considering the price of pure lard, won't it pay you to investigate the merits and price of EASIFIRST.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners, WEST TORONTO

PURE GOLD

BAKING POWDER,

COFFEE, EXTRACTS,

JELLY POWDER, SPICES

Pure Gold products are appreciated by the housewife for the high quality and absolute purity. The most delicious desserts, dressings, jellies, coffees, and bakings are produced with Pure Gold Products.

The dealer can divert many sales to his store with a few suggestions.

Dont forget our guarantee to the dealer—no matter how large or small the stock of Pure Gold goods, if any one of the articles prove unsatisfactory as sellers or with your trade, if the unsold stock is returned, the money is refunded. We have confidence in our goods.
Order from your jobber or direct.

Pure Gold Manufacturing Co., Ltd.

TORONTO, CANADA

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30

Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case
Eagle Brand, each 4 doz.. $6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co. Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.
(Sweetened.)
Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50

(Unsweetened.)
Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20

COCOA

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.
Prices—
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha.. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.
Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices
MacLaren's Imperial— Per doz.
Small, 2 doz. 0 95
Medium, 2 doz. 1 80
Large, 1 doz. 2 75
Tumblers, 2 doz. 1 35
Pails, 24 lbs., per lb. 0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.
Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) 1 35
Large (each 1 doz.) 2 40

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.60.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.
1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2½ oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00
Discount on application.

CRESCENT MFG. CO.
Mapleine— Per doz.
2 oz. bottle (retail at 50c) 4 50
4 oz. bottles (retail at 90c) 6 80
8 oz. bottles (retail at $1.50) 12 50
16 oz. bottles (retail at $3) 24 00
Gal. bottles (retail at $20) 15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.
Per doz.
No. 1, 4 doz. in case 0 50
No. 2, 2 doz. in case 0 90
No. 3, flats, 2 doz. in case 1 00
No. 3, talls, 2 doz. in case 1 25
No. 6, 1 doz. in case 4 00
No. 12, ½ doz. in case..... 6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"
Per case
Sur Extra Fins, ½ flacons, 40 bou. 11 00
Sur Extra Fins, tins, ½ kilo, 100 tins 15 50
Extra Fins, tins, ½ kilo, 100 tins 15 00
Tres Fins, ½ kilo, 100 tins 14 00
Fins, tins, ½ kilo, 100 tins 12 50
Mi-Fins, tins, ½ kilo, 100 tins 11 00
Moyens No. 1, tins, ½ kilo, 100 tins 10 00
Moyens No. 2, tins, ½ kilo, 100 tins 9 50
Moyens No. 3 ..... 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.
Case—
12 litres 6 50
12 quarts 5 75
24 pints 6 25
24 ½-pints 4 25
Tins—
5 gals. 2s 23 00
2 gals. 6s 29 00
1 gal. 10s 25 00
½-gal. 20s 26 00
¼-gals. 20s 13 50
⅛-gal. 48s sq. 17 00
⅛-gal. 48s rd 15 50

BASSIN DE VICHY WATERS.
La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50 quarts 8 00
La Sanitas Sparkling, 100 pints 9 00
La Sanitas Sparkling, 100 splits 4 00
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2½-lb. bars,lb 0 08½
Case 25 lbs., 11-lb. bars, lb 0 07½
Case 50 lbs. ¾-lb. bars case 3 50
Case 200 lbs. 3½-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2½-lb. bars, lb 0 08
Case 50 lbs. ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 80
Case 200 lbs. 3½-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70
Force, 36's 4 50
Gusto, 36's 2 85

MUSTARD.

COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., ¼-lb. 1 40
D. S. F., ½-lb. 2 50
D. S. F., 1-lb. 5 00
F. D., ¼-lb. 0 85
F. D., ½-lb. 1 45
Per jar
Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.
Ontario Prices.
Small, case 4 doz., per doz 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases 4 doz. each, flats, per case 5 40
Cases 4 doz. each, ovals, per case 5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
Tierces 10⅛
Tubs, 60 lbs. 10¾
Pails, 20 lbs. 11
Tins, 20 lbs. 10½
Cases, 3 lbs., 20 to case .. 11⅛
Cases, 5 lbs., 12 to case .. 11⅜
Cases, 10 lbs., 6 to case.... 11¼
F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.
Tierces 0 09¼
Tubs 0 09½
20-lb. pails 0 09¾
20-lb. tins 0 09¾
10-lb. tins 0 10
5-lb. tins 0 10¼
3-lb. tins 0 10½
1-lb. cartons 0 10¾

MARMALADE.

SHIRRIFF BRAND.
"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 80
4-lb. tins, doz. 4 65
7-lb. tins, doz. 7 35
"Shredded"—
1-lb. glass. doz. 1 90

MAGIC BAKING POWDER MAGIC BAKING POWDER

GROCERS: Contracts have been made for Magic Baking Powder bill posting during the months of May and September. These posters will appear in sixty different towns and cities in Canada. Magic Baking Powder is the most extensively advertised baking powder in Canada, and is guaranteed to be absolutely free from all injurious ingredients. Don't fail to profit by our big 1912 Advertising Campaign.

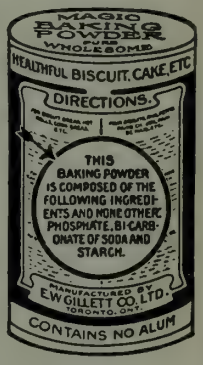
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC BAKING POWDER
WHOLESOME
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

Established 1854

For nearly sixty years we have been in the business of curing bacon.

Our trade extends from Newfoundland to British Columbia, and over this vast district Fearman's English Breakfast Bacon and Star Brand Hams have a reputation for flavor and quality unsurpassed by any other house in the trade.

ALL MEATS CURED UNDER GOVERNMENT INSPECTION

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 50
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:
Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons,	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c. higher.)	

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs.	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case.	.08¼
6 lb. toy drums, with drumsticks, 8 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 75
Culinary Starches— Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.	.07¾

(20 lb. boxes ¼c. higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 ..... 3¾
Quarter Barrels, 175 4
Pails, 38½ $1 90
" 25 lbs. each 1 35

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:
2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's, 1 doz. case, per doz... 3 75
10's, ½ doz, case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz .. 4 00
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints ...	$3 35
Cases of 3 doz ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½-pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholsale R't'l.
Brown Label, 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s	.35 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s ...	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s	.24 .30

Urgent Orders

We solicit your mail, telegraph and telephone orders. Having a large and complete stock we are able to make prompt shipments. You who are not now doing so might with advantage try us on this class of business and thereby give us a chance to demonstrate our ability to handle your most exacting orders.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1's.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ..	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c..		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies —Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Florida Tomatoes

are now arriving in better shape; have two cars this week. **PORTO RICO PINEAPPLES**, 18s and 24s, extra good quality; **CUBAN PINES**, 30s. **CABBAGE** arriving more freely. **STRAWBERRIES**, first car North Carolinas due Friday. **BANANAS, ORANGES, LEMONS, FLORIDA CUCUMBERS, WAX and GREEN BEANS.**

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

St. Nicholas

Puck B L O E Kicking

J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

The Cocoa of HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING — CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

When writing advertisers kindly mention this paper.

Florida Cucumbers

are now arriving in car lots and the quality was never better. Hampers contain 6 to 7 doz. The price this coming week will permit of them being retailed 5 to 10c. each.

Hothouse Tomatoes

We will begin marketing the celebrated O. Field Tomatoes of Grimsby **May 15th.** We expect a crop of 5,000 baskets of the choicest Tomatoes it is possible to grow.

WHITE & CO., LTD.

Fancy Fruit Dealors
TORONTO

Pineapples

If you want the very best quality that money can buy, let us have your orders —Fancy well-colored fruit and every crate made sound before shipping.

Tomatoes and Strawberries

Fresh arrivals every day

Oranges - Lemons - Bananas

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

You can't afford to lose your customers by giving them impure

LEMONADE
EXTRACTS
ACIDS
MIXTURES

Give them

FRESH BUSTER BROWN LEMONS

"The Superb Pack."

FRATELLI FOLLINA
Packers, SICILY

W. B. STRINGER
Sales Agent, TORONTO

needs no introduction to your customers. Just send for a set of the handsome window and interior advertising cards we furnish free and prepaid. They will get the sales for YOU.

It's a good profit too.

BOVRIL, LIMITED, - MONTREAL

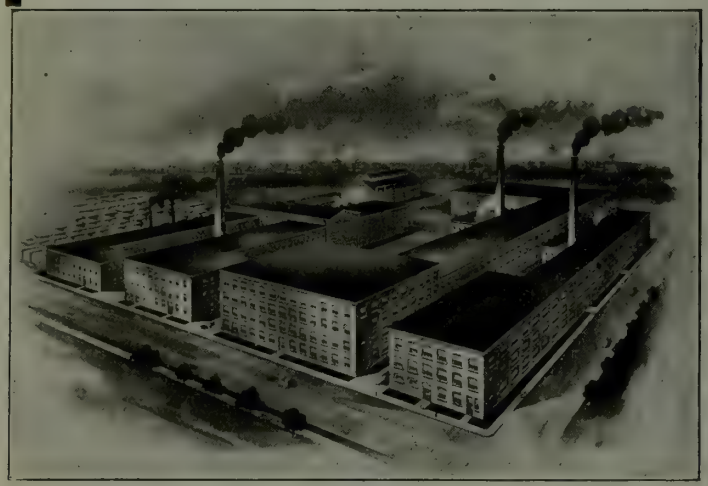
PUT AN END TO ACCOUNTING TROUBLES

The

Ullman Account Register

IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY, OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.



The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant. The only real step to stop the worry and work of incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario

Century Salt

THE Salt has enough merit to prompt every enterprising grocer to handle it for his select trade. Along with every sale goes that satisfaction which is so essential now-a-days to hold custom. Century Salt is best for table or dairy.

THE DOMINION SALT CO., LIMITED
SARNIA ONTARIO

ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS, accept no other,** but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA

5 Cases at $4.15
with 20 bars Naptha free.

10 Cases at $4.05
with 40 bars Naptha free.

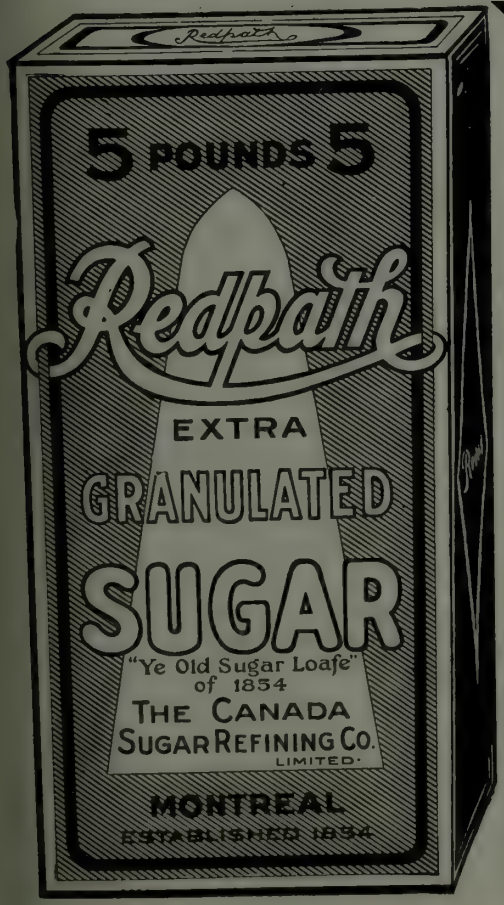
25 Cases at $4.05
with 150 bars Naptha free.

FREIGHT PREPAID
Net 30 days. 1% Cash.
Assorted or otherwise.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

The best 5c. line with an extra good margin of profit.

A fifty-year old favorite—Quality counts



When a customer hesitates because

Redpath

Extra Granulated Sugar
In this New 5-Pound Package

is not the cheapest sugar she can buy, point out that, besides the greater cleanliness and convenience of the carton, there is a wide difference in quality.

Ask her to take home a sample of REDPATH Sugar and examine it alongside the cheaper sugar she has been using. The crystal whiteness of REDPATH Extra Granulated, in contrast with the other, is the plainest kind of proof of its superiority, which more than makes up for the difference in price.

In the new 5-Pound Sealed Carton you have certainly "Canada's Finest Sugar at its Best." Push it—it will make you friends.

The Canada Sugar Refining Co.
MONTREAL LIMITED

A Proposition That Is Worth While

One that will fill your spare time with congenial work---bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

Anchor Brand Flour

is the power behind the cook; brings smiles and gives each one the opportunity to 'make good.'

20

Manfd. by LEITCH BROS. FLOUR MILLS, Oak Lake, Man

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St., - - Montreal
W. G. PATRICK & CO., - - - Toronto
W. H. ESCOTT & CO., - - - Winnipeg

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

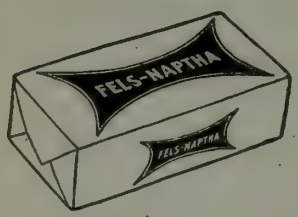
Law Young & Company

MONTREAL

SOLE AGENTS FOR CANADA

Pleasing Women

means success for you and your best chance to please them is by supplying them with Fels-Naptha soap because it makes their hardest work easy. It's the secret of our success, also, the satisfactory qualities of Fels-Naptha.



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW.

W. P. Downey
MONTREAL, QUE.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

SATISFYING, DELICIOUS

Satisfying from the point of "QUALITY" and "PRICE.,' Delicious because they are rich in flavor and crispness, being packed in air-proof boxes, which keeps the dampness out, When asked for

PERFECTION Cream Sodas

don't suggest a substitute, because there can be no substitute as good when Perfection Sodas are once used. The latest methods in biscuit making and expert operators are only employed.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers.
Advertised in the leading magazines.
Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention thi. paper.

To Manufacturers of

Condensed Milk and Evaporated Cream

We are Open for Quotations on

100,000 CASES ASSORTED

Family and Hotel Sizes

Condensed Milk and Evaporated Cream

Shipments—15,000 cases per month Lake and Rail.

Quotations—We require quotations F.O.B. Sarnia, Owen Sound or Montreal.

Terms—Quote lowest trade, also spot cash discounts.

WRITE

NICHOLSON & BAIN

WINNIPEG, MANITOBA

Wholesale Commission Merchants and Brokers

Branch Houses:

REGINA MOOSE JAW CALGARY EDMONTON

CLASSIFIED ADVERTISING

Advertisements under this heading, 3c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

IF YOU WANT TO START A NEW GROcery store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

FOR SALE

CASH REGISTER FOR SALE.—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 814 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 20 Alice Street, Toronto.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

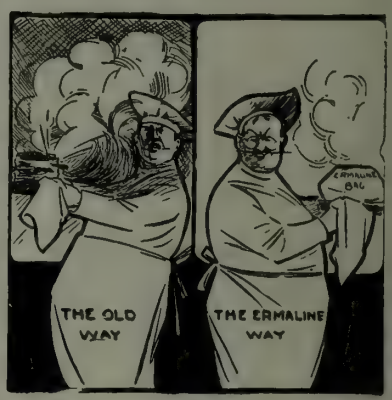
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter C., Ltd., 46 Adelaide St. W., Toronto, Canada.

Ermaline Cooking Bags Make a Fine Display——

Just Think

what a crowd you would draw to your window by having a real up-to-the-minute display of these time and gas saving devices. Can't you arrange one of your windows with a small stove and a supply of bags and make a reasonable sum on your investment? Certainly you can.



The Ermaline Bag is the most satisfactory on the market to-day. It has proven itself a regular boon.

Ask Your Wholesaler, Or Write.

EDWARD LLOYD
LIMITED
MONTREAL

HERE IT IS—THE REAL WHOLE WHEAT BREAD

Some of your customers like bread made of whole wheat flour. If they want all the nutriment of the whole wheat in a digestible form, tell them about

TRISCUIT

the Shredded Wheat Wafer—"the toast of the town"—a delicious, nourishing substitute for ordinary toast or crackers. A crisp, tasty snack for luncheons or for any meal, delicious with butter, soft cheese, peanut butter or marmalades.

The Canadian Shredded Wheat Company, Ltd.

Niagara Falls, Ontario

J87

BUY THE BEST

Merchants who insist always upon the best goods will handle—**QUEEN QUALITY PICKLES.** The high quality and flavor of these pickles has long been recognized. The profit is good. Put up in 10 and 20 oz. bottles.

Other lines are: Sweet Mixed and Chow Bulk Pickles in Pails, Perry's English Sauce, English Chow Chow in pails, Pure Tomato Catsup, bottled or in bulk.

Worcester Sauce, bottled or in bulk. Queen quality Universal Sauce.

Taylor & Pringle Co.
Owen Sound, - Ont.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines which are both new and good.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Our lines wiil bring yon new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax,

J. Malcolm & Son, St. George, Ont.

Once More We State That We Can Meet Your Requirements in

JAMS

and give you complete satisfaction.

KING BRAND

is the brand which will make your customers repeat. Absolutely no doubt about it.

MANY VARIETIES
ALL DELICIOUS

ASK OUR AGENTS OR WRITE DIRECT

Labrecque & Pellerin

MONTREAL

Agents—
MacGreegor Specialty Co., Toronto
W. H. Escott & Co., Winnipeg
J. Hunter White, St. John, N.B.

Get Our Opinion About Your Accounting

McCaskey Register Closed

Are you getting the profits you think you should? Is your accounting system infallible to errors? Are you sure it is not causing you worry or overwork? If there is an atom of dissatisfaction, or if you are observing no system of bookkeeping, you will be serving your best interests by consulting us. We can help you. Our advice is free.

The McCASKEY ACCOUNT REGISTER

is what you need to reduce your bookkeeping labors, to prevent forgotten charges, to prevent errors, to prevent misunderstandings with your customers over their accounts, and to improve your collections. If the McCaskey System cannot be applied to your business so that it will pay you an enormous profit, we'll tell you so, just as quickly and as frankly.

Seventy-five thousand merchants in all lines of business have profited by our advice and are using the McCaskey System.

We know a good deal about handling accounts. Some of this information will be valuable to you. You can get it free.

SUPPOSE YOU WRITE TO-DAY.

Dominion Register Co., Limited

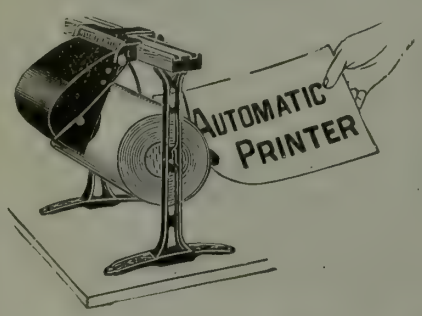
90-98 Ontario Street, Toronto, Canada

519-521 Corn and Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.

CAN WE SEND YOU SOME SPECIMEN WORK.

In other words can we show you what our machine has printed and prints for other grocers? If you are interested just drop us a line and mention the Automatic Printer.



It certainly is a money saver.

INVESTIGATE

UTILITIES LIMITED

73 Bank of Ottawa Bldg., · MONTREAL

OLIVE OIL

will be in demand, in heavy demand, we should say during the next few months and it is up to you to put the best before your customers.

INVICTUS OLIVE OIL

has long been regarded in Canada as thoroughly pure and a leader. We can quote you real good terms and you can rely on satisfaction.

WRITE

H. E. VIPOND & CO.

MONTREAL

NATION'S CUSTARD

POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal

F. Coward, Toronto
(For Ontario)

The W. H. Escott Co., Winnipeg, Man.

McKelvie, Cardell, Ltd., Calgary, Alta.

Distributors, Ltd. Edmonton, Alta.

Ayre & Sons, Ltd., St. John's Newfoundland

J. M. Crosswell & Co. Kingston, Jamaica

Samples free by post.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

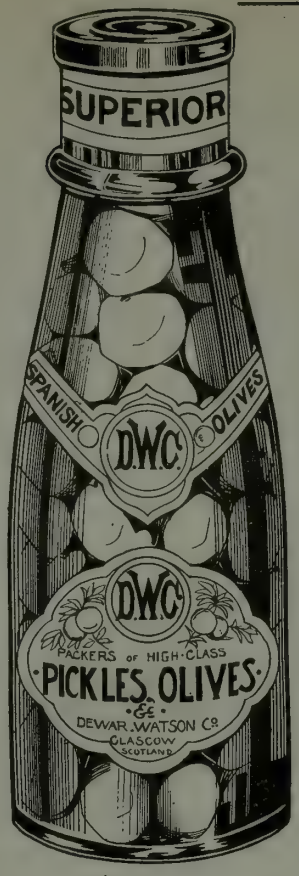
If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



The Connoiseur's Choice

invariably falls on

D.W.C. Olives

because they are quality goods known for their deliciousness. Carefully selected, high grade fruit only is packed. D.W.C. Olives are the kind which never fail to satisfy.

WRITE US. THEYR'E GOODS THAT SELL.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

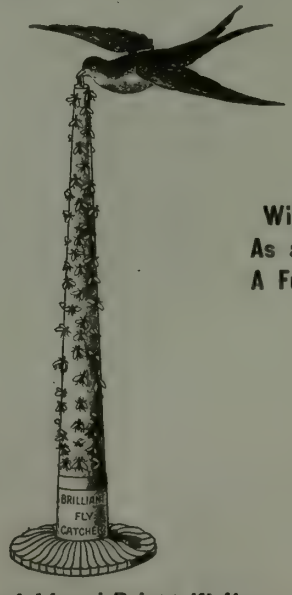
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

You Can't Get Any Cheaper. You Can't Get Any Better. So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?

The Most Reliable Glued Catcher On The Market.



Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

Camping Out

is getting more popular and no longer considered a fad, but a necessity.

You can sell a lot of Reindeer Condensed Coffee, Cocoa, Reindeer and Jersey Milk to these Campers by making a show of the goods, and you know "if it's Reindeer Brand it's good." Order from any wholesaler. Reindeer Coffee is combined with Milk and Sugar.

REINDEER

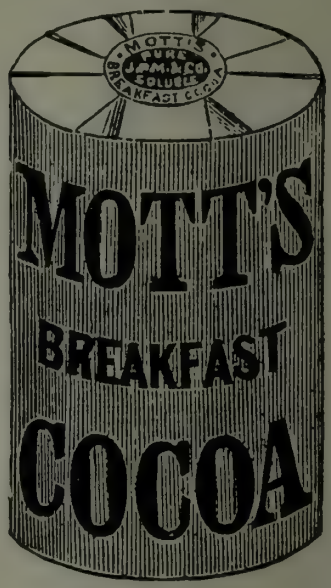
LIMITED

TRURO, N.S.
Branch at Huntingdon, P.Q.

CHILDREN

grow sturdy and strong on

ABSOLUTELY



PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

GOODS whose trade-marked names have grown familiar to the public need no explanation on quality or price. They sell themselves—the dealer must only display them. Think of the saving of energy you make when you stock goods of spotless reputation. A few of the long line of Sterling Products are appended.

Lime Juice	Catsups
Marmalade	Extracts
Sauces	Relishes
Jams	Etc.
Pickles	

Sterling BRAND

THE T. A. LYTLE CO., LIMITED
STERLING ROAD. - TORONTO

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Go After the Quality Trade With The Quality Goods

Make "Black Watch" your specialty. Display "Black Watch," Give "Black Watch" to every customer who asks for "your best chewing tobacco." Build up your trade on

BLACK WATCH

Chewing Tobacco

It's a prime favorite everywhere because of its richness and pleasing flavor. Stock up on "Black Watch" and watch your profits grow.

The Empire Tobacco Co., (Branch of)

IMPERIAL TOBACCO CO. OF CANADA, LTD.

MONTREAL, CANADA

7
7-20-4
4

What Figures are These?

They represent one of the best Cigars on the market to-day, the 7-20-4, one which you should not fail to feature during the holiday season, in fact always.

You—Yes, You

are able to sell tobacco, and a large amount too. You have a lot of customers who smoke and a little energy on your part will secure them as regular tobacco purchasers.

DON'T LOSE CHANCES

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with the Canadian Navy, remember, but is the popular

CHEWING TOBACCO

packed by the firm which guarantees prompt delivery and quality all the time.

THAT FIRM IS

The Rock City Tobacco Co.
Quebec Winnipeg

WRITE ABOUT

Maple Sugar - - Chewing Tobacco
Master Mason - - Smoking Tobacco
Rose Quesnel Smoking Tobacco

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

N. P. BAR SOAP

Makes good with the grocer because it makes good with the housewife. This is proved by the ever increasing sale there is for N. P. Bar Soap.

The intelligent household buyer is easily convinced of the better soap bargain she is getting when purchasing N. P. Bar, and it pays YOU lots better, Mr. Grocer.

Ask us for prices. Send card to-day.

David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.

Refrigerator Protection

Unless you have the proper protection for your perishables, you are unprotected from the loss that is sure to be yours through spoilt stock.

THE ARCTIC REFRIGERATOR

has an absolutely dry air circulation and is the sure means of keeping your stock always fresh and saleable.

If you are thinking of adding any style of refrigerator for the coming summer season be sure you get our catalogue. It illustrates all that is best for grocers in the refrigerator line.

Representatives in the west: Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.

CHLORIDE OF LIME

The season is now here when you will be selling lots of Chloride of Lime.

Buy Bull Dog Brand
Special Prices

Fibre Packages or Zinc Cans
all sizes.

The John B. Paine Co. Ltd.
Toronto, Ontario

THAT deliciousness that makes your customers' mouths water when they see a display of **E.D.S.** Brand Pure Fruit Jams and Jellies is what prompts them to buy, and when they buy once they come again.

E.D.S. Brand Fruit and Vegetable Products are government inspected, ensuring their purity and quality.

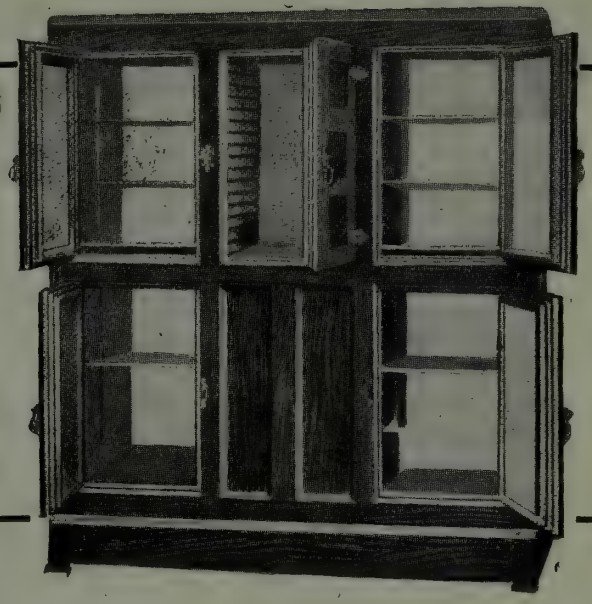
MADE ONLY BY

E. D. SMITH

WINONA, ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Proper Refrigeration Saves Money-Sells Goods



It is important to your success that perishable goods should be properly kept if you wish to have the returns you should.

Dry air circulation is the only proper way to be sure of keeping untainted the perishables that must have refrigerator space. In this particular point

THE NORTH STAR REFRIGERATOR

excels all others. It is so dry that a match can be lighted on the interior at any time.

Milk, Butter, Fish, Ham and Onions may be kept in the same chamber without tainting from one another. Should you require a refrigerator not listed in our illustrated booklet, ask us to give you particulars to meet your requirements.

Patented connection for utilizing outside air in winter can also be supplied.

WRITE NOW FOR PRICES AND CATALOGUE. SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON

OTTAWA, ONTARIO

ANTI-DUST

DEODORIZES

DISINFECTS

Introduce this to the housewife and she will always insist on having it. This is the most effective up-to-the-minute cleaner and dieinfectant and not an imitation.

It eradicates germs and microbes, leaving a sweet, fragrant smell. You should use it in your store, Mr. Grocer—you will be enthusiastic with the result.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

Our Quotations

LEMON CORDIAL
10 oz. bottle $10.80 per gross. Qts.$27.00

LEMON SQUASH
10 oz. bottle $10.80 per gross. Qts.$27.00

LIME JUICE CORDIAL
10 oz. bottle $10.80 per gross. Qts $27.00

ORANGEADE
10 oz. bottle $10.80 per gross. Qts.$27.00

FREIGHT PREPAID ON
ORDERS $25 AND OVER

GREEN & CO. Manufacturers
TORONTO

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices By this plan we will not only retain our many present customers, but hope to make many new ones. Now don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

Brooms **Brooms**

"BROOMS OF QUALITY"

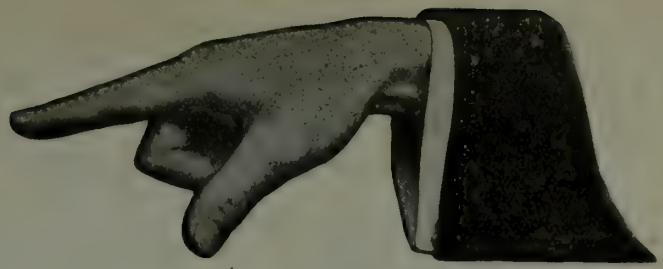
are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG



When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

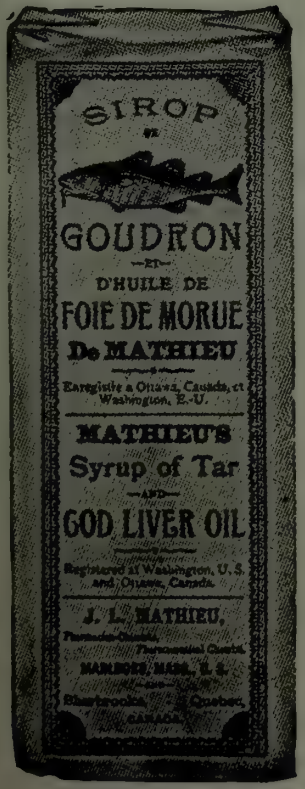
Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal; P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta., Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Quaker Soap

100 double wrapped Bars to Box

No prizes
No premiums

Just Soap

At the Lowest Price Good Soap Can Be Sold.

Mathewson's Sons

MONTREAL

LOOK FOR QUALITY—THEN SEE TO THE PROFIT

That's our advice, and it's right. Ever since we started in business—it's many years ago—we have been most particular about supplying the trade with the highest quality goods at the lowest possible price. The strong following we have from the Atlantic to the Pacific proves conclusively that our efforts have been rewarded,

MOLASSES FANCY BARBADOS MOLASSES

DA COSTA IS THE BRAND

On or about May 15th we will receive the first shipment of these superior molasses. They will be delivered from the wharf. DA COSTA stands for purity. We need add nothing more.

SARDINE and PINK SALMON SNAPS The Best Goods on the Market

SARDINES

Just received a large shipment of Norwegian Sardines in pure Olive Oil. Price to you:

$8.00 PER CASE OF 100's

Freight paid on orders for 5 cases to any rail or steamboat station in Ontario, Quebec or Maritime Provinces.

SALMON

Last call for PINK SALMON at $4.00 PER CASE OF 48 one lb. tins.

These goods are certainly a bargain at the price. Don't make any mistake, but get a share of what we have left.

MINERVA BRAND PURE OLIVE OIL

In the next few months there will be a large demand for OLIVE OIL for salads. You will serve your best interests by securing MINERVA and stocking it in preference to all others.

MINERVA OLIVE OIL is undoubtedly the leader. Every bottle and tin bears the certificate of the Laboratory of Marseilles which controls the bottling. Pure olive oil deteriorates when exposed to the light. No fear of loss from MINERVA. Each bottle is enclosed in a fancy carton.

Three Record Profit - Makers---Get Prices Right Away.

TEA

Japan, Ceylon and India. China, Ceylon Green and Young Hyson.

PRUNES

California and Oregon in 25-lb. boxes.

CURRANTS

In cases and 36 one-lb. packages. Loose, 25, 50 and 80-lb boxes.

WRITE IMMEDIATELY

LAPORTE, MARTIN ET CIE, LIMITÉE

368 ST. PAUL STREET, MONTREAL

INDEX TO ADVERTISERS

A

Adamson & Co., J. T. 20
Allison Coupon Co. 21
Aylmer Condensed Milk Co. 45

B

Balfour-Smye & Co. 16
Benedict, F. L. 21
Bickle, J. W., & Greening 12
Borden Condensed Milk Co. 3
Bovril, Ltd. 53
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 63
Canada Maple Exchange 6
Canada Sugar Refining Co. 55
Canadian Cocoanut Co. 22
Can. Shredded Wheat Co. 61
Carr & Co. 14
Church Bros. 22
Chaput Fils 4
Chivers & Sons 9
Church & Dwight 8
Clark, W. ..... outside front cover
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Connors Bros. 71
Continental Bag & Paper Co. 54
Crescent Mfg. Co 58

D

Dalley, F. F. Co. 17
Davidson Estate, James 69
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 17
Dominion Register Co. 62
Dominion Salt Co. 53
Downey, W. P. 58

E

Eby-Blain, Limited 26
Eckardt, H. P 51
Edwardsburg Starch 28
Eno, Ltd., J. C. 10
Enterprise Mfg. Co. 74
Eppe, James & Co 52
Escott & Harmer 20
Estabrooks, T. H 3
Eureka Refrigerator Co. 12
Ewing & Sons, S. H 23
Eydoux, Felix 57

F

Fearman, F. W., Co. 49
Fels & Co. 58
Foster-Clark Co. 19
Furuya & Nishimura 18

G

Gaboury, L. Emile 21
Gillaru, W. H., & Co. 70
Gillett, E. W., Co., Ltd. 49
Golden Ray Co. 17
Gorham, J. W., & Co. 2
Gorman, Eckert & Co. 16
Granger Freres 63
Green & Co. 70
Gunns, Ltd. 47

H

Hamilton Cotton Co. 22
Hamilton Incubator Co. 53
Heinz, H. J., Co 18
Hillock, J. 68
Hudon-Hebert Co. 2
Hutchison-Omand & Co. 26

I

Imperial Extract Co. 24
Imperial Tobacco Co. 65
Irish Grocer 21
Island Lead Mills Co. 22

K

Kessel Co., F. 21
Kilgour Bros 22
King, Frederick 57
Kingery Mfg. Co. 8

L

Labrecque & Pellerin 61
Lambe, W. G. A. 20
Laporte, Martin & Cie. 72
Laurentia Milk 6
Law, Young & Co. 57
Lawrason, S. F. & Co 73
Leitch Bros. 56
Lemon Bros. 52
Lind Brokerage Co. 20
Lindner & Benner 26
Lloyd, Ltd., Edward 60
Lovell's Bag and Packet Machinery Co. 15
Lyons Co., T. A. 64

M

MacLaren Imperial Cheese Co. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 52
McDougall, D., & Co. 21
McLaren, W. D. 24
McLeod & Clarkson 21
McWilliam & Everist 52
Maconochie Bros. ..... inside front cover
Major, Son & Co. 28
Major, L. H., & J. Soubliere 21
Malcolm, Jno, & Son 61
Marshall Brokerage 20
Mathewson's Sons 71
Mathieu, J. L., Co. 71
Menard Motor Car Co 57
Methven, James 16
Midland Vinegar Co. 6
Millman, W. H., & Son 20
Mooney Biscuit and Candy Co. 58
Morton & Sons, David 68
Mott, John P. & Co. 64

N

Nation, E. J. 62
Nelson, Dale & Co. 14
Nicholson & Bain 59

O

Ontario Peoples Salt & Soda Co. 22

P

Packer, H. J. 12
Paine Co., John 68
Patrick, W. G. & Co. 20
Peek, Frean Co. ..... inside back cover
Perrin, D. S 11
Pickford & Black 58
Pure Gold Mfg. Co. 47

R

Reindeer, Ltd. 64
Richards Pure Soap Co. 55
Robinson & Co., C. E. 21
Rock City Tobacco Co. 67
Rowat & Co. 63
Royal Baking Powder Co. 45

S

St. Charles Condensing Co. 23
St. Lawrence Flour Mills Co. 23
St. Lawrence Sugar Refining Co. 17
Salada Tea 27
Sanitary Can Co 10
Sapho Mfg. Co. 70
Smith, E. D. 69
Sherbrooke Cigar Co. 67
Silver, H. R. 20
Simpson & Co., R. 7
So-clean Mfg. Co. 8
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg Co. 15
Stevens-Hepner Co. 18
Stewart, I. C. 21
Stringer W. B. 53
Stuart, Foster Co. 23
Symington Co., T. 6

T

Taylor & Pringle 61
Telfer Bros. ..... outside back cover
Tees & Persse, Ltd. 13
Thum Co., O. & W. 52
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 67

U

Utilities Limited 62

V

Vipond, H. P. 62

W

Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son 53
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 58
Western Distributors, Ltd. 20
Western Salt Co. 18
Weston, Ltd., George 25
Wethey, J. H. 49
White & Co. 53
White Swan Spice & Cereals, Ltd. 14
Wiley, F. H. 20
Willis Mfg. Co. 22
Wilson, Jos. E. 24
Woods & Co., Walter 70
Woodruff & Edwards 64
Wondershine Ltd. 56

Facts That Speak For Themselves

LAWRASON'S SNOWFLAKE AMMONIA

London, March 13, '12

To Messrs. S. F. Lawrason & Co.
City.

Dear Sirs,—

At a meeting of the London Retail Grocers' Association last evening, a resolution was passed in which the Association expressed its appreciation of your selling policy; keeping your goods out of the cut-rate stores and the liberal advertising you are doing to our mutual benefit, and it was further resolved that each member should push the sale of your goods as much as possible.

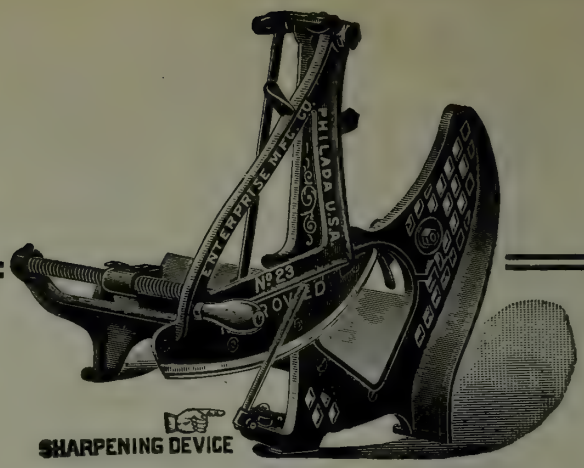
Yours truly,
Jas. MacKenzie
Secretary.

Jno. Diprose,
President

THE GIANT FIVE CENT PACKAGE

SPRING CLEANING TIP:—All wood-work should be thoroughly washed with Lawrason's Snowflake Ammonia before painting or varnishing, to remove grease and dust. The paint or varnish will spread easily and dry quicker, also take one half less to do the work.

S. F. LAWRASON & CO., - LONDON, ONT.



A Good Beef Shaver is an Easy Money Maker

Enterprise Beef Shavers are made on the principle that gives you years of satisfactory service. Every part is made of good material and with the fine accuracy of machining that means absolute precision in operation.

ENTERPRISE
Beef Shavers

are made in two styles. No. 23—the Enterprise Smoked Beef Shaver, with Self-Sharpening device—does the work without waste. The knife is suspended pendulum-like and each stroke cuts a slice cleanly and quickly. Regulated automatically to cut from tissue thickness up to an eighth of an inch.

Enterprise Rotary Smoked Beef Shaver with Self-Sharpening Device achieves the very highest point in the manufacture of this type of machine. The feed is easily regulated and cannot shift while in use. Slices are absolutely uniform always, the machine being capable of cutting from tissue thickness to a quarter of an inch. The sliced beef falls into a drawer which holds about two pounds.

Either of these machines in your store will give you satisfaction for years and will rapidly earn its cost. As all parts are interchangeable, you can make it as good as new ten years from now.

Like all Enterprise articles—Cherry Stoners, Raisin Seeders, Meat and Food Choppers, Sad Irons—they are made on honor to last.

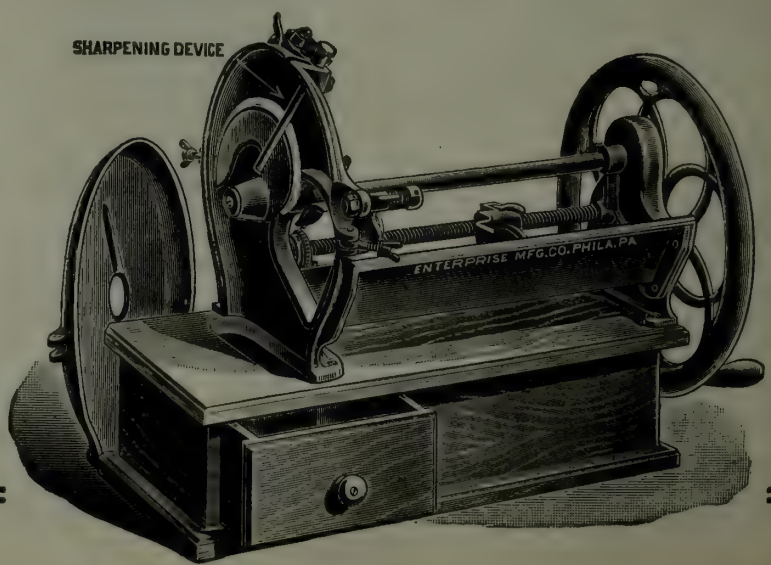
Just write to-day for our complete catalogue

The Enterprise Manufacturing Co. of Pa.

Patented Hardware Specialties

PHILADELPHIA, PA.

21 Murray Street, New York
530 Golden Gate Ave., San Francisco, Cal.
176 North Dearborn St., Chicago



"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals 21 Royal Appointments

PEEK, FREAN'S
GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

AGENTS :

The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309 and 311 King St. West, Toronto

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

Telfer's

A BUY WORD FOR

Biscuits

TELFER BROS., Limited, MANUFACTURERS, COLLINGWOOD

The above is a reproduction of a street-car poster which is helping create a still greater demand for the popular, economical, rich, flaky crisp

Peerless Cracker Sodas

Dealers who stock Telfer's Sodas soon find them a profitable line that is off the shelf almost before it is on. A demand is immediately created in the family trade where once used.

Careful packing ensures their crispness, and will open up as fresh as when first taken from the oven.

We also manufacture all kinds of fancy biscuits---get our prices.

Telfer Bros., Ltd., Collingwood, Ont.

Branches at TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI | PUBLICATION OFFICE: TORONTO, MAY 10, 1912 | No. 19

1857 - 1912

BORDEN'S
Eagle Brand Condensed Milk
"THE ORIGINAL"

The Leader For 55 Years

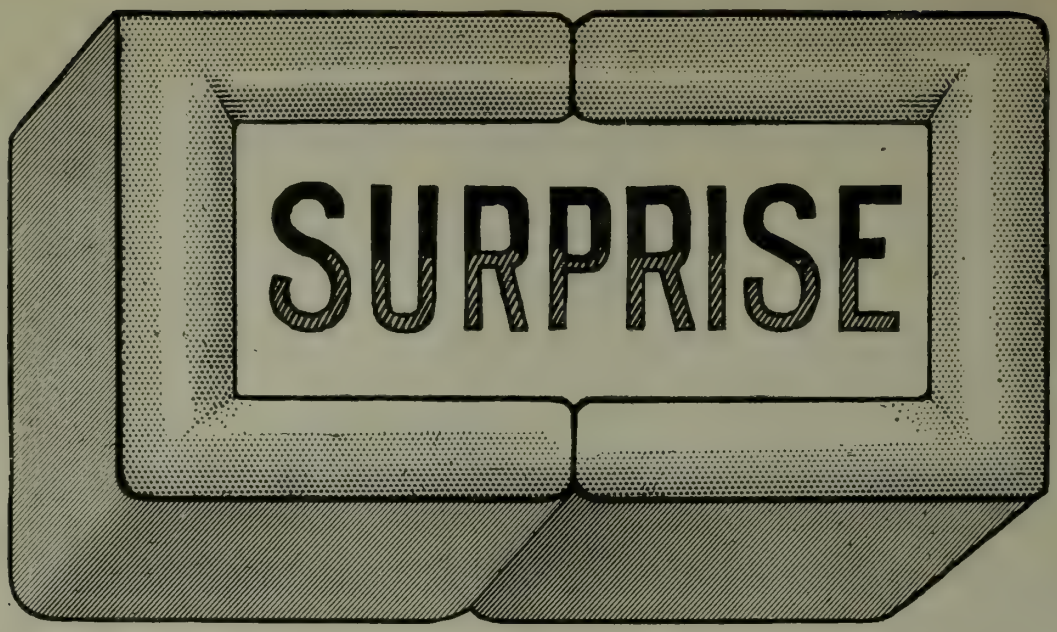
The Selling Prestige of

BORDEN'S BRANDS

Guarantees Increased Business to the

JOBBER AND RETAILER

Borden's Condensed Milk Co.
"Leaders of Quality." Est. 1857.
Montreal



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging---and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N.B.

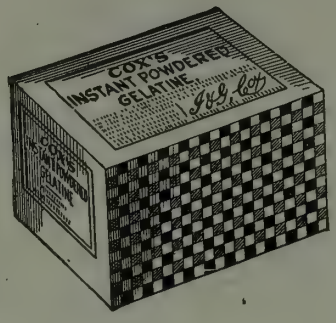
Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

THE satisfied customer assures a PERMANENT customer, yet without purity satisfaction of the lasting sort is not possible---nor probable. Quality goods command regular trade. Profits from the following articles are business builders.

Cox's GELATINE

(It Never Varies)

Its high quality never varies from that standard of perfection reached by the makers so many years ago. Made by particular people for particular people. Made on the honor of a name that has been before the public for a century of endeavor to produce the BEST.



Sardines from Norway

Packed in perfectly pure Olive Oil by Olsen & Kleppe at Stavanger, Norway, with wondrous care and skill in the selection. Their special leading brands "Albatross" (small fish) and "Ambrosia" (a trifle larger) command ready and large sales to the most fastidious people.

Bramwell's Epsom Salts

Show a noteworthy absence of moisture from top to bottom of package — are absolutely free from foreign substances. They never have been and never will be classed with ordinary "salts" of commerce. They are in a class by themselves.

"Le Calice" Castile Soap

(11 Gold Medals)

The soap of absolute purity. Sanitary, clean, antiseptic, free from any corrupt animal matter, is pure as oil and skill can make it. Le Calice is as good and safe for the complexion as for the finest lingerie. Made only by Srs. D. Leca & Co., Marseilles.

ARTHUR P. TIPPET & CO.

AGENTS

Montreal *Toronto*

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN

COFFEES

MONTREAL

This is Soclean Season—Get Yours!

If you have not a stock on hand at this season of the year you are missing an opportunity of a good trade now, with big profits, and a steady trade throughout the year.

SOCLEAN

The Dustless Sweeping Compound

has made many friends, both among users and grocers. Here are some grocers reasons for stocking:

Costs less than others of the same nature.
Earns more than similar lines.
Advertises itself.
Turns quicker than any other.
Requires fewer salesmen.
Appeals to more people.

It's time to go after the profits of this popular line. Put up in attractive tins, sizes to suit every purpose.

Send an order to-day.

SOCLEAN LIMITED, - Toronto, Ont.

The One Way to Please

all of your customers, all of the time is to always have on hand a well assorted stock of

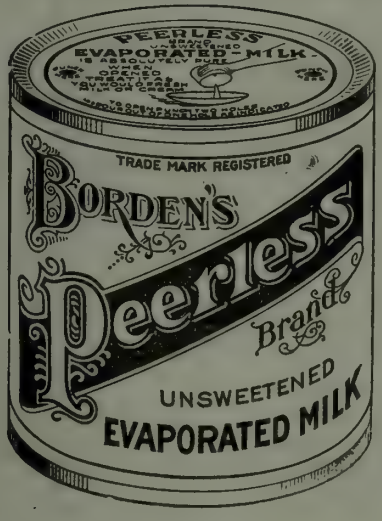
"MELAGAMA"

TEA and COFFEE

your customers judge your general stock by the quality of the **Tea** and **Coffee** you sell and you certainly do not need to have any hesitation in putting in a stock of **Melagama.**
Order a case of each to-day.
For prices see quotation page of this issue.

MINTO BROS., TORONTO

BORDEN'S EVAPORATED MILK PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg & Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver

Are You Thinking of Installing a Refrigerator?

For the proper protection of perishables—in other words, the protection of profits, you should have an

Arctic Refrigerator

The cold, dry air circulation—ensuring the freshness and saleableness of your stock—and the exclusiveness in style of construction, are two big features of the Arctic lines.

Write for a Catalogue, which illustrates and explains

Representatives in the West—Donnelly, Watson & Brown, Calgary, Alberta

JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.

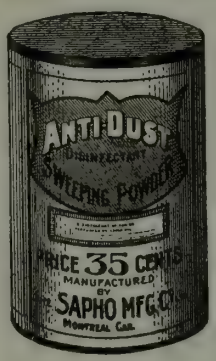
SYMINGTON'S SOUPS

-- always give satisfaction --

and a satisfied customer means—more—and more—and more trade.

SYMINGTON'S SOUPS are a very profitable line to handle. Write for prices and samples.

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame St., Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto.



ANTI-DUST
ANTI-DUST
ANTI-DUST

Anti-Dust as a microbe and dirt-chaser has proven a complete success, the very best proof of its popularity amongst housewives being the frequent repeat orders we receive from leading dealers.

There's a cause, and that's what we want to drive home to you. Anti-Dust is different. It is not a preparation similar to others you are asked to handle, put up in more attractive tins. No, Anti-Dust stands out as the leader because it has qualities all its own.

ANTI-DUST IN THE GREEN AND WHITE TIN.

ASK YOUR WHOLESALER.

The Sapho Mfg. Co., LIMITED

MONTREAL

DON'T OVERLOOK THESE LINES

Sold from Coast to Coast

BULLDOG AMMONIA POWDER
BULLDOG LIQUID AMMONIA
BULLDOG CHLORIDE OF LIME
BULLDOG LIQUID BLUEING
BULLDOG BORAX
BULLDOG LYE
BULLDOG CRESOLEUM
(for disinfecting purposes)

Special prices on 5 and 10 case lots.

Ask your jobber's salesman.

The John B. Paine Co., Limited

QUALITY ALWAYS

SIMCOE BRAND BAKED BEANS

are the choice of carefully selected beans, prepared by the latest methods. They have have that rich nutty flavor of the "Old New England" dish. Simcoe Baked Beans are packed plain, and in Tomato and Chili Sauces in different sized cans.

Simcoe Brand Baked Beans are an economical, healthful and wholesome food, very popular with all classes.

Recommend that 3's family size contain more (by actual weight) than flats, and a lower price.

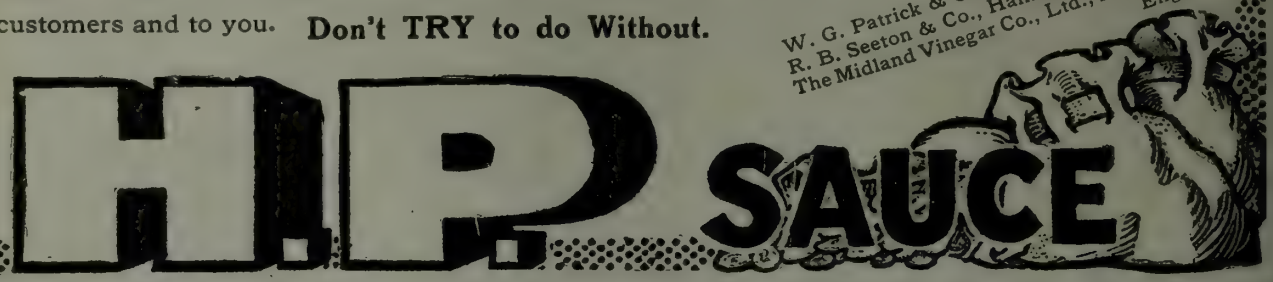
Dominion Canners, Limited

Hamilton -o- Canada

If It's BUSINESS You Want, Sir—

H. P. SAUCE will surely bring it along. H. P. is no shelf-warmer, its no sooner on than it's off again—off again to good purpose, too, to your customers and to you. **Don't TRY to do Without.**

W. G. Patrick & Co., Toronto, Montreal, &c.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, England.



ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., 143-149 University Ave., Toronto, Can.

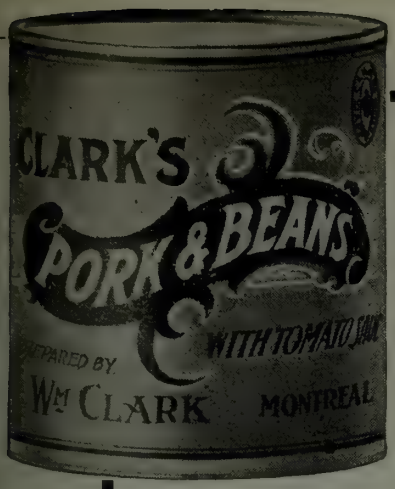
Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



Clark's

Boston Baked Pork and Beans

CHILI SAUCE TOMATO SAUCE PLAIN SAUCE

The Peoples' Beans

Unapproachable in Quality

Clark's

Sliced Smoked Beef

In Glass Jars and in Tins

Always in Demand

Clark's

Beef Steak and Onions

A Perfect Meal

Clark's

Cooked Corned Beef

Nothing but the Primest Beef Used in its Preparation

W. CLARK, - MONTREAL

Manufacturer of High Grade Food Delicacies.

PERFECTION COMPLETE.

THE PERFECTION WAY

Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL.
A glass shield and splitting wire free.

Perfection Cabinet

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

Perfection Pedestal

Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada

Hamilton, Ontario

N. P. BAR SOAP

Makes good with the grocer because it makes good with the housewife. This is proved by the ever increasing sale there is for N. P. Bar Soap.

The intelligent household buyer is easily convinced of the better soap bargain she is getting when purchasing N. P. Bar, and it pays YOU lots better, Mr. Grocer.

Ask us for prices. Send card to-day.

David Morton & Sons, Limited

Victor Soap Works HAMILTON, ONT.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S

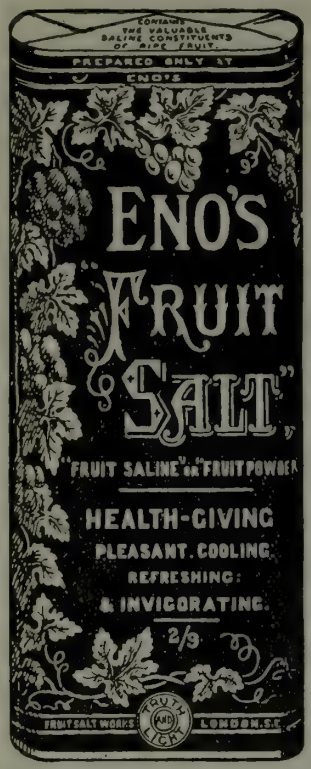
PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309-311 King Street West, Toronto.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers
LONDON, ENGLAND



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

S. Perrin & Co., Limited

DON **CANADA**

An Ideal and Healthy Food

Quality unsurpassed. Test the flavor and crispness

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

WINN & HOLLAND, LIMITED
SOLE AGENTS MONTREAL

Eureka Canada's Sanitary Refrigerator

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - - ENGLAND

Buy a better Laundry Blue.

Playing a great part at the tail end of the wash, every Blue has to satisfy the searching eye of the critical woman, which means every woman. If it does not satisfy—if in purity, strength, and colour it fails under the microscope of experience—somebody at the counter is going to face a "breeze." "OCEAN" Blue signifies not strength alone, or brilliant colour only, or purity, but all three—as much of them as can be packed into the best 5 cent packets sold. And they never vary, or somebody would have said so.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.
Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO.

Nothing Else Will Do

They get the habit early in life and it lasts—as youngsters they are told to get

WINDSOR
TABLE SALT

—and they get it, any other salt is refused—then, and when they are "grown ups." Cultivate this habit and retain the good will from first to last by offering Windsor Salt first.

THE CANADIAN SALT CO.,
WINDSOR, LIMITED ONTARIO.

When The Hands Are Soiled

At the Office, Store, Bank, Printer's Home, in fact

At the Foundry, Shop, Mill, Factory, Garage or Farm

anywhere or after any kind of employment or amusement, use

SNAP

Beneficial to the skin.

Big sale for this Hand Cleaner

SNAP COMPANY, Limited
Montreal, Quebec

WHITE SWAN
YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

BISCUITS
from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE
Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:
Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.

But if you are a real business man, stop paying coffee mill prices that are based on charity, and install a COLES.

It's the best mill any way you look at it, because it costs the least and does the most.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Seasonable Lines
That Will Pay You To Stock!

Potted Bloater Turkey and Tongue

Here we are now almost in the summer season. You know from past experience the steady demand there is for cooked meats.

You cannot put in a stock in that line that will satisfy the popular demand and give universal satisfaction such as Brand's Potted Bloater and Turkey and Tongue.

You are absolutely certain of the buyers return because Brand's quality always satisfies; therefore you are safe to recommend any of the Brand line to your most particular customers.

There is big profit for the grocer.
Order from your nearest jobber.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

Brooms Are Seasonable Now

THE PARKER BROOM may be ordered through the following wholesale grocers:

ORDER NOW

James Lumbers & Co., Ltd. Eby-Blain, Limited. Lind Brokerage Company Warren Bros. & Co., Ltd.	TORONTO, ONT.
L. Chaput, Fils & Cie. Wm. Galbraith & Son. Laporte. Martin & Cie. Forbes Bros.	MONTREAL, QUE.
J. B. Renaud & Cie. Albert Dunn, Broker., Quebec Preserving Co. Elzier Turcotte. Naz. Turcotte & Cie.	QUEBEC, QUE.
Foley Bros. & Larson. Laing Bros. Jobin-Marrin Co. Nicholson & Bain. Codville Company, Ltd. The Hudson Bay Co.	WINNIPEG, MAN.
Nicholson-Bain. Cameron & Heap.	REGINA, SASK.
Nicholson-Bain.	EDMONTON, ALTA.
Nicholson & Bain.	CALGARY, ALTA.
Nicholson-Bain.	SASKATOON, SASK.
J. G. Whyte & Sons. H. N. Bate & Sons., Ltd. F. J. Castle Co., Ltd. E. M. Lerner & Sons. S. J. Major, Ltd. Provost & Allard.	OTTAWA, ONT.

The Parker Broom Co.

692 Wellington St. - - OTTAWA

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

St. Lawrence Granulated

The Merchant who handles the best quality always gives the best satisfaction to his customers. St. Lawrence Granulated Sugar is the best made in Canada.

Make Every Customer a "Come Back"

Trade Mark of Quality

That's what you want—the steady, satisfied trade.
That's what you get, when you handle our products.

SWEETHEART BRAND BAKING POWDER

OUR SPECIALTY.

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed. Sales Assured.

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, N.Y.

LITTLE THINGS COUNT

Stove polishes are more or less of small importance to your general business, but nevertheless a necessity to every household. The best Stove Polish is

JAMES DOME BLACK LEAD

and its reliable quality and good work makes for you satisfied customers.

W. G. A. LAMBE & CO. - Canadian Agents

FURUYA & NISHIMURA

FOR

Japan Teas

MONTREAL CHICAGO NEW YORK JAPAN

Public Favor Has Made It a Profitable Stock

Laurentia Milk and Cream

has absolutely solved the "raw" milk problem. The process of homogenization divides the solid parts—the cream, the caseine—into minute particles and renders the milk much more digestible.

It is absolutely pure and may be kept indefinitely.

SEND FOR PRICES TO-DAY.

Laurentia Milk Co., Ltd. - 371 Queen St. W., Toronto

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

When you sell **FAIRY SOAP** to a customer you are making intelligent use of our extensive advertising, and at the same time doing the surest thing you can to please her and bring her back. "Have you a little Fairy in your home?" Every woman thinks of **FAIRY SOAP** when she reads these words, and every woman who once tries **FAIRY SOAP** keeps on buying it because it's the sweetest, whitest, handiest, **BEST** toilet soap a nickel ever bought. It always stays sweet and white, because it's absolutely **PURE.** Our steady advertising makes steady sales, on which you can easily make steady profits.

Made by THE N. K. FAIRBANK CO., MONTEAL

A 3-doz. Tin (as illustrated) of Eiffel Tower Lemonade displayed on your counter will prove to be the best and most rapid selling line you have ever handled. Do not take our word for it, prove it for yourself. The attractive get-up compels sale at sight. The quality of the article assures future sales.

EIFFEL TOWER LEMONADE

is without doubt not only the most delicious and refreshing, but the

PUREST & MOST WHOLESOME BEVERAGE

ever introduced. It is used freely in the English Navy, because of its sterling merit.

You owe it to yourself to take up this line wholeheartedly and to personally benefit by the generous profit to be made, to say nothing of the satisfaction and appreciation of your customers.

Retailed in 5c. Packets; 15c. and 25c. enamelled air-tight Tins.

FULL PARTICULARS AND SAMPLE FROM—

BAILEY & GUNN, 122 Hastings Street W., Vancouver.
THE TURNBULL CO., 179 Bannatyne Ave. E., Winnipeg.
THE HARRY HORNE CO., 309 & 311 King Street W., Toronto.
HOWE McINTYRE, Youville Square, Montreal.
W. A. SIMONDS, St. John, New Brunswick.

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

WINNIPEG
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

86 ADELAIDE STREET EAST, TORONTO
Dundee, Scotland
London and Manchester } England.
New York, U.S.A.
Calcutta, India.
Phone Adelaide 1525
Cables "Grimonds Toronto"
Codes (Western Union (Private
D. Mayall, Manager.

J. & A. D. GRIMOND (CANADA) LTD.
A. & M. Smith Ltd., Aberdeen, Scotland
Fish Preservers and Canners.
Wm. Simpson Ltd., Manchester, England
Table and Tete a tete delicacies
Victory "Confections", Gums, Pastilles, Lozenges, etc.
Victorious all the world over.
They are RIGHT here.
Price lists, quotations and samples mailed promptly on receipt of enquiry.

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A.B.C. 5th edition, and private

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

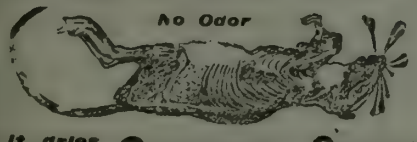
BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

WANTED:
A jobber in each section of the country to handle our "Top-Notch" Butterscotch (Registered) selling to the Grocery, Confectionery, and Drug Trade. "Top-Notch" is put up in packages, and in bulk, wrapped in caramels, and sells all the year round. Write to us for samples we have an interesting proposition for Jobbers.
BRUCE & HUNT CO., LIMITED
Wholesale Confectioners, - Toronto, Ont.

20th Century Retailing DEMANDS the Use of
ALLISON'S COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

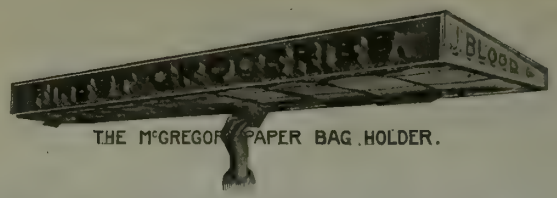
McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co., Ltd., GLASGOW, SCOTLAND

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

The
Condensed Ad.
page
will interest you



Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Don't try.
You can't get
any Purer.

McLean's
White
Moss

Canadian Cocoanut Co.,
Montreal

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS. LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

SALT with a profit.
SALT with a reputation.
SALT with a purity distinction
IS

Ontario People's Salt

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY
ALL
JOBBERS

¼-lb tins—
3 doz. in case.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

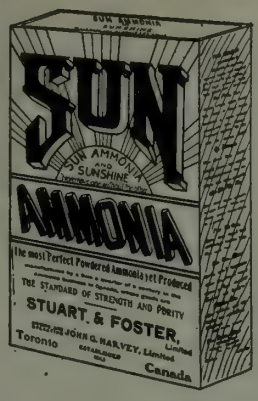
WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

SUN AMMONIA

(HARVEY'S)



Single Cases $2.25

75c. a doz.

5 or more delivered $2.00

66⅔c. a doz,

Single case 85c

Gross lots delivered $9.50

For 25 years
The Standard of Strength and Purity

Secure it from your Wholesale Grocer.

STUART & FOSTER, LIMITED,
474-476 Gerrard St. E. Toronto

Established 1882

BEGINNING TO FEEL IT WARM?

Just as soon as you notice the approach of the warm weather such is the time for you to look to supplies of thirst quenchers. The demand is a surety.

COLD SPRINGS LEMONADE

makes the repeats a surety. When you have demand and repeats assured, what more do you want? Nothing but a good profit, and that's yours too. We have seen to that.

S. H. EWING & SONS

MONTREAL

It Cannot be Equalled

That's a fact. There is nothing purer, nothing which will give such complete satisfaction as

Hirondelle (Brand) MACARONI

Made in the sunniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd.

MONTREAL, CANADA

Read This-Then Order

There is nothing like improvement. It shows progressiveness and a desire to please

Ko-Ko-But Is Now Better Than Ever

Means absolutely economy. 1 lb. Ko-Ko-But is equal to 1½ lb. Lard, Butter or any cooking product. Get a stock! Refund money to any dissatisfied customers. We'll refund you. (We simply mention this to show you the genuineness of our policy, We're convinced there can be no dissatisfaction.)

New Tins—More Attractive Than Ever

We have a FREE ADVERTISING proposition to offer you. WRITE US.

Dominion Cocoanut Butters Limited

Montreal

THE BEST DRINKS

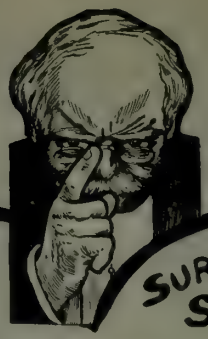
you can handle for your Summer and Picnic trade are the

STERLING BRAND

Raspberry Vinegar and Lime Juices or any kind of Fruit Vinegars or Juices that have the Sterling mark are the kind that are so well liked. They are invigorating and refreshing.

THE T. A. LYTLE CO.,
LIMITED

STERLING ROAD, TORONTO



AN EMINENT SURGEON SAYS

"DOPED FOODS & GRIPPE"

seem to be the forerunners of appendicitis. Impure foods alone must be blamed for conditions leading to abscesses in the stomach and bowels."

Your reputation as a reliable dealer depends on the class of goods you carry.

LITSTER PURE FOODS

are made of the best ingredients and are sold with a positive guarantee You can safely recommend them

THE LITSTER PURE FOOD CO. LIMITED

TORONTO

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

"Get Your Money In"

Use this Coupon and Save $100.00

BARR REGISTERS, Limited
Trenton, Ont.

Gentlemen—
You say that the Barr Register Account System will save us a great deal of money. We will be glad to have you prove this to us, providing it puts us under no obligation to buy.

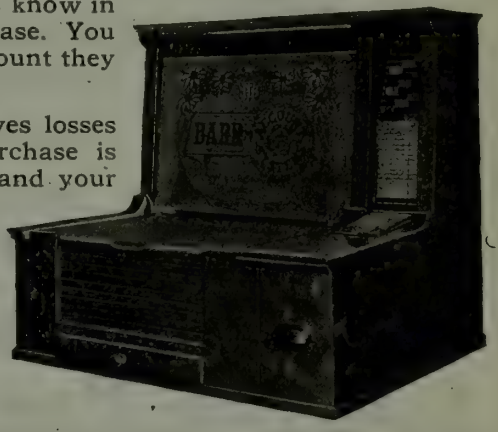
Name .....

Street and No. .....

City..... Prov.....

Yes, and save several hundred dollars. For one merchant has told us he has reduced his outstanding accounts from $3,000 to $500 with the aid of the BARR system.

The Barr Account Register System does away with the old cumbersome and profit-wasting system of handling credit accounts by the day book and ledger system. It does away entirely with monthly or semi-monthly rendering of long itemized statements. It lets your customers know in an entirely inoffensive way just how much they owe you at every purchase. You do not keep your customers in the dark for a month concerning the amount they owe you—a system that actually hinders their paying their bills.



Besides this, it saves all the time and worry of book-keeping and saves losses which occur through mistakes in book-keeping. Every time a purchase is made your customer receives a statement of his account to date and your book-keeping is kept up to the minute without a further pen stroke.

You want to know about this system—it will save you several hundred dollars. We say that it will. It is up to you to prove the truth of the statement. Use the coupon NOW.

BARR REGISTERS, LIMITED

Trenton, Ontario

THE ORIGINAL, GENUINE

WONDER-SHINE

SILVER CLEANER

An entirely novel and efficacious preparation. Entirely new principle—cleans without rubbing—saves labor—so easy to use—no trouble—no fuss—no dust—no muss. Cleans more silver in half an hour than paste and powder in half a day, and cleans it better.

This is the ideal, most economical and only modern way for cleaning

SILVER AND GOLD (Sterling or Plated Ware)
NO RUBBING. NO WEAR. REMOVES TARNISH INSTANTLY.

Each package contains powder and a special piece of metal (electro). A quantity of the powder is added to very hot water, the piece of metal is then dropped in, and the articles to be cleaned are placed in the solution, so that they come in contact with this piece of metal. Presumably galvanic action is set up, but the result is that the tarnish and dirt will be removed almost instantly, and the articles cleaned may be taken out, rinsed and wiped dry with a cloth or chamois. Tarnish will be removed from all the crevices and surfaces alike and the original lustre and polish restored and retained.

For ***Cut Glass*** the solution does not need to be so hot, but all the dirt, stains and finger marks are removed and that wonderful, wholesome sparkle and polish is brought out—simply delightful.

DOES AWAY WITH HARD LABOR. Each package contains enough powder to clean your silver several times—complete directions with every package.

Retail price—10c, 25c and 50c per package. Wholesale Prices—80c, $2.00 and $4.00 per dozen. Packed in neat display boxes.

Let us send you our selling plan and advertising matter.

GUARANTEED

ABSOLUTELY HARMLESS
to Silver, Gold, Cut Glass, Hands or Clothing.

WONDER-SHINE LIMITED
220 King St. West
TORONTO, CANADA

K71

THEY WILL EAT MORE JAM IF YOU SELL THEM BANNER BRAND

Your customers know that they always get the best value for the money, and the Jams or Jellies never vary from their top-notch quality. **L. & B. BANNER BRAND** is the popular jam with all classes of trade. Packed in 2, 5 and 7 pound tins and 30 pound wooden pails.

LINDNER & BENNER, - TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

ANCHOR BRAND TRADE MARK REGISTERED

UNEQUALLED BOTH IN QUALITY AND PRICE

"ANCHOR" Brand Ammonia Powder

Large packages to retail at

10c.

5 case lots - - - - $2.00 c/s.
(cases 3 doz.) Freight paid.

The coupons will help the sale—
The quality brings the repeat orders.

WE HAVE SOME VERY ATTRACTIVE QUOTATIONS ON

Oregon Prunes, 8 lb. bxs.

30/40 40/50 60/70

A convenient size for family trade.

Select Valencia Raisins

At a price that will bring you orders.

Valiant Talcum Powder

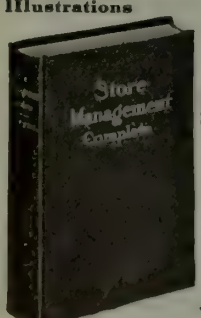
A high-class powder of exquisite perfume, in a large fancy tin to retail at 25c. **Will pay you a handsome profit.**

SAMPLES AND QUOTATIONS UPON REQUEST.

EBY-BLAIN, LIMITED Wholesale Grocers TORONTO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



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ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

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Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

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"SALADA"

---is tea at its best---unequalled for goodness, freshness and fine flavor.

---is tea of uniform quality---hence ensuring continual satisfaction to the **consumer.**

---is tea which sells **quickly**---hence ensuring continual satisfaction to the grocer.

The Tea you can recommend with confidence.

Canadian Offices: - - Toronto and Montreal

SILENCE

No pistol-like report when you go into a dark room to light the gas and strike a DOMINION MATCH. The silence is not broken and the air filled with sulphurous fumes. Dominion Matches are noiseless, odorless and the stems do not break. They are the kind that pay you to keep on hand.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.

AN ATTRACTIVE DISPLAY

The above photographic interior view of a modern grocery gives a fair idea of the attractive appearance of a nicely arranged stock of goods—the appearance is half the battle. This shelving is supported by our

Patent Adjustable Brackets

Convenience and the elimination of unsightly obstructions—one long, uninterrupted stretch of space for the display of goods—are a few of the features of these brackets.

Write for information, prices, etc., stating whether your building is brick or frame.

THE PIQUA BRACKET CO. Sole Manufacturers

PIQUA, - - OHIO.

KEEN'S OXFORD BLUE

In every civilized country ***KEEN'S OXFORD BLUE*** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

MAJOR, SON & CO., 403 St. Paul Street **MONTREAL**

30 Church Street, Toronto

AGENTS FOR THE DOMINION OF CANADA

PRACTICALLY EVERY ONE OF YOUR CUSTOMERS

makes cookies, ginger cakes, etc., from time to time. Each and everyone of them would be glad to use

CROWN BRAND CORN SYRUP

if they only knew how much better it is and how much more naturally it blends in the process of cooking. It also makes the best sweetening for mince meat, fruit cake and plum pudding.

Are you reminding your customers of these things?

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Jam Consumption Increases, and Why

Changes That Have Come Over the Trade in Past Ten Years—Estimates of Comparative Amounts of Domestic and Imported Jams Consumed in Canada —Almost a Million and a Half Spent in Year for the Pure Goods—Result of 1911 Dry Weather.

Jams, jellies, marmalades, preserves, etc., have beyond a doubt made wonderful strides in Canada in the past ten years, so far as consumption and quality are concerned. Ten years ago the Canadian housewife depended on her own supplies, with some few exceptions; but now it is the other way around. The majority depend on their grocer.

What is the reason for this change? If it could be answered in a few words, those would have to be "advance in quality."

The increase of population is undoubtedly another strong factor explaining the phenomenal consumption, and more particularly since a large proportion of the additional population has come from a jam-eating country—England. People, too, are getting more money, and have more money to spend than formerly, part of the surplus going to buy these goods.

"There is no doubt," stated one manufacturer to The Grocer, "that the consumption of jams, jellies and preserves has increased materially during the past ten years."

He gave as his reasons the purity of the goods, the increase in population, and the fact that during the past few years the ordinary individual has become more luxurious in his taste and is willing to pay a fair price for a good article.

Advance of Pure Goods.

Whereas the increase in consumption of pure jams has been large, there is no doubt that a large amount of this has been at the expense of the inferior article which eight or ten years ago formed the bulk of the trade, with the exception of probably $200,000 of pure imported jams.

But to-day it is estimated that we are not only importing $400,000 worth, as against the $200,000 eight years ago, but Canadian manufacturers are putting up a $1,000,000 worth in a year, as compared with $25,000, or $50,000 at the outside, eight years ago. This means an annual distribution of $1,400,000 in pure jams, etc., in a year among the Canadian people, apart altogether from that manufactured privately. Two Canadian firms alone, it is stated, manufacture some $800,000 worth. In spite of the enormous amount consumed, there is a scarcity of some varieties.

Result of Last Year's Drought.

Owing to drought and the failure of crops last season, there was a shortage earlier in the season of raspberry and strawberry jam, also some of the smaller varieties, such as black currants. The shortage in these was estimated at 50 per cent. But a large part of the extra demand was met with imported stock.

There is also no doubt that the housekeeper is depending more and more on the manufacturer for her supplies, knowing that she can get them pure. Another reason, probably, is that domestic labor is so scarce, and also the disinclination on the part of housekeepers to do any more housework than is absolutely necessary. Of course, when there is a plentiful supply of fresh fruit, it is always noticeable that the quantities put up for home consumption are much larger. The glass jar manufacturers will be able to confirm this, as there is quite a difference in the demand for the jars in seasons of plentiful supply of fruits, and the seasons when fruit is scarce.

Manufacturer Buys More Cheaply.

"It is questionable," claims one manufacturer, whether it is profitable for the housekeeper to put up her own jams, marmalades and preserves, for the reason that the manufacturer contracts ahead in large quantities, and is thus able to secure his fruits much cheaper than can generally be secured in the open market. And then again, he is also able to secure his sugar at lower prices, generally buying when the market is at its lowest, and, as a rule, the consumer only buys sugar from hand-to-mouth, and in the preserving season sugar is generally at its highest."

Cleanliness in the Factory.

The sanitary methods by which jams and preserves are made nowadays in the big factories have done much to create a good will for pure goods. Where a factory is kept in spotlessly clean fashion, with everything in its place and a place for everything, merchants and the consuming public soon come to know about it, and the products of that place will always have their endorsation. Men who have been through factories and found how cleanly conditions were, have advised and persuaded their wives to give up a portion of the annual preserving work and save time, trouble and fuel by purchasing the pure manufactured article.

Good Information for Dealer.

Retail dealers have here much food for thought in selling jams, etc. If every point at his command is utilized properly, sales much above the actual demand will result, and there will be no necessity for carrying over any stock when the new is ready for the market.

POINTERS ABOUT CANNED GOODS.

Fruits and vegetables are gathered when at their best and taken at once to the factory, where they are canned without going through the delay of shipment.

Most of the factories now court visitors. They make cleanliness in packing an advertising feature.

Except at height of their season, canned vegetables are cheaper than the fresh.

Advise customers to keep a supply on hand for emergency. With their aid a good meal may be gotten together quickly.

Canned soups are scientifically prepared; that is, they contain exactly the proper ingredients to produce the best flavor, and at the same time contain the greatest percentage of nutriment.

There is something magic in the name "pumpkin" that makes it sell when suggested. Squash should not be forgotten either.

The sale of jam is increasing with great rapidity in Canada. Is every dealer getting his share of this trade?

Government inspection shows marmalade in Canada on the whole to be quite pure.

Spring lamb and canned peas make a good combination.

Now is the time to push the sale of canned rhubarb. Spring suggests rhubarb and the fresh article is a little dear for many customers.

An important point in the eating of sardines in olive oil is that it brings into use the oil, so beneficial to the health.

Are you handling potted chicken, ham, tongue and venison? These dainties appeal.

Considering the Salary of the Clerk

To What Is He Entitled?—Writer Claims it Should be Based on Profits of the Goods He Sells in a Week—Table Showing That $55.71 Worth of Goods Must Be Sold to Earn a $9 Salary.

By James R. McFaul.

The clerk's value to the merchant is in proportion to the amount of goods he sells above the actual demand. It is upon the sales-making power of the clerk that his value to his employer is reckoned. The amount of wages he receives is really an investment by the merchant, who expects a fair dividend on the same, just as if he were investing his money in any other way.

Both the merchant and the clerk should at times consider the question of whether the clerk is doing his share in making up the expenses and providing the profit of the store. The merchant certainly does not want a clerk who is not able to sell enough goods to pay his own wages, and a certain amount over, for there are many other expenses besides his salary to be paid, while the merchant has money invested in the business from which he expects some returns.

Does Work Warrant Increase?

There are not a few clerks who consider that their wages are too small and that they are worth more money; yet these same clerks probably never stop to consider whether their sales are large enough to even warrant their present salary. The salary of the average grocery clerk is not large, but even at its present level, there are, however, many clerks who barely earn their own wages, yet still are always looking for an increase. Sometimes even the poorest clerk, when he has been at the work for a certain length of time, will consider he should have a raise, although he never stops for a moment to figure out just what his real value to his employer may be.

Should Do Some Figuring.

The clerk would do well to figure up his sales of goods asked for, and those for which his salesmanship is responsible, and see how much he is really earning for his employer. If clerks would do this and act conscientiously on the result of their investigations, many would at once make an effort to increase their sales so that they might really earn their money before they requested any further increase. That the clerk may find out the value of his work let us consider the profit on an ordinary list of goods. Here is an actual sale given by one grocer with both cost and selling price recorded:—

	Selling Price.	Cost.
Granulated Sugar	$1.00	$0.85
1 can tomatoes	.15	.13½
25 lbs. flour	.70	.55
1 can salmon	.25	.21
Rice	.25	.20
1 can pork and beans ..	.10	.08½
1 can lobsters, ½'s ...	.30	.25
1 lb. tea	.30	.25
1 loaf bread	.10	.08½
1 lb. biscuits	.10	0.8
1 lb. butter	.35	.32
1 doz. eggs	.30	.25½
Total	$3.90	$3.27

Profits to Cover Wages.

From this sale of $3.90 it will be seen that the profit is 63 cents, so that the clerk who is drawing $9 per week must sell at least $55.71 worth of goods to pay even his own wages. Then there are all the other expenses that must be met and they are by no means few, before the merchant himself begins to get any profit on the capital invested or for his work.

If the clerk does not sell any more goods than will just cover his own salary, the merchant is losing the expense of running the business, at least as far as that clerk's proportion is concerned. The value of a clerk depends on his ability to extend sales over and above the point where he begins to be a profit maker for his employer.

A System Required.

Every merchant should have a system of keeping account of the sales of each clerk, so that records will show every week whether a clerk is coming up to the standard which his wages call for or not.

The Problem of Finding the Selling Price

Out of Thirty Replies 21 are Wrong—Those Who Figured the Question Properly—The Only Safe Method.

Our problem in figuring selling price when cost, rate of profit and rate of expense of doing business are given, created a great deal of interest. Out of some 30 replies received from different parts of the country only 9 were correct. In addition to the correct replies referred to in last week's issue, the following figured the problem properly:—Edmund S. Estabrooks, Coldstream, N.B.; L. W. Myers, Stratford, Ont.; Wm. Cameron, Brandon, Man.; and T. G. Bannister, with the W. H. Stone Co., Winnipeg.

Mr. Bannister's answer is concise and sound and is worth reproducing. Here it is:—

Editor Canadian Grocer:—In answer to query in your issue of the 26th ult., I beg to quote the following answer,—100% represents selling price. All profits and expenses being figured from selling end, therefore after allowing 10% for profit and 15% for expenses.

75% selling price = $2.00

100% selling price equals

$$\frac{100}{75} \times \frac{\$2.00}{} \text{ equals } \$2.66\ 2\text{-}3.$$

Mr. Cameron, who is with Mittler & Lynch, Brandon, Man., sent the following logic reply:—

100% equals Selling price.
Less 10% profit leaves 90%.
Less 15% cost of doing business leaves 75%.
75% equals cost of Goods or $2.00.
100% equals selling price or

$$\frac{100 \times 2.00}{75} \text{ equals } \$2.66\ 2\text{-}3.$$

As stated in The Grocer many made the answer $2.53. Later returns showed 11 of the replies to be this figure. It was secured from figuring cost of doing business on the original cost and profit on the entire cost, whereas both should have been calculated on the selling price.

TABLE FOR FIGURING PROFIT.

Editor Canadian Grocer. — I was pleased to see I was a winner in profit-figuring competition. I think the following is a fairly easy way of getting at the selling price, and gives percentages suitable to cut lines, reasonable profits and the good profits which can be made on a few lines such as confectionery, etc.

	Multiplied by	Divided by	% profit.
Cost price	10	9	10
Cost price	8	7	12½
Cost price	6	5	16 2-3
Cost price	5	4	20
Cost price	4	3	25
Cost price	10	7	30
Cost price	10	6	40
Cost price	2		50

CHAS. BYASS.

76 Seaton St., Toronto.

(N.B.—In the problem dealt with last week the profit required was 15 per cent. for doing business, and 10 per cent. net margin, making 25 per cent. in all. Two dollars multiplied by 4 and divided by 3 gives $2.66 2-3—the correct answer. Mr. Byass' table might well find a place in the hat.

Introductions to Grocery Advertisements

How Some Canadian Dealers Begin Their Talks to the General Public—Several Lines of Goods Advertised—Many Ads. Lack Neatness—Playing Up the High Cost of Living.

Specials For Friday and Saturday at Yerxa's.—We offer sweeping reductions to the public on several staple lines. Profits cut to the vanishing point.—Yerxa's, Kentville, N.S.

Garden Seeds.—From reliable growers. In packages or in bulk, special prices in quantities of one pound and upwards.—Porter S. White, Peterborough, Ont.

Fresh Strawberries.—A delicacy that comes from the Sunny South for the pleasure of the Colder North.—Ellis, Burlington, Vt.

Home Cured Hams. — Extraordinarily tempting, all these hams. Don't miss the treat that we offer you.—Shufelt & Wilsey, Gloversville.

Store Policy.—Quality of goods and service to customers is the keystone of our success.—G. S. L. Co., Ltd., Vancouver, B.C.

Fresh Vegetables.—Every day we will receive fresh vegetables and fresh berries—Spinach, dandelions, new beets, new carrots, radishes, curly and head lettuce, wax and green beans, tomatoes, rhubarb, new potatoes, sweet potatoes, and Bermuda onions, bunch onions and new cabbage.

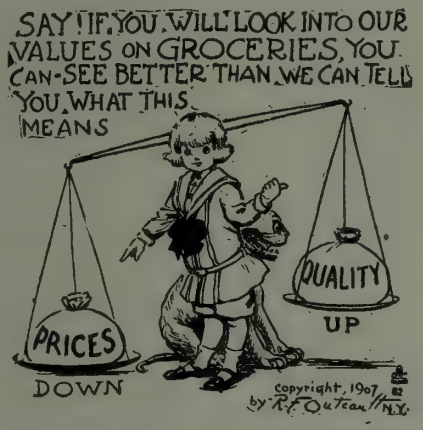
We will have strawberries every day we can procure them. Also pineapples, grape fruit and the best California seedless oranges.—Standard Mercantile Co., North Adams.

Something About Crockery.—We have been saying a good deal about wall paper lately, and it is true that we can offer you exclusive designs, such as it is not possible to procure elsewhere, and help to make your home beautiful. Today we want to tell you about our dinner and tea set department.—W. E. Porter, Kentville, N.S.

Reduce the Cost of Living and Put Money in the Bank.—The increasing cost of living has hit us as hard as it has hit you. It has meant fewer sales and smaller profits to us. We have had to sit down and consider how to overcome the trouble. We have had to find better markets and buy our goods more keenly. But the quality has been maintained.—Marks, Clavet, Dobie Co., Port Arthur, Ont.

REWARD.—The persons discovering this advertisement any time between April 29th and May 4th and purchasing $1.00 worth of goods or over at this store will be rewarded by receiving one small package of the following goods.... Don't miss this sale, it is without doubt the biggest $ worth ever given in Waterloo. Remember you get one of each of the above articles with a $ purchase for one solid week only from April 29th to May 4th.—D. Bohlender, Waterloo, Ont.

See Our Prices on Groceries.—You can best see our prices on groceries after you have tested their quality. Our stock is always fresh because the high quality of our goods keep them moving out and new ones coming in. Your stock of jams, marmalades and canned fruit will be getting low. We have them in abundance made from the choicest ripe fruits and sugar.—Caldwell & Garland, Carberry, Man.


SAY! IF YOU WILL LOOK INTO OUR VALUES ON GROCERIES, YOU CAN SEE BETTER THAN WE CAN TELL YOU WHAT THIS MEANS
PRICES
DOWN
QUALITY
UP
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WE DON'T BELIEVE IN SELLING POOR GROCERIES AT ANY PRICE. WE BELIEVE IN ASKING ONLY A MODERATE PRICE FOR GOOD GOODS. IF YOU START TO BUY YOUR GROCERIES FROM US, YOU WILL BUY ALL FROM US, BECAUSE YOU WILL FIND THAT THE THINGS YOU GET AT OUR STORE FOR YOUR TABLE WILL BE GOOD. WE BUY GROCERIES IN BIG LOTS. THAT IS WHY WE SELL FOR LITTLE PRICES. WE HAVE A GOOD SUPPLY OF EMPRESS CLIMAX ASS. JAMS 5LB PAIL 75C.
" " JELLY POWDERS 3 PKGS 25C.
COFFEE PER LB 35C. 40C. 45C. AND 50C.
PALM NAPTHA LAUNDRY SOAP PER CARTON 20.
SEEDED AND MUSCATEL RAISINS, CURRANTS, EVAPORATED APPLES, PEACHES, APRICOTS PRUNES AND FIGS

RIDEOUT & WATTON

MAIN ST. BIGGAR.

A Newspaper Ad. from a Biggar, Sask., paper in Buster Brown Style.

Where Do You Buy Your Groceries?—If you have never bought your groceries from us, do so just once, and you will make a discovery. You will discover that they have that fresh untainted taste. The reason for this is plain. We sell only good reliable, known brands of groceries; we sell them at a very low profit, and selling them out fast, we keep fresh goods coming in every day. We give full weight and a square deal when you buy groceries from us.—The A. E. Hill Co., Hartney, Man.

SOAP MEN UNITE.

Members of St. Croix and John Taylor Firms in a New Company.

The Canada Gazette of this week announces the formation of a company to be known as Canadian Soaps, Limited, with a capital stock of $2,000,000, made up of $100 shares. The men behind the new concern are J. E. and G. W. Ganong, of the St. Croix Soap Manufacturing Co., St. Stephen, N. B.; M. J. Taylor, A. P. and O. F. Taylor, of John Taylor & Co., Toronto; Henry Wright, of the MacLaren Imperial Cheese Co., Toronto, selling agents for the St. Croix Soap Mfg. Co., and Chas. W. Young, of Winchester, Mass., U.S.A.

The firm states that the chief objects of the amalgamation are to secure more economical and better facilities for supplying Western Canadian trade in the matter of freight rates, etc., and to enable them to manufacture the different soaps in both New Brunswick and Ontario, and so save time and trouble in shipments.

The head office of Canadian Soaps will be in Toronto.

OUR NEWFOUNDLAND LETTER.

Potatoes Scarce in St. John's — Dried Fruit and Molasses Easing Off in Price.

St. John's, Nfld., May 6.—(Special)—Business is beginning to stir, and this week trade is brisk. The different steamers began on May 1st to connect with the railway which taps the different centres. After the quiet steady trade of the winter, a little rush would be welcomed.

The local supply of potatoes is about exhausted, and importations of P. E. Island stock late last fall, are all cleaned up as well. A quantity of English potatoes arived last week, and another lot is due to arrive next week. Sales were made readily at the rate of about $2.90 for 180-lb. barrels.

Prices have eased off somewhat on dried fruits and wholesalers are quoting 50c per box less on California raisins than they were two weeks ago. Prunes, apricots, etc., also show a decline in price.

Molasses is the only heavy article that has declined in price and dealers are quoting at least 3c per gallon less than a few weeks ago.

Florida watermelon acreage will be the largest this year in the history of the state, and outlook at present is encouraging.

The CANADIAN GROCER

Established - - 1886

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John Bayne MacLean - - President.

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RAISING STANDARD OF QUALITY.

Pure foods mean greater consumption in spite of prices.

This is well exemplified in the case of jams, jellies, preserves, etc. As shown in an article on another page the consumption of pure jams in Canada has increased wonderfully during the past eight or ten years. The fact that many manufacturers are now turning out only the absolutely pure article has much to do with the great increase in consumption of these goods. It is just another case of the conquest of the pure article over the mixture, and indicates the trend of the public's appetite in the years to come.

Dealers who strive to raise the standard of quality of goods sold are undoubtedly on the right track. They are selling goods which are bound to give satisfaction, and a satisfied customer is a greater aid to business building than a concession in price.

Let every dealer work along with the trend of the times and sell the purest goods he can purchase. It lies in his power to persuade his customers to buy these goods regardless of the fact that they are a little more expensive than others.

SHORT MAPLE CROP.

That maple syrup producers and the trade have been badly disappointed this season goes without saying. Receivers are no doubt aware that there has been a decidely poor crop—it amounts to about one-half of that gathered last year.

The causes can best be summed up by the two words "bad weather." The season was late in starting, and heavy rain combined with lack of frost did considerable damage.

When the trees begin to bud before the sap has been taken, farmers throw up the sponge, so to speak, as they know, that budding syrup has a peculiarly strong flavor, which the average consumer does not appreciate. Strong flavored honey appeals to some, but a highly flavored maple syrup is by no means pleasant.

Yet there is one redeeming feature. The quality of what sap was taken was good, being better than that of last year. Grocers should be careful, therefore, when purchasing pure syrup to see that they are not getting the "buddy" variety, as it is more than likely that some will be offered.

WHOLESALERS SELLING DIRECT.

From every section of the country come complaints of wholesalers selling direct to consumers. A letter has just been received from a retailer in Vancouver telling of the same trouble in the Pacific province. In fact, in practically every large city where wholesale houses exist, and even in many country districts where tourists spend the summer this condition of affairs is found.

That there is nothing to justify it, goes without argument. Cases are frequent where retail dealers have lost customers through wholesalers offering lower prices—and wholesalers with whom they have been dealing. How can they expect a retail customer to pay them his bills, and at the same time take away the means whereby he gets the money?

No doubt much of the trouble and dissatisfaction is due to lack of understanding one another. Probably if more conferences were held between the two sections of the trade, good results would accrue. At any rate something should be done to put business on a fairer basis.

THE EGG IN THE STORE.

When a dealer gets a shipment of eggs in the store in warm weather, there are certain precautions that should be taken to insure it remaining in the same condition as received for a reasonable length of time. If this is done, it will not be such a difficult matter to build up and strengthen the egg end of the business.

The cause of some of the trouble with bad eggs in the store is due to a disregard of scientific knowledge. Everyone knows that a fertile egg placed under a brooding hen will hatch a chicken in three weeks' time. This is brought about by the action of heat, and during the 21 days the condition of the egg is changed from one stage to another, gradually getting away from a state of freshness.

Many are likely to forget that heat of any kind will bring about some of these changes in a fertile egg. Merchants should see that eggs are not allowed to lie in a temperature around 70 or 80 degrees.

The fact that a large number do not pay sufficient attention to this matter is due in part to the heavy shrinkage experienced every summer in eggs. If every dealer did his part this shrinkage could be materially reduced.

A PREMIUM NOT APPRECIATED.

It has been said that people like the idea of having something "thrown in" when making a purchase. That there are exceptions to that rule is shown by a recent case related to the writer. It was an actual occurrence in a Canadian town.

A woman purchased a pound of bulk tea at a local grocery store. When it had been about half used, one day while taking some out of the bag to make a steeping, she discovered a piece of gum already chewed and masticated.

Her feelings can better be imagined than described. This was one free deal which she really did not appreciate. She was not the kind to work herself up to fever heat, and then descend upon the grocer and confront him with plain evidence of his uncleanliness and neglect. What she did do was to firmly resolve that never again

would she purchase anything from that store, where the proprietor or clerk was so neglectful as to care for food in this manner. She kept her resolution, and has not purchased a single article there since. And while she did not mention it to the grocer, she let many of her friends know about "the filthy methods used in that store."

That grocer has probably wondered why his customer suddenly withdrew her entire trade from him. If he knew where that chew of gum had gone, which he or his clerk carelessly tossed away one day, he would be supplied the explanation.

In the first place, it is far from good store manners for a salesman to chew gum; but the person so careless and lacking so much in cleanly habits as to toss any such repulsive substance about where it is liable to come in contact with food which people must use, has no place behind the counter. His place should be out in the open, preferably with a pick and shovel.

CONDITIONS ARE SOUND.

One of the most significant evidences of the general prosperity existing in all lines of trade in Canada is the fact that there has been little disturbance in labor conditions this spring. As a general thing, May-day finds the trades more or less in a state of disruption, the journeymen demanding increased wages, the employers breathing defiance. It is not uncommon for business in the larger cities to be disturbed in early spring by a succession of strikes of more or less lengthy duration. Toronto has seen no fewer than fourteen strikes in different trades at the same time.

While there have been strikes this spring, and some are still pending, for that matter, the situation has been exceptionally quiet. Demands for better wages have been advanced by the men, but the differences have been settled amicably and satisfactorily.

This is a striking evidence of prosperous conditions. The fact that higher scales have been fixed without demur in many cases shows the financial soundness of the employing interests and the confidence with which they regard the future.

KEEP CUSTOMERS INFORMED.

May 24 is a public holiday throughout Canada, and the stores close on that day. Many dealers on the day previous place signs throughout the store denoting that the next day is a holiday and reminding customers that they look to their grocery needs.

The object of this is twofold. Customers are apt to forget the fact and neglect to make sufficient purchases to carry them over the holiday, and should appreciate this reminder, while this simple idea will no doubt work for a larger volume of sales than would otherwise be made. It is an idea that it would be well to take advantage of on every holiday during the year.

In many towns, the stores are closed one afternoon of the week during the summer months. The same idea may be followed to good advantage here by reminding customers of the half holiday. A terse sentence exhorting customers to look to their needs may assist in sales.

Then there is another side to it. Customers who have neglected purchases and find the store closed, are likely to have a certain degree of ill-feeling towards the grocer for not being on hand to serve them when they want the goods. The best method of handling this ill-feeling is by preventing it, and plenty of cards that will cause customers to make all their purchases while they may, will do much in this direction. The big stores give considerable attention to this particular and find it good business to do so.

TO PROMOTE EFFICIENCY.

The wide recognition accorded to the need for efficiency is demonstrated by the organization of a body in New York to be known as "The American Society for Promoting Efficiency." The object of this society, according to its constitution, is "the promotion of efficiency, or the highest result obtainable relative to the effort expended, in every activity of man." It is open to anyone who takes a genuine interest in the question of the improvement of effort and result. The directors will investigate into every field of activity with the purpose of finding new methods and better systems.

Already a number of men of international reputation have become interested in the movement and it is becoming apparent that the work will be furthered by some of the best intellects in the world. The project is a gigantic one, but the committees now at work can be depended upon to unearth a vast amount of valuable and practical information.

EDITORIAL NOTES.

The dealer who maintains prices is on the road to success.

* * *

Victoria Day means good prospects for the confectionery end of the business.

* * *

Figure cost of doing business as well as profit on the selling price, and be safe.

* * *

Think of 2,000 articles of food packed in cans. The development of the canning industry has been truly wonderful.

* * *

Get the dirty work of the store out of the way before the customers begin to come. It will suit them better, and it will make clerks better salesmen.

* * *

The advances that have been made in the sales of jams, jellies, etc., in the last decade illustrate the result of manufacturing a pure article.

* * *

No expert business manager will sell goods without a fair profit. Where a price has to be cut it shows lack of efficiency in buying.

* * *

Freight congestion is still a thorn in the side of facility in shipping. According to reports there must be enough eggs on railway sidings to at least give Montreal a breakfast.

* * *

Guessing is poor policy. A woman asked a clerk how many pickles there were in a certain bottle. He guessed there were about 20. The woman considered them too expensive and went out. On counting them, he found there were 40. His guessing had lost a sale.

* * *

In next week's issue the article of Henry Johnson, Jr., will deal with the question of two towns separated only by a bridge, where the dealers in one seem to be getting the bulk of the business. It will be particularly interesting to such places as Berlin and Waterloo in Ontario.

The Time to Erect That New Building

Inquirer Cautioned to Go Slowly—Business Statement Shows Up Well But is Not Yet Sufficient to go to the Extra Expense —The Value of Patience—How Fast Should One Grow.

* By Henry Johnson Jr.

————, Sask., Mar. 13, 1912.

Henry Johnson, Jr.,

Care Canadian Grocer.

Dear Sir,—Have been reading your department for some time and get a good deal out of it. I would like to tell you my own little tale and get your answer. Am sure I will appreciate your advice very much.

I enclose statement of conditions at starting time, June, 1908, also at time of Invoice, Feb. 1st, 1912. I try to get 25 per cent. profit based on selling price. Bills must be paid at least once in 30 days and do not allow them to leave a balance from one pay day to another. Will average less than $300 on my books at any time. Am very strict about my credits and have only lost between $12 and $13 since I started. Could do a much larger business if I were more liberal on the credit question.

Man I bought from did $8,500 during his last year. In 1911 my sales were $10,703.24. Started out January, 1912, with gain of $125.80 and Feb., $248.19. Last year I cleaned up over everything $766.94 and since starting have made $2,671.32. Had to go pretty slow at first, but have been discounting everything since January 1st, 1911.

Wife and I do the clerking with one man to do delivering and odd work. Pay the man $7 and find him cheaper than boy help. As trade grows I intend to pay him more.

Have exclusive sale of certain lines and talk quality instead of price. Do a little advertising—very carefully, about ¼ per cent. of gross sales. Town has population of 6,500, 11 groceries and 2 department stores which cater to cheaper trade. Trade is quite evenly divided.

My building is an old one, but the location is of the best. Customers have to go up two awkward steps to get in; windows antiquated, built high, small glass; floor also badly worn and rough. So you see I am handicapped that way. By another Spring I shall be free and clear and then I think of going into debt for a modern building and up-to-date fixtures. I feel that if we can go ahead under present conditions we surely ought to make good with things favoring us. Will be obliged to spend considerable on the old shack in another year if I do not build.

Please tell me what you think of what I have done and whether you think it would be advisable to build another Spring or wait until I had more ahead. Have no rich father to back me; it is just a business proposition. If I start, just have to make good. Can get the money all right at 5 per cent. I think I ought to make the jump while things seem to be coming my way.

Have electric coffee mill and cheese cutter and certainly would not part with them. Tell me good and plain what you think and if you wish to know anything further will be glad to inform you. Am 34 and never sick so not handicapped in any way.

Yours sincerely,

T—— W—— A——.

Statement.

Inventory, Feb. 1st, 1912.		
Stock and fixtures		$1,730.30
Cash		566.27
Accounts receivable		332.07
Building		1,500.00
		$4,128.64
Stock and fixtures at beginning		$1,175.00
Real estate		1,300.00
		$2,475.00
Bills payable	$	257.32
Notes		1,200.00
		$1,457.32
		$4,128.64
		1,457.32
Net worth		$2,671.32

Had less than $100 at time of starting. Went in debt for the rest. Made $766.94 clear of everything in 1911. Living, clothing, expenses of all kinds paid out of store.

Less than $100 at beginning; $2,671.32 net worth now. Looks like I had made nearly $2,600 during the 3½ years.

Had $1,322.58 stock at inventory time. Had bought rather heavily on some stuff and was carrying over $200 more stock than usual.

This is one of the good stories that reach me occasionally. It illustrates very graphically that a man with small capital can make that capital yield more than it can be made to yield at any later date, when there is more of it. I should like much to have the statement of earnings during each year by itself, because then we might see just what that "less than $100" earned on itself each year.

A Splendid Showing.

Meantime, let us average it. Call it $100, and then take the $2,600 he has made in 3½ years. We shall find that he has averaged $742.85 a year, or nearly 750% annually on that first capital. Of course, there was an endowment of $2,475 in the business. On that figure the earnings have been a little better than 33.44% per annum. It is a crackerjack good showing any way you figure it.

Fact is, the showing is so good that I do not want him to take the second desperate chance which may spoil it all. He is running along at the rate of about $125 per month this year. That should show up to $1,500 for 1912. Employing $2,671.32 of capital—net worth basis—such earnings would make 55½%.

Put Surplus Into Bonds.

If that works out, then he should be able to pay off that $1,200 of debts during 1912, and have $300 to add to his capital for 1913. Using $4,000 in 1913, maybe he could make $2,000, or 50% on the capital employed. As the surplus was accumulated, it could be put into solid bonds, yielding 4½%, and thus grow a bit of itself during the year, adding $25 or $30 to itself without any watching, and being available at any moment all the time.

Beginning January 1st, 1914, then, he should have his business and real estate, worth probably not less than $4,000, and $2,000 in cash surplus besides. Then he will be in shape to undertake his improvements without any particular risk. With the wife trained into the business, the business in such good shape and then a life insurance policy of $2,000 to protect her in the business in case of accident to the husband, there would be no objection to the new building being undertaken. But I should counsel against it before January, 1914.

Have you ever noticed that a suit you may be wearing may get to look very shabby without falling to pieces? Have you ever put aside such a suit and then worn a second one until it, too, became shabby? Then have you brought out the first suit and said to yourself: "Well, that suit does not look so bad as I thought it did?" That will be your experience if you fuss along with your present store. It will do. It can be made to do. Just do the least bit of patching here and there to keep it together for another year after January, 1913. It will work out. Do not worry about what your customers will think of it, either. Good goods will hide any little roughness, and, after all, people all have their troubles, and yours will not trouble others, nor be so apparent as they are to you.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

You are young. That makes you impatient. But you can realize that a year more or less is a very small matter to you. You have a good location. It will keep good. It will be just so much better if you wait until you can go in boldly and remodel without being handicapped through the feeling that maybe you cannot quite afford some of the very things you will need most in your new, up-to-the-minute store. Go slow. It pays.

A Salary For Proprietor.

I suggest that you change one part of your accounting. Pay yourself and wife definite salaries. You should take, say, $15 per week, $65 per month, which makes $780 per year. Pay your wife, say, $30 per month. Then charge these salaries up to expense. No reason why you should spend all this money unless as and when you need it; but pay it regularly, so as to have things on the right basis. I am stabbing at the amounts. You may modify it all in the light of what it has actually cost you to live; but the principle is what I want you to establish.

I believe that what I have counseled you to do is right and wise. But I shall hope to hear from you further. By the way, I have the impression that your wife will incline to agree with me.

Resolutions of National U.S. Grocers

Annual Meeting at Oklahoma City—Manufacturer's Name on Label--Maintaining the Selling Price—Recognition of Legitimate Wholesalers—Honest Advertising—The Parcels Post Question.

Oklahoma City, Oklahoma, **May 9.**—At the annual convention of the National Retail Grocers' Association of the United States held here, a number of resolutions were discussed and approved of which are of interest to the Canadian trade. Among them were the following:—

Whereas, Congressman P. P. Campbell has introduced into Congress a bill which provides that the name of the manufacturer and the location where packed shall appear on every label, can, package, bottle or container of any kind, therefore, be it resolved, that we, the National Association of Retail Grocers of the United States, go on record as favoring the Campbell bill now before Congress, providing that the name of the manufacturer and the location where packed, shall appear on every label or container.

Whereas, free deals have a tendency to overload the retailer and force him many times to buy in quantities larger than his capacity, and which causes price-cutting to unload his stock,

Therefore, be it resolved, that we inform the manufacturing trade that we are opposed to free deals of all kinds.

Maintenance of Selling Price.

Whereas, many manufacturers of well known staples have for some time insisted on the jobbing trade charging a uniform selling price on their goods, at the same time showing no interest whatever in behalf of the retail trade, and,

Whereas, the retail trade has no protection against illegitimate competition and ruinous price-cutting, and,

Whereas, there are legal ways in which a manufacturer can protect a retail selling price, as well as a wholesale selling price, thereby assuring the distributor a fair margin of profit,

Therefore, be it resolved, that we do hereby favor manufacturers establishing and maintaing retail selling prices on their products, in order to assure us this protection.

Whereas, some manufacturers use certain selling plans, which can, or do, operate either directly or indirectly similar to free deals,

Therefore, be it resolved, that this convention look with disfavor upon any selling plans whereby the manufacturer gives a number of regular packages free with each purchase by the retail dealer with the intent that he give one package free to non-users of that product.

Recognition of Wholesalers.

Be it resolved, that we hereby endorse any wholesale grocery company that will adhere strictly to the jobbing business, and refrain from selling direct to the consuming trade; and,

Be it further resolved that we hereby request all manufacturers and brokers to recognize any wholesale or jobbing grocer companies, as such.

Resolved, that in future the city accepting the national convention, shall do so with the understanding that they shall not use the national association name in securing advertisements for the program.

Whereas, the National Retail Grocers' Association is well represented among its members by the trade press, but not having a vehicle as the daily and weekly press to reach the consumer, to counteract the effects of the vicious attacks often made on the retail dealer,

Be it resolved, that the executive board establish and maintain a Bureau of Publicity, but that no additional office be created thereby.

Whereas, retail merchants have suffered in the past from the attempts to thrust upon us unfair and unjust legislation,

Be it resolved, by the National Retail Grocers' Association, that the interest of the public at large would be more justly conserved by electing practical business men as our representatives in both national and state legislatures.

Be it resolved, that this association work to the end of securing national and state legislation, requiring that the statements made in advertisements shall be truthful, and that the goods advertised must conform to the statements in the advertisements.

Whereas, there is an undue pressure being brought upon Congress for the passage of a parcels-post enactment, a measure which is not demanded by the people at large, but is sought by special interests, out of purely selfish motives, since the operation of a parcels-post can benefit only those who desire shipments away from their home towns, consequently implying purchases away from their logical trade centres, but desiring transportation at less than cost, the deficiency to be paid by the people at large, who have no interest in the transaction between buyer and seller, who should rightly bear the cost,

Therefore, be it resolved, that we again unalterably oppose the passage of any parcels-post law.

FREIGHT BEING HELD UP.

Produce Merchants Have Many Complaints to Offer Against Railways.

Toronto, May 9.—(Special)—Strenuous complaints are being made by wholesalers in all lines of business in regard to slowness with which freight is moving in and out of the city. This is by no means a new difficulty which they have to suffer from, but it appears to be becoming chronic. The local yards have been congested for some time, and it is said that on Friday last C. P. R. had 1,200 loaded cars, while the G. T. R. had 1,500 cars of freight for delivery locally, filling the sidings between the city and West Toronto.

Wholesale produce houses along Front Street stated on Monday that there were six or seven hundred cases of eggs and similar quantities of other country produce lying at the freight sheds and that some consignments made to them over a week or ten days ago from points less than 48 hours' distance were still undelivered. Customers were canceling orders and they were losing business through the delay.

Current News of the Week

Quebec and Maritime Provinces.

O. H. Bouvier, grocer, Montreal, has sold to Nap. Brion.

W. J. Maloney, St. Antoine St., Montreal, grocer, died suddenly last week.

P. Pastene & Co., of Boston, have opened a Canadian branch warehouse at Montreal.

Several grocers and one or two bakers have been summoned to court in Montreal to answer charges of keeping food exposed to dirt.

D. A. Morrison, wholesale grocer, Amherst, N.S., has purchased the wholesale grocery business of J. F. Crowe & Co., Halifax, N.S. Mr. Morrison is now a member of four different jobbing houses in the Maritime Provinces. They are Morrison, Limited, Amherst; Puddington, Wetmore & Morrison, St. John, N.B., McCullough, Creelman & Morrison, Truro, N.S., and the new firm Morrison & Williams.

The Meadow-sweet Cheese Co., Montreal, have amalgamated with Lunhaur, Jones & Grant, and are now located at 25 William street, Montreal.

The Canadian General Commission Agent Co., have started business in Montreal under the managership of F. H. Wright. They have a number of specialties, such as orangeade syrup, pure fruit sugar, Vanco hand soap, S. City laundry flakes, S. City wall cleaner.

Flour circles, in fact the trade in general, will regret to hear of the death of two men who have been well known for many years and who have been highly respected on all sides. F. W. Thompson, vice-president of the Ogilvie Milling Co., left early last month on a trip to Europe as his health was none too good, but it was never expected that his indisposition would have such a fatal termination. Mr. Thompson was born at Montreal in 1862, and was therefore in his fiftieth year. He joined the old Exchange Bank of Montreal when only 15 years of age, remaining there till 1893 when he became general manager of the Ogilvie Flour Mills northwestern business with headquarters at Winnipeg six years later, and general manager of the entire concern in 1900. Two years later he reorganized the business, floating a new company which bought out the property of the old firm and changed the concern's style to Ogilvie Flour Mills Limited. Of this new concern Mr. Thompson became vice-president and managing director, a position he held during the past ten years.

The St. Lawrence Flour Mills Limited have also lost one of their most loyal men by the death of V. E. Beauvais. For twenty years Mr. Beauvais was the agent for the Ogilvie Flour Mills Co., in Quebec City. He returned to Montreal two years ago to fill the position made vacant by the retirement of Lieut.-Col. A. E. Labelle, to assume the position of the local manager and secretary of the St. Lawrence Flour Mills Company, Limited.

Ontario.

C. Fenwick, grocer, Toronto, sold to P. Maitland.

W. F. Barr, grocer, Ottawa, succeeded by O. Bowland.

J. F. Honor, Port Hope, Ont., has sold his grocery to G. Garbutt.

G. A. Despond has sold his grocery business in Toronto to J. Jeffrey.

W. A. Helsdon, grocer, Delhi, Ont., Ont., has been succeeded by W. H. Sweet.

R. Hewins has sold his general store at Ballinafad, Ont., to Farnell & Gardiner.

John Hughes, Prescott, Ont., will open a grocery business in the Gray block of that town in the near future.

Thieves entered J. A. McIntosh's store at Hamilton on Wednesday last, and stole $3 in coppers, a quantity of cigars and some canned goods.

The merchants of Sarnia, Ont., have formed an association to carry on a buy-at-home campaign. Officers will be elected at once and a policy will be drawn up that will tend to keep as much business in Sarnia as possible.

The Hamilton Retail Grocers' Association will hold their annual picnic this year on July 17. This was decided upon at their last regular meeting. President Ed. Hazell occupied the chair and three new members were added.

Western Canada.

P. W. Rowe, Winnipeg, has sold his grocery to M. C. McBain.

F. Demetre, grocer, Vancouver, B. C., has sold to Lopriore & Fivre.

J. H. Bertram, grocer, Saskatoon, Sask., has sold to McDonald &McPhee.

J. H. Hazelwood, Glenboro, Man., has sold his grocery business to F. W. Downes.

Bay & Co., general merchants, Grayson, Sask., succeeded by Heather & Thompson.

T. J. Scanlan, a Nelson, B.C. dealer, has disposed of his business. Mr. Scanlan has been a reader of The Grocer since 1899.

Findlay & McNaughton are erecting a grocery and men's furnishings store at Briercrest, Sask. Both have been in business in Eastern Canada.

Recent grocery changes in Vancouver, B.C., include H. Hartford to John Hollingshead, A. E. Jarvis to E. P. Outram, and H. Y. VanWart to Mills & Co.

Saskatchewan wholesale grocers will form a provincial guild. A meeting of wholesalers was held in Regina recently when this decision was arrived at. S. C. Burton, of Cameron & Heap, Regina, and R. M. Alexander, of the Moose Grocery Co., Moose Jaw, were named as an executive committee.

CANADIAN GRAIN ON HAND

Ottawa, May 9.—Reports of correspondents to the Census and Statistics office show that out of a yield of 215,851,600 bushels of wheat harvested last year, 188,255,000 bushels or 87 per cent. were merchantable and that at the end of March, 58,129,000 bushels, or 27 per cent. of the whole, were yet in farmers' hands. At same date last year the quantity on hand in all Canada was 33,042,000 bushels or 22 per cent. of total crop of 149,989,600 bushels.

The quantity held by farmers in the Maritime Provinces on March 31 was 329,000 bushels; in Quebec, 350,000 bushels; in Ontario, 3,874,000 bushels; in Manitoba, Saskatchewan and Alberta, 53,626,000 bushels, and in British Columbia, 48,070 bushels.

Oats last year gave a yield of 348,846,600 bushels and quantity on hand at the end of March was 153,846,000 bushels or 44.18 per cent. A year previous amount on hand was 127,587,000 bushels.

FROM THE WEST INDIES.

Dear Sirs:—Herewith please find enclosed $2.00, my subscription to Canadian Grocer to October, 1912.

It is certainly worth more money, and is of great service to me in ordering my goods.

JAMES B. SMITH.

Antigua, B.W.I., 13th April, 1912.

MacLean Pub. Co.,

Latest Review of the Grocery Markets

Sugar Somewhat Steadier Again—Less Favorable Reports From Cuba—New Barbados Molasses Arriving on Eastern Markets—Situation Slightly Easier — Beans Generally Firm and Higher in Manitoba — Bordeaux Nuts Lower in Montreal.

QUEBEC MARKETS.

Pointers:—

Spices—Very firm.

Currants—½c decrease.

Nuts—Bordeaux, 2c down; Brokens, 1c down.

Montreal, May 9.—Wholesalers report a slight improvement in collections, but some are inclined to believe that considerable speculation is hurting this part of the business. General trade throughout the country seems to be showing greater activity.

It is noticeable, however, that the large majority of dealers are following the markets closely and are only buying certain lines in small quantities. As far as sugar is concerned such precautions are necessary, one wholesaler emphasizing this state of affairs by stating "If there came a 10c decline there would be an avalanche of business."

With the navigation open things are somewhat livelier. Retail grocers are particular enough about prices, but they do not seem to take much stock of the low freight prices offered by steamship lines. Why?

SUGAR.—Towards the end of last week raws in New York firmed up owing to different reports from Cuba and the south. A cable from the former, stating that grinding had ceased owing to rains, was followed by another to the effect that weather was simply doubtful. But we may rest assured that the breaking of the levees in Louisiana by the flood, even though much damage was not anticipated by trade, had some effect in making the market bullish, and if extensive damage has been done to the cane crop, the market will become decidedly bullish, as refiners will have to look to other sources of supply to fill their wants.

At the present moment dealers are buying from hand to mouth, and the majority of them are agreed that the market will soon change. At time of writing there is little to indicate a decline.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 45
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—Owing to the arrival of new crop molasses, same being somewhat plentiful, a decline in prices is recorded. But we might state that the crop was not as large as expected. The yield of juice from a quantity of the cane was disappointing. The latter can of course be explained by bad weather.

Owing to a decided shortage in the maple crop, corn syrups should be in even better demand. They are selling freely now, but better turnovers are looked for.

Fancy Barbados molasses, puncheons	0 36	0 38
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 31	0 33
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03¾
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—Fine filiatras currants have dropped this week owing to the fact that there are fairly heavy stocks held, and prices were kept high. With competition from green fruits which are now offering, currants will weaken, and though they are not expected to drop very much lower just now, nevertheless a downward movement is indicated.

The demand for prunes in a jobbing way is barely active, no important transactions coming to the surface.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. packages, fine filiatras, cleaned	0 08½	0 09
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06¼
Dates, Hallowee, loose	....	0 06¼
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19¼
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11¼
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10¼
60-70	....	0 09
70-80	....	0 08¼
80-90	....	0 08
90-100	....	0 07½
100-120	....	0 06
Bosnia prunes	....	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¾
Seedless, new, in packages	0 07¾	0 07½
Select raisins, 1-lb. box, per box	0 07½	0 08
Sultana raisins, loose, per lb.	0 12	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¾
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The first cable advice re Japan teas stated that the market opened somewhat high, but a subsequent cable received by one of Canada's largest Japan tea importers on the 2nd inst. was to the effect that the current cost was 10 per cent. higher than last year, which is considered favorable for future operations, seeing that it is 10 per cent. lower on the opening. A high opening does not affect the Canadian market, as the quantity of early packed teas imported is practically nil, whereas in the United States there is an eager market for them and high figures are realized.

The opening of the China tea market is awaited, and there are many to be found contending that the recent hostilities during which Hankow City was burned, will have some effect on prices. The question, however, is a difficult one and would have to be treated very carefully before a definite statement would be advisable.

A report from India states that owing to the break up of the drought by much needed rains, supplies during March showed a slight increase over last year's total. The estimated total for the month is placed at nearly one million larger than last year's shipments for the corresponding period, and the prospects point to the estimates being well justified. Since the beginning of the year prospects have altered somewhat. Russia and Great Britain are the only two countries showing a reduction in imports, and although Russia's requirements may not reach even those of last year, the general good demand throughout all countries will in all probability counteract the effect on the Ceylon market of the smaller Russian demands. Forecasts at the beginning of the year are therefore quite likely to be realized, viz., that still higher prices will prevail in 1912 than in 1911.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22

India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Business remains of the hand to mouth order. The Rios and Santos remain high and firm. The present condition of the coffee market has meant ruin to a number of small roasters, as even the largest firms are not making any large profit. But the latter are playing a waiting game. Indeed it seems to be the only game.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES. — "Tremendously good." That's the way a leading spice man sums up the situation. All prices remain high, but this has no bad effect on the demand, which is more than satisfactory. The primary market for allspice showed an advance recently, but it was not large enough to have any effect on our market.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 36
Cloves, ground	0 23	0 36
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—There is a slight decrease in Bordeaux walnuts, while brokens are also noted a shade easier. There is a good demand for Brazil nuts only, not much business being done in other varieties, the prices for which are nominal.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 16
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 15
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 33
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

RICE AND TAPIOCA.—The market for both is quiet, with all grades being taken for current requirements. The arrivals are light. Many mills in the South are reported closed down, and the majority of the stocks are held by the combination.

The market had a tendency to become bullish as a result of reports on damage by flood, but this has worn off.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—

Apricots—Lower.

Brazil Nuts—Quoted at 13 to 15c.

Beans—Firm.

Toronto, May 9.—So far local wholesalers appear to be pretty well satisfied with volume of May trade. Things were not as bright during April as some would have wished, due to delay in opening of navigation and general backward season, but now with goods beginning to move out by lake routes and with house cleaning essentials in demand, jobbers feel that they have little reason for complaint.

"There is no doubt," commented one wholesaler, "that high prices on many lines have somewhat restricted trade, but on the whole business has been quite fair, and we are looking forward to a good year."

One line which has been moving slowly for some time is sugar, but stocks in second and third hands are now small, and more buying should soon set in. Refined is quoted at $5.45, compared with $4.70 one year ago.

Complaints are heard on all sides regarding slow freight service, which appears to be getting worse instead of better, although opening of navigation should assist somewhat in removing the congestion.

SUGAR.—Sugar was regarded as in a weak position a week ago, but during latter part of last week took a slight upward turn, and refiners felt it expedient to protect themselves to some degree, while speculators came into raw market at slightly firmer figures. These operations were based on reports from Cuba giving less favorable news of outturn of crop, although there are still indications of estimated 1,800,000 tons yield. There is some difference of opinion as to immediate situation.

Bullish factors point to small European supplies, and fact that Europe is 90c per cwt. above New York. While New York market has lowered considerably from high point of early year, it is pointed out by Canadian refiners that New York market cannot be taken as guage of Canadian situation, as our refiners are restricted mostly to B.W.I.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUP AND MOLASSES.—As far as prices are concerned there is no change in local situation in either of these lines. New make maple syrup has not been offered in large enough quantities to have any adverse effects on consumption of corn syrups. On the contrary, it is argued that during maple syrup season all syrups are brought into greater prominence, and that corn syrups are for that reason benefitted.

New molasses from Barbados is arriving on Eastern markets, and an easier feeling is noted on Montreal and St. John markets, but there has been no change here.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 80
Quarts, 24 in case	7 20
Pints, 24 to case	4 80
Quart bottles, 12 to case	3 60

Molasses, per gallon—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	....	0 45
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS. — Differences of opinion are expressed regarding demand for dried fruits. Some firms say that prunes have been moving freely, while others declare them slow. "Whatever the reason," said one jobber, "prunes are not going into consumption as freely as one would expect." Demand is principally for immediate requirements.

Both choice and slab apricots are quoted lower by local firms, following trend of values at coast points. High prices for this line have naturally made demand smaller than in other years.

It seems to be becoming a recognized thing that wholesalers are unable to judge what supplies of figs will be required each year. "It is either a feast or a famine," commented one wholesaler. Last year found an overplus of figs on market, but this year stocks are in rather small compass. Some dealers are next to cleaned up on better grades, while bags and tapnets are gradually cleaning up.

There is no change in evaporated apples, which remain steady.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09

Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
New Dates—		
Halloween—		
Full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—There has not been a great deal of interest as yet directed towards new crop Japan tea by local dealers. Market has opened rather high, but may not be a reflection of situation when season becomes more advanced. As season advances and trend becomes more settled, greater interest is expected.

London reports that at last auction practically all kinds of Indian tea sold firmly at recent rates, with exception of a few parcels of very red and stalky teas. Ceylon also sold at rates fully equal to previous auctions.

COFFEE.—The liberal receipts from coffee plantations to Brazil coffee ports so late in the crop year has had a depressing influence on the market, and prices in New York last week took an easier turn, although some slight steadiness is again reported.

The facts appear to be that receipts in Brazil far outrun the usual quantity at this late period, coming forward in such a quantity as to upset all previous estimates and overthrow all data of previous years as to a sharp falling off in receipts.

Steadying factors in situation are small stocks generally carried which require constant replenishing, and also dearth of good drinking coffees.

The next crop begins its outturn on July 1, and a great deal depends upon its size.

There is no change in local prices or general situation.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Normal trade is reported in spices by majority of houses, trade being well distributed over the several lines. Some local houses quote pickling spice more favorable to buyers, while range on mace and nutmegs has been reduced.

There are no special features to market. Cream tartar fluctuates on primary, but is unchanged locally.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15–18	60–0 70	70–0 80
Cassia	20–30	85–1 15	85–1 25
Cayenne pepper	23–28	80–1 05	90–1 15
Cloves	23–28	75–0 95	85–1 10
Cream tartar	37–00	90–0 00	.....
Curry powder	25–00	.....	.....
Ginger	22–27	65–0 85	75–0 95
Mace	60–75	.....	0–2 75
Nutmegs	30–32	90–0 00	1 60–2 50
Peppers, black	19–22	67–0 75	80–0 90
Peppers, white	28–30	90–1 05	1 05–1 15
Pastry spice	20–27	65–0 95	75–1 10
Pickling spice	14–18	75–0 00	75–0 00
Turmeric	16–00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA.—Trade in these lines is up to normal. This is a good season for use of these lines, and dealers would do well to put some extra selling efforts behind them.

There is no change in market values. Despatches from rice producing sections in East do not possess any particularly new features. Situation in United States is firm. One firming factor there is floods in Louisiana, which are interfering with planting of rice.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 45
Rice, standard B., f.o.b. Toronto	3 55

	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06¼	0 07
Tapioca—		
Bullet, double goat	....	0 06
Medium pearl	0 06½	0 07
Flake	....	0 06
Seed	0 06¼	0 07

NUTS.—With heavier supplies of Brazil nuts arriving and on way, prices are more in buyers' favor, some firms quoting as low as 13 cents. There is, however, a steadier undertone, the result of some packers having withdrawn prices. Brazil nuts are more reasonable than for past couple of years. Other lines of nuts are unchanged.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Situation in beans continues firm with offerings small, and wholesalers who have to purchase supplies now have firm ideas on this line. Offerings of prime beans are small.

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.		0 08

CANNED GOODS.

TORONTO.—Here and there a certain line of canned goods will make a sudden spurt but business is mostly of a steady nature, retailers in most cases buying for immediate wants only. Fruits move steadily at unchanged values.. Corn is quoted at $1, tomatoes from $1.55 up to 11.75, beans at $1.20 to $1.30 and early June peas around $1.30 to $1.35.

Another sardine packing season has opened up on east coast, but so far the amount put into cans is said to be rather small. Spot canned fish are steady. Lobsters as pointed out before are scarce.

FRUITS.	Group A.
2's—Apples, preserved	1 62½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	6 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 82½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 67½
2's—Peaches, white, heavy syrup	1 92½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 57½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 52½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 37½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 57½
Gal.—Pears, pie, peeled	4 87½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 47½
3's—Plums, heavy syrup	1 47½
Gal.—Plums, standard	3 87½
2's—Plums, egg, heavy syrup	1 47½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 92½
Gal.—Plums, Green Gage, standard	4 37½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	8 57½
2's—Cherries, white, pitted, heavy syrup	2 57½
2's—Cherries, white, not pitted, heavy syrup	1 67½
2's—Currants, black, heavy syrup	2 02½
2's—Currants, black, preserved	2 32½
Gal.—Currants, black, standard	8 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½
2's—Currants, red, preserved	2 32½
Gal.—Currants, red, standard	8 32½
Gal.—Currants, red, solid pack	8 32½
2's—Gooseberries, heavy syrup	2 30
Gal.—Gooseberries, standard	7 35
2's—Lawtonberries (blackberries), hy. sy.	1 92½
2's—Lawtonberries, preserved	2 32½
Gal.—Lawtonberries, standard	7 07½
2's—Pineapple, sliced, heavy syrup	2 27½
2's—Pineapple, grated, heavy syrup	2 27½
2's—Pineapple, whole, heavy syrup	2 27½
3's—Pineapple, whole, heavy syrup	2 37½
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 30
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 30
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57½
3's—Rhubarb, preserved	2 32½
Gal.—Rhubarb, standard	3 57½
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 30
Gal.—Strawberries, solid pack	9 55

Group B. is 2½c lower than above.

VEGETABLES.	Group A.
2's—Beans, red kidney	1 17½
2's—Beets, blood red, Simcoe	1 02½
2's—Beets, whole, blood red Rosebud	1 32½
3's—Beets, sliced, blood red Simcoe	1 37½
3's—Beets, whole, blood red Simcoe	1 42½
3's—Beets, whole, blood red Rosebud	1 57½
3's—Cabbage	1 02½
2's—Carrots	1 02½
3's—Carrots	1 32½
2's—Cauliflower	1 70
3's—Cauliflower	2 12½
2's—Corn	1 05
Gal.—Corn on cob	4 82½
3's—Corn on cob, golden dwarf	1 82½
2's—Parsnips	1 17½
3's—Parsnips	1 32½
3's—Pumpkins	1 02½
Gal.—Pumpkins	3 15
3's—Squash	1 17½
Gal.—Squash	3 37½
2's—Succotash	1 17½
3's—Tomatoes	1 70
Gal.—Tomatoes	4 82½
3's—Turnips	1 17½
2's—Asparagus Tips	2 57½
3's—Beans, golden wax	1 42½
2's—Beans, golden wax, midget, Auto brand	1 30
2's—Beans, golden wax	1 25
3's—Beans, golden wax	1 42½
Gal.—Beans, golden wax	4 27½
2's—Beans, refugee or valentine (green)	1 15
3's—Beans, refugee (green)	1 42½
2's—Beans, refugee, midget, Auto brand	1 32½
2's—Peas, extra fine sifted, size 1	1 80
2's—Peas, sweet wrinkle, size 2	1 40
2's—Peas, early June, size 3	1 35
2's—Peas, standard, size 4	1 25
2's—Spinach, table	1 62½
3's—Spinach, table	2 27½
Gal.—Spinach, table	6 02½

Group B is 2½c lower than above.

Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, dozen	....	2 50
½-lb. flats, dozen	....	1 60
1-lb. flats, dozen	....	2 55
Other salmon prices are—		
Humpbacks, dozen	....	1 35
Pinks	....	1 35

Cohoes, per dozen	1 90	2 00
Red Spring, per dozen	2 10	2 25
Northern River Sockeye	....	2 45
Lobsters, halves, per dozen	....	3 00
Lobsters, quarters, per dozen	....	1 75
CANNED POULTRY AND SOUP.		
Chicken	....	4 50
Turkey	....	4 50
Ducks	....	4 50
Soup, 2's	....	2 40
Soup, 1's	....	1 90

MANITOBA MARKETS.

POINTERS:—

Beans—Advance further.

Syrup—Firm.

Sugar—Steady.

Winnipeg, May 9.—Trade generally is active and dealers express themselves as well satisfied with the outlook.

Much interest is evinced by the trade in the work of railroad commission, as regards Western freight rates, and that an equitable adjustment when arrived at will have a most beneficial effect is admitted on all sides.

In Manitoba, labor conditions continue most satisfactory, but in Saskatchewan a threatened strike of building trades, affecting practically whole province is cause for much anxiety. A tie-up of building activity in Western towns where plans have been formulated for large expenditure in improvements would be little short of a public calamity.

Wheat seeding is practically finished, and never in West was the grain got in the ground under more favorable conditions.

Sugar.—Sugar prices are now a little steadier than a week ago.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Icing sugar, in bbls	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

Syrups.—No further advances is reported but prices are firm.

Syrups—		
24 2-lb. tins, per case	....	2 58
12 5-lb. tins, per case	....	2 98
6 10-lb. tins, per case	....	2 86
3 20-lb. tins, per case	....	2 87
Half-barrels, per cwt.	....	4 05
Barbados molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31

DRIED FRUITS.—Market is firm and no further reductions seem probable for the present.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 08½
90-100s, 10s, s.p.	0 08½
80-90s, 25s, s.p.	0 09¼
80-90s, 10s, s.p.	0 09⅝
70-80s, 25s, s.p.	0 09¾
70-80s, 10s, s.p.	0 09¾
60-70s, 25s, s.p.	0 10¾
50-60s, 25s, s.p.	0 11¾
40-50s, 25s, s.p.	0 12¾
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine, selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Coffee prices are firm and trade is reported as brisk.

Roasted Rio, per lb.	....	0 22
Green Rio, 5's, lb.	....	0 17½
Green Rio, 7's, per lb.	....	0 16¾

Beans.—The market for beans is strong, and a sharp advance is recorded this week.

Beans, 3-lb. picker, per bushel	....	3 00
Hand picked, per bushel	....	3 10
Peas, split, 100 lbs.	....	4 00

Nuts.—Trade is fair, but not particularly active. No changes are reported in prices.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20

WINNIPEG.

Provisions.—Lard and hog products have advanced still further, and from present appearance of market they have still further to go.

Lard—		
Tierces		0 13¼
50 lb. tubs		6 75
20 lb. tubs		2 80
10 lb. cases		8 40
5 lb. cases		8 50
3 lb. cases		8 55
Cured Meats—		
Hams	0 16	0 17¼
Bacon	0 17	0 18¾
Smoked shoulders	....	0 14
Long clear	....	0 13½
Butter—		
Creamery butter	....	0 35
Dairy prints	....	0 32
Eggs—		
Strictly fresh	....	0 22
Cheese—		
Ontario, large		0 18
Twins		0 18½

NEW BRUNSWICK MARKETS.

St. John, May 9.—Local market is reported to be in none too steady a condition, and several of the staple commodities are in a nervous state, with a tendency to advance at practically any moment. Wheat market has developed considerable strength, and before the new crop of Manitoba and Ontario wheat is harvested higher prices may be looked for, particularly since advices received here indicate that quite a quantity of the grain has been spoiled in some Western sections. The situation in cereals is strong, and this applies to all kinds. Oatmeal and cornmeal are especially steady at recent advances. An increase has been made in molasses of one cent a gallon. Local wholesalers are finding it difficult to forecast what further developments are likely to follow in molasses.

What is a feature new to the local market is fact that yellow eye beans are selling cheaper than hand picked, and a new record has been established in hand picked pea beans, which are now quoted at $3 a bushel. Lard is another article in which an increased figure is asked, and it is selling at a price unknown before in this city.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 25	0 27
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 14	0 15
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	....	0 23
Eggs, case	0 18	0 21
Finan Haddies	4 40	4 50
Fish, cod, dry	5 50	5 60
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 85	6 95
Lard, compound, lb.	0 12¾	0 13
Lard, pure, lb.	0 15¼	0 15¾
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 33	0 34
Oatmeal, rolled	....	6 00
Oatmeal, std.	....	6 60
Pork, domestic mess	24 50	25 00
Pork, American clear	23 75	25 95
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 03¾	0 04
Salmon, Case—		
Red Spring	$ 1 75	$3 00
Cohoes	1 25	1 50
Sugar—		
Standard granulated	5 50	5 60
Austrian granulated	5 40	5 50
Bright yellow	5 30	5 40
No. 1 yellow	5 00	5 10
Paris lumps	6 55	6 80

NOVA SCOTIA MARKETS.

Halifax, May 9.—Wholesale grocery dealers report spring business opening up in good volume. Travelers now on the road are sending in good orders, and prospects for future are excellent. There has been some improvement in receipts of butter, and as result prices are a little easier, being about two cents lower than they were two weeks ago. Eggs are in good supply, and are now selling at 20 cents per dozen, a drop of three cents. Cheese is a little easier, twins selling at 16½ cents, and large at 16¾.

Flour prices are a shade firmer, Ontario 90 per cent. being quoted at $5.25 and Ontario Blends at $5.50 to $5.60. Cornmeal is five cents higher, at $1.90 to $2.

Smoked hams have been advanced one cent to 17 cents, and green are selling at 16 cents.

This week the first shipment of Bermuda onions was received. They are much higher than last year, $3 per crate being asked. Price, however, will ease off with the next shipment.

EARLY CLOSING BY-LAW.

The Hamilton, Ont., city council will pass a by-law to compel dealers in certain lines to close early on Tuesday, Wednesday and Thursday nights. The trades affected are those who have sent in petitions for same. The grocers did not do so, and are not included in the list. The matter was discussed at great length at the last meeting of the Grocers' Association, and it was decided that owing to the large number in the business, and the competition of the fruit and ice cream stores, it would be better not to attempt it.

Greater Interest in Confectionery

Spring a Good Selling Season—Preparing for Victoria Day Trade—Big Increase in Consumption of Confectionery in Recent Years—Flour Maintains Its Steady Position—Seeding Progressing Well in Canadian West.

Confectionery is being given a good deal of attention by retail dealers at present time. Spring is agreed as a good selling season for most lines of confectionery, and those dealers who are putting some selling effort behind these lines are finding a good trade in this department. The approach of May 24 is also cause of more interest in this line, as around the holiday, when holiday spirit is in the air, there is more business done.

Dealers point to the big increase in consumption of confectionery in recent years, and it still continues. Another feature of interest is the larger consumption of better grades which is quite noticeable in recent years. No small portion of this is due to retail dealers who have recognized in better goods, greater satisfaction to customers as well as more substantial profits.

Flour is unchanged, but holds a steady position, as wheat has continued strong and higher during week. Strong market in wheat had as its basis adverse crop reports from various parts of United States. May wheat in Chicago on Monday reached a new high level for season. Winnipeg also strengthened a little, while other markets felt secure. Demand for flour is not brisk, although some dealers describe it as normal for season.

A few weeks ago there were certain dealers expecting a firmer tendency in flour. They set forth the argument that with coming of grass, millfeed would likely recede in price, and that this would throw greater strength on flour. However, bran and shorts have continued to maintain a fairly steady position.

The May crop report of United States Department of Agriculture, which was being awaited by grain men, shows average condition of winter wheat on May 1 as 79.7 per cent., as compared with 80.6 on Apr. 1, and 86.1 on May 1 last. At this figure it is a bullish factor on the whole, while compared with predictions which were for a much lower condition, the report was bearish for the moment.

Seventy per cent. of spring wheat seeding is finished in Manitoba, and 85 per cent. in Alberta and Saskatchewan.

MONTREAL.

FLOUR.—The market is quiet at present, there being no change in prices to note. There were some bids from the United Kingdom for Manitoba spring grades, but as they were away out compared with prices here, no new business was transacted.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags		5 30
Manitoba strong bakers, in bags		5 10
Manitoba second, in bags		4 70

CEREALS.—The local rolled oats market is quiet, but there is some export business being done. Prices are not expected to vary all of a sudden, unless something arises to create great activity.

Fine oatmeal, single bag lots		2 90
Standard oatmeal, single bag lots		2 90
Granulated oatmeal, single bag lots		2 90
Bolted Cornmeal, 100 bags		2 25
Rolled oats, jute bags, 90-lb., single bag lots		2 65
do., cotton bags, 90-lb., single bag lots		2 70
Rolled oats, barrels		5 55
Rolled wheat, bbl.		2 25

TORONTO.

FLOUR.—There is little change in general flour situation during past week, market maintaining a steady tone in sympathy with strong wheat situation. While opening of navigation means a lower freight rate on wheat, general strength has about balanced this at present.

Offerings of winter wheat flour are not large, and situation is firm. Ontario wheat has continued strong, with gradual upward movement, and is drawing closer to values on Manitoba wheat. Ontario is now quoted at $1.04 to $1.05, and No. 1 northern Manitoba at $1.12 at lake ports. In consequence millers' views are higher.

Manitoba Wheat.		
1st patent, in car lots		5 70
2nd patents, in car lots		5 30
Strong bakers, in car lots		5 10
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 30
Blended	4 85	5 25

CEREALS.—Although there is a tendency to turn to lighter cereals as weather becomes warmer, demand for rolled oats and rolled wheat continues on an appreciable scale for season. There has been no price changes during past week, but general steadiness is maintained.

Rolled oats, small lots, 90-lb. sacks		2 65
Rolled oats, 25 bags to car lots		2 55
Standard and granulated oatmeal, 98-lb. sk.		2 80
Rolled wheat, small lots, 100-lb. bbls.		2 90
Rolled wheat, 5 barrel to car lots		2 80
Cornmeal, 100 lb. bags		2 25

Rolled oats in cotton sacks, 5 cents more.

WINNIPEG.

Flour anl Cereals.—Flour prices are very firm, and further advances are not improbable..

Flour—		
1st patents, cwt.		3 00
2nd patents, cwt.		2 70
Strong bakers', cwt.		2 40
Rolled Oats—		
20 lb. sack		0 58
40 lb. sack		1 10
80 lb. sack		2 15
Corn Meal—		
98 lb. sacks		2 10
49 lb. sacks		1 05
24 lb. sacks		0 53

FLOUR IN MILK CHOCOLATES.

A jury in a New York United States District Court decided that putting four or five per cent. of wheat flour in milk chocolate did not constitute a violation of the pure food law. The case was that of the United States against D. Auerbach & Sons of New York, large manufacturers of confections. The government contention was that milk chocolate bars should contain nothing other than milk, chocolate and sugar. The defendant showed that the product contained more of the genuine cocoa fat or cocoa butter than the government standard for crude chocolate, and contended that the manufacture of a confection, so long as he used only wholesome ingredients, had the right to use such formula for the selection and mixture of constituent parts as would produce a palatable and marketable chocolate bar. That as a matter of fact there had been no adulteration or misbranding under the law.

Strawberries and Pines to the Front

Arriving in Larger Quantities and Being Given More Attention—Strawberries Coming in Car Lots — Pineapples Tend Downward in Price—Temporary Steadiness in Tomatoes—Celery is Fast Coming to An End—New Potatoes From Florida.

One of the features of the week is larger supplies of strawberries and pineapples arriving and the greater attention being given to these lines. There is also a somewhat healthier tone to most markets, probably due to larger supplies in some lines and better selling weather which has prevailed of late.

Canadian markets received their first carload lots of strawberries last week and on most markets they quickly found their way into consumption, as quality was generally good. Berries are gradually coming from points farther north giving us fruit of firmer quality with a shorter distance to transport them. North Carolina is present field of production.

Pines are also arriving more freely and are getting considerable attention. Prices have not shown much change but tendency is downward and accordingly as prices reach more reasonable level, demand can be expected to increase. Both Porto Rico and Cuban stock is now coming along. Florida will later assist in supplies.

Florida is not as flush with tomatoes as dealers would like. At least supplies are not large enough to bring about any concessions in price. East coast is about done while west will begin to ship in a week or so. It is expected that prices will be more reasonable then, although this is not exactly certain, depending on volume of supply and demand. Around the middle of the month, some hot house tomatoes from Ontario points will be offered.

Celery is fast coming to an end, being practically cleaned up on some markets. Florida will now be sending along new potatoes and prices on new product can be expected to ease. Cabbage is in larger supply and lower in price. Bermuda onions of Texas origin are now offered on Canadian markets.

MONTREAL.

GREEN FRUITS.—The first supplies of strawberries have come to hand but they have proved too many for even those who were most sanguine about the markets. Some local dealers have so far lost money on the berries they have brought in. They, however, look for better luck within the next week. Cranberries in barrels are a thing of the past but there is a steady demand for the box variety. No more Tangerines can be had, while Baldwin apples are also marked off the wholesalers' circulars.

The market may be regarded as slow generally except for bananas which are in real good demand, but the prices are pretty high. This can best be explained by the fact that about this time there is little small fruit on the market except strawberries and oranges, and the banana demand is heavier than the supply.

Apples—		
Spies	4 50	7 00
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Box cranberries	....	3 00
Grape fruit, Florida, case	....	7 00
Jamaica, case	....	3 50
Lemons	....	3 00
Limes, box	....	1 50
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cubans, cases of 24	4 00	4 25
Strawberries, per quart	0 16	0 25

VEGETABLES.—Were it not for good supplies of vegetables coming from the south, the market would be decidedly dull. Cabbages are now quoted by the crate the barrelled being practically off the market. Florida celery amounts to a scarcity and while price is $3.25 to $3.75 it is very likely that within another week dealers will ask a much higher figure for any they have left.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, crate	....	4 50
Florida celery	3 25	3 75
Cauliflower, dozen	....	3 50
Cucumbers	2 25	3 00
Garlic, 2 bunches	....	0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	10 00
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	3 25
Fancy	4 00	4 50
Turnips, per bag	....	1 00
Cuban Onions	....	5 00

TORONTO.

GREEN FRUITS.—First carload lots of strawberries to this market were of good quality and were cleared out in record time. Supplies are continuing to come by car lots and are selling well at 20 to 22 cents for quarts. North Carolina is at present supplying us.

In keeping with firmness noted in grapefruit last week, quotations have been slightly increased. Supplies are mostly Cuban stock, although there is odd lots of Florida fruit. Pines are coming along freely with tendency slightly easier. They are being taken up quite well by the trade.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	6 00	6 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Pineapples, case of 24	3 50	4 00
Pineapples, cases of 30	3 50	4 00
Strawberries, North Carolina, quarts	0 20	0 22

VEGETABLES.—Among the lines offered at better advantage to buyers are cabbage and cucumbers. Cabbage is now quoted at $4 per crate and Boston cucumbers are considerably easier at $1.50 per dozen. There is quite an array of tempting new vegetables to be had. Green peas at $3.50 per box is a recent addition.

Egyptian onions are unchanged at $3.75 per sack. Texas Bermuda onions have arrived and are quoted at $3 per 50 lb. crate. New potatoes from Florida will arrive shortly and while they will be cheaper than Bermuda stock, early shipments will be somewhat high.

Celery is cleaned up or the next thing to it. Florida tomatoes are steady but west coast will commence to ship in week or so.

Asparagus, large	....	0 45
Asparagus, large, box	....	2 50
Asparagus, small, doz.	....	1 50
Cabbage, new, per crate	....	4 00
Canadian beet, per bag	....	1 50
Carrots, bag	....	1 75
Turnips, bag	0 65	0 70
Boston cucumbers, dozen	....	1 50
Boston head lettuce, dozen	....	1 75
New radish, per dozen	0 40	0 60
New radish, hamper	....	1 50
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 80
Onions—		
Green onions, dozen	....	0 25
Green onions, hamper	....	2 00
Egyptian onions, 110 lb. bags	3 75	....
Texas onions, 50 lb. crate	....	3 00
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new Bermuda, bbl.	....	9 00
Green peas, 1 bush. boxes	....	3 50

Sweet potatoes, hamper	....	2 65
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	....	1 00
Green and Wax Beans, hamper	....	3 00

WINNIPEG.

Fruits and Vegetables.—Demand is reported first rate, with advent of summer. Spanish and native onions no longer on the market. Strawberries are in good demand.

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower	....	4 00
Cucumbers, doz.	2 50	3 00
California celery	....	8 50
California rhubarb, basket	....	2 00
Florida tomatoes, crate	....	6 00
Grape fruit	....	7 50
Limes, box	....	2 25
Messina lemons	....	4 50
Oranges, navels	3 25	4 00
Strawberries, case	....	4 00
Washington apples, box	3 00	3 50
Australian onions, per cwt.	....	5 00
Potatoes, per bushel	....	0 90
Carload lots, F.O.B.	....	0 75
Egyptian onions, sack	....	4 50

Arrange Fruit Display for Victoria Day

Window With Patriotic Setting and Neatly Arranged With Fruit Should Bring Large Amount of Business—Remind the Public of the Visitors Expected—Make an Early Start.

Two weeks hence, Victoria Day will again be with us. An edict has been issued from the Capital that May 24 is again to be set aside as a public holiday throughout the Dominion. This may bring pleasant smiles to the faces of grocers, head clerks, window trimmers and on down the line to the youngest of the staff, by reason of the "good time" to be had upon that day. But there is another reason why the approach of this holiday should be given some thought by members of the staff. As on every holiday or special occasion, it gives an opportunity for something special in both interior and window display.

An attractive fruit display used at time of death of King Edward VII. By substituting a picture of our late Queen Victoria this would be appropriate for Victoria Day.

Fruits For The Holiday.

One of the best lines to give prominence to on this occasion is fruits. There are many reasons why this is true. The holiday spirit is in the air and people are naturally more liberal with their money than at other times. There are visitors in every town and these feel like purchasing something for those they are visiting and fruit is a line that their minds naturally turn to. On this day people want something special for the table and fancy fruits will readily find sale.

There is quite an extensive variety of fruits to offer at this season. The weather is favorable for their sale and people feel like eating fruit at this time of the year. Therefore fruit is a splendid line to push during this holiday season. One of the best methods to promote sales is by attractive window display.

In arranging a window for this occasion, what should be aimed at, is something of a patriotic nature, combining if so desired a commemoration of our beloved departed Queen as well, in memory of whom the day has been set aside. The whole window should not, of course, be given over to this idea alone, but will merely use a picture or bust as a setting. The balance of the window will be used as a display that will assist in the store's sales.

The simplest suggestion for a background is merely a large Union Jack. A picture of the late Queen might be placed in the centre and a flag draped down from either side. Whatever additional decorations in keeping with the idea that the grocer has at hand may be used. The various kinds of fruits may be arranged as the trimmer sees fit. Goods should be arranged systematically and attention given to color scheme.

Here is one suggestion: Place a row of pines along the rear and in front of this, and in the centre a pyramid of oranges. On either side, boxes of strawberries could be arranged in diamond form and grapefruit, apples, etc., shown in balance of the window.

Make Displays Early.

The window should be arranged in plenty of time before the 24th. It is well to get the public imbued with the holiday spirit as early as possible. Victoria Day comes on Friday and Monday is none too early to get started. Of course, the line shown being fruit, it will likely have to be changed and rearranged during the week.

More Varieties of Fish to Be Had

Supplies of Lines Already on Market are More Extensive—Fairly Large List of Fresh Fish Available on Most Markets—Lake Trout and White Fish Make Appearance — Trade Turning to Fresh Varieties.

There is now a larger variety of fresh lines available while supplies of fish already at hand are in many cases on a larger scale than for some little time. At many centres list of fresh varieties has now reached fairly extensive proportions and this should mean more trade for the man operating a fish department.

Shad and fancy stocks of fresh salmon are coming on to the markets but weather on east coast has not been exactly favorable for fishing. White fish and trout from inland lakes are now being offered and with the several other new lines available, trade should now reach more substantial proportions.

There is still some frozen fish to be had but stocks are quite small and demand is now gradually turning to fresh varieties.

QUEBEC.

MONTREAL.—In spite of the hot season's approach dealers find things generally satisfactory although there seems to be a shortage of some of the fresh lines. Fancy stocks of fresh salmon are coming in, while there is a fair supply of haddock. There is a more generous supply of dressed bullheads and perch, and prices are somewhat lighter.

FRESH AND FROZEN.		
Fancy spring salmon, per lb.	....	0 20
Fancy shad bucks, each	....	0 25
Fancy shad roe, each	....	0 50
Large shad herring, each	....	0 03
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock		0 05
Halibut, per lb.	....	0 05
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 06	0 07
Steak, cod	....	0 05½
Mackerel	....	0 10
Dressed perch	....	0 09
B. C. red salmon	0 10	0 11
Gaspe salmon, per lb.	....	0 18
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 10
Whitefish, large, per lb.	....	0 09
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 10

PREPARED FISH.	
Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50 8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

SMOKED.	
Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.	
Solid meats—Standards, gal., $1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Fresh white fish and lake trout have been welcome additions to the fish list. They come from the large inland lakes and are quoted at 12 cents per pound. There is now a fairly extensive list of fresh fish and this should work for a little greater activity. Trade will gradually turn to fresh varieties. Local stocks of frozen fish are on a small scale.

FROZEN FISH.		
Gold eyes	....	0 05
Whitefish	0 09	0 11

FRESH CAUGHT FISH.		
White fish, per lb.	....	0 12
Lake trout, per lb.	....	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	....	0 12
Flounders	....	0 07½
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 08
Pike	0 08	0 09
Suckers	....	0 05

SMOKED.		
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65

PICKLED.		
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25

PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 30
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

MANITOBA.

Winnipeg.—There is a good average demand for fish. Fresh salmon and halibut are up in price.

Fish—		
Lake Winnipeg whitefish, lb.	....	0 09
Fresh pickerel	....	0 08
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, doz.	....	0 10
Fresh goldeyes	....	0 04
Kippers, box	....	2 00
B.C. frozen salmon	....	0 10
Lake trout	....	0 07
Halibut	0 07¾	0 08
Bloaters, per box	....	1 50
Mackerel	....	0 11
Smelts	....	0 12
Extra smelts	....	0 15
Smoked goldeyes, doz.	....	0 50
Norwegian herrings, per case	....	5 75
Labrador, per half barrel	....	4 40
Holland, kegs	....	0 65
Halibut	....	0 11
Fresh salmon	....	0 18

NEW BRUNSWICK.

ST. JOHN.—Heavy winds have been responsible for falling off in receipts of several kinds of fish in demand in local markets, and warmer weather with less wind is desired before shad or salmon are to be had in large quantities. It will be well toward the middle of May before either makes an appearance in fish stands here. Haddock and cod have been scarce during past week owing to cause stated above, and same may be said of Gaspereaux, the run on which seems to be nearly closed. Halibut was in brisk demand, and the supply was fair. Lobsters are being received in larger quantities, but are still none too plentiful, although prices are easy, from 10 to 20 cents being asked. Both pollock and codfish are easier in the dried lines, and smoked herring are lower, while pickled stocks remain unchanged. Finnan haddies are not to be had at all. All frozen stocks are now done.

HIGH PRICES PREDICTED.

A New York produce and provision dealer claims that the coming year will see high prices for meats, eggs and butter. The hens have been backward, due to the cold season, and the increase in butter production has not until recently been meeting actual demand. The price for potatoes would go to $8 a barrel, he adds, if it were not for Irish and Belgian importations. The cabbage crop is short, and cabbages like artichokes are becoming luxuries. Poultry is the one product, he declares, that has not risen in price by leaps and bounds.

Produce & Provisions

Strong Undertone to the Butter Market

Although Production is on Increase — Export Business to New York Steadies Market—Difficult to Size up at Present—Eggs Show No Change—Some Supplies are Being Stored—New Cheese Steady; Old is Firm.

Butter situation during past week has changed around to a position that requires some study in order to correctly size it up. As indicated last week, values at many centres continued to show concessions under increased supplies. Toronto has shown further reduction while St. John, N.B., which seemed immovable in face of general decline broke sharply due to heavy arrivals on the market.

An unlooked for feature during last week was export of a lot of creamery butter from Montreal to New York where prices had moved sharply upward. This brought a check to downward movement in price. As we pointed out last week tendency would be easy until prices reached a level which would allow of surplus supplies being worked off.

What is the future of butter? It is true that production is steadily on the increase and supplies are accumulating in hands of receivers. On the other hand values across the line are holding a strong front while demand from West has relieved supplies somewhat on Eastern Canadian markets. At Cowansville, Que., on Saturday last butter sold at 27 cents as compared with 26 cents the previous Saturday.

Canadian people are apparently becoming large consumers of eggs. While production is on the increase, demand is at such a good level that prices refuse to be moved downward. There may be waverings at some country points due to temporary accumulations of supplies but most larger centres maintain a steady tone. There is no doubt that some eggs are being put into storage but at present prices it either means that some one is taking big chances or that next winter's eggs are going to be in the jewelry class.

Values on new cheese have held steady during past week. The season is late this year and it will be end of May before there is any full grass cheese. Meanwhile old cheese holds firmly.

MONTREAL.

Provisions.—A feature of the provision trade on Monday was the easier feeling which developed in the market for live hogs, and prices declined 10c to 20c per 100 lbs., on account of the more liberal offerings. At this reduction the demand from packers was active.

There is no change in the condition of the market for smoked meats, prices being well maintained under a good demand, both for local consumption and for shipment to outside points. Consequently a fairly active trade is passing.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17½
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 14
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 25 9 50
Hogs, dressed, per cwt.	13 00 13 25
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14⅝
Cases, tins, each 10 lbs., per lb.	0 15
Cases, tins, each 5 lbs., per lb.	0 15⅛
Cases, tins, each 3 lbs., per lb.	0 15¼
Pails, wood, 20 lbs. net, per lb.	0 15
Pails, tin, 20 lbs. gross, per lb.	0 15¼
Tubs, 50 lbs. net, per lb.	0 14¾
Tierces, 375 lbs., per lb.	0 14½
One pound bricks	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10⅞
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10¾
Pails, wood, 20 lbs. net, per lb.	0 10¼
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10¼
Tierces, 375 lbs., per lb.	0 10¼
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces.	25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pirk, bbl.	24 00
Plate beef, 100 lb. bbls.	8 75
Plate beef, 200 lb. bbls.	17 00
Plate beef, 300 lb. bbls.	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Creamery blocks are selling at 29c, and in pretty fair demand. The market on the whole is steady, and is expected to remain so, even though there are reports to the effect that record prices will be reached in the U.S. A. Will Canada be affected? That is a question for our readers.

Creamery blocks	....	0 29
Dairy tubs, lb.	0 23	0 24
Fresh, dairy rolls	0 23	0 24½

EGGS.—Cold storage people will not make much off eggs this year if present conditions prevail. Practically all supplies are used up as soon as they come in and it is not at all unlikely that we will see an increase unless the hen changes her mind and does not "hold back."

New laids	0 24	0 25
New No. 1	0 22	0 23
Selects	0 25	0 26

CHEESE.—There is a good demand for Quebec cheese. The market is generally firm about this time as the hot weather approaching sees a dropping off in the demand owing to the difficulty experienced in keeping it fresh in the household. Prices fluctuate more during the cold weather, but of course, it is quite possible that something unusual may happen.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

HONEY.—There is not a very great movement in this market although such would be expected now owing to the short maple crop, the cause for which is given in another section. It has been proven by close calculations that the Hebrews are the heaviest consumers of honey about this time, their taste being for the brown variety. So fond are they of this strong flavor that they prefer it to white even if the latter were offered at the same price.

White clover, strained	0 12
White clover, in comb	0 14 0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

POULTRY.—Quietness prevails in this market, the prices remaining unchanged and the demand being but fair. There is seldom much activity in these markets except around Xmas and New Year and a few other festival dates.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

TORONTO.

PROVISIONS.—Live hogs have continued steady to a shade higher during past week. Supplies have been on mod-

erate scale with demand from packers good.

A slight advance in roll bacon to 12½ to 13 cents is about only price change of week but general tone of all pork products is steady under normal demand.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 12½	0 13
Shoulders	....	0 11½
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14¼
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points	....	8 40
Live hogs, local	....	8 70
Dressed hogs	11 75	12 25

BUTTER.—Production of butter both creamery and dairy continues to increase and prices in sympathy continue downward movement which has been in order for past two weeks. Another couple of cents has been lopped off prices and tendency is still one of easiness. While most firms, at least at the beginning of week were holding prices around values quoted, there were reports of sales of creamery as low as 25 and 26 cents. This indicates what can be expected of future although dealers do not look for "really cheap" butter. Indeed there is a firmer feeling reported from some centres of the Dominion under stronger tendency in United States markets and more interest in this line from Western Canadian points.

	Per lb.	
Fresh creamery print	0 28	0 30
Creamery solids	0 27	0 28
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

EGGS.—Past week has practically brought forth no change in egg prices or situation. Local wholesalers are quoting new laids at 23 to 24 cents. One firm notes price as 22 to 23 cents. One year ago they sold at 19 to 20 cents.

Dealers still agree that prices should be lower, putting forth same reasons as before but still values maintain a position little below the Easter level. Receipts are on a fair scale. Demand is good. A certain number are apparently being stored.

New laid eggs	0 23	0 24

CHEESE. — Old cheese maintains steadiness, while new product tends slightly in opposite direction, although values at country boards have shown little easiness during past week.

Old cheese is scarce and nothing but continued steadiness is anticipated. New cheese does not appeal particularly to cheese consumers and even when it has become seasoned to certain extent, there is always a certain percentage who demand the old article.

Old Cheese—		
Large	0 16¾	0 17
Twin	0 17	0 17¼
Stiltons	0 18	0 18½
New Cheese—		
Large	0 15	0 15¼
Twin	0 15¼	0 15½

HONEY.—Stocks are not heavy and while business is slight, values hold steady. There is practically no white clover in comb left on market while decks are well cleared of 60-lb. tins as well.

Honey—strained—	
White clover, 10-lb. tins, per lb.	0 13½
White clover, 5-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 08
Amber honey, 60-lb. tins, per lb.	0 06
Buckwheat, 60-lb. tins, per lb.	0 07

"Be sure you sow good seed corn," says the farm journal. And be sure, Mr. Grocer and General Merchant that you sell good seed corn.

Took Advantage of the Butter Decline

How a Dealer Sells Large Quantity Through Window Display—Almost Every Order Included Butter—New Customers Secured—Emphasized the Decline in Price and Got Them Coming His Way—Never Had a Better Butter Day.

When a market has been high for a long time and is coming down, is often the psychological moment to strike out for new business. This has been illustrated many and many a time, and now that butter, after the record prices of the past winter, is on the downward trend, capital can be made out of it.

This was well illustrated in the business of W. C. Miller, Yonge Street, Toronto, during the past couple of weeks. Mr. Miller had the opportunity a couple of weeks ago to purchase at a favorable price a large quantity of butter — between two and three hundred pounds— and was able to offer it somewhat below the regular price and still have a good profit.

Quantity and Price Alluring.

He arranged a window display containing nothing but butter. It was piled in pyramid style at the back with heaps of butter in large and small rolls in front. In the window were also placed a couple of cards bearing the price. On Saturday morning it was soon seen that the passing public was much interested in butter. With the price all winter around 38 and 40 cents, and butter so scarce, it was evidently a treat for many. The new price was appealing and early in the day there was a fair sized run on the butter. Unlike a run on the bank, however, it was welcomed.

"Scarcely a delivery went to anybody's house that day," states Mr. Miller, "that didn't have a pound or two of butter. We delivered butter to residences we never sold before, and with many of these orders were included other groceries."

Orders From a Distance.

Not till late on Saturday night did the orders cease coming in. In fact phone messages came from distant parts of the city, where people had probably never heard of his store before. Customers had evidently passed the word along to their friends, and on Monday there was a big hole in the butter window.

Mr. Miller intends repeating the same method as long as he can get the butter. It has already brought him new business, and he expects to gain a number of permanent customers in this way.

The Psychological Moment.

There are many such psychological moments throughout the year. A decline in the butter market was inevitable in view of the increased production, and in the above mentioned dealer's case, this condition of affairs was forcibly exemplified in the display of such a large quantity, and at prices from 7 to 10 cents cheaper than had been paid during the winter. The tightly drawn purse-strings of the economically inclined, could withhold purchases no longer. This is human nature, and the same results can be secured in similar ways at any time.

SITUATION WANTED

TRAVELLER—SPECIALTY MANUFACTURER's traveller knowing wholesale and brokerage trade from Regina to Halifax would consider proposition for summer. Could handle output of first-class canning factory or other good quality line. Best references. Write Box 426, Canadian Grocer.

SITUATION VACANT

WANTED—TRAVELLER — BY LEADING Hamilton wholesale grocers. Ambitious young man with experience on road, or good retail clerk. Good position for a worker. Western Ontario territory. Confidential. References. Box 424, Canadian Grocer, Toronto.

BUSINESS FOR SALE

FOR SALE—RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about $125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary brands and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about $25,000.00. Cash preferred, but would consider 50 to 60 per cent. cash with reasonable arrangement for balance; or would sell as retail concern, taking out surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 425, Canadian Grocer.

Like a Quick Seller That Gives Good Profit?

Heavy, continuous advertising, backed by merit, has made

Grape-Nuts

as staple as sugar and flour—a quick, steady seller.

Generous Profit to Grocers
Satisfaction to Consumers
Sale Guaranteed!

It pays to push Grape-Nuts—

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Canadian Postum Cereal Company, Limited, Windsor, Ont.

GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

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SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 33

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books—	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs. White Moss	0 26

PON-HONOR
GUNNS
FOOD PRODUCTS

EASIFIRST SHORTENING

¶ The most satisfactory substitute known for pure lard. Quality absolutely guaranteed—color perfect. Manufactured under government inspection.

¶ Considering the price of pure lard, won't it pay you to investigate the merits and price of EASIFIRST.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners, WEST TORONTO

YOUR AIM SHOULD BE

to have efficient representation to introduce your products in the rapidly growing extensive Western market. The people in this centre of activity are liberal buyers and prompt payers, and our connection with this trade enables the Manufacturer to open up new and larger accounts. Our large Warehouses in the five great distributing centres and our daily calls on all Jobbing Houses in Manitoba, Saskatchewan and Alberta insure you best results.

WILL BE PLEASED TO HANDLE YOUR ACCOUNT

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - WINNIPEG, Man.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30

Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case
Eagle Brand, each 4 doz.. $6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co. Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.
(Sweetened.)
Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50

(Unsweetened.)
Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20

COCOA

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.
Prices—
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha.. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.
Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.
Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) 1 35
Large (each 1 doz.) 2 40

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.60.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.
1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2½ oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00
Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case.....	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2½-lb. bars,lb 0 08½
Case 25 lbs., 11-lb. bars, lb 0 07½
Case 50 lbs. ¾-lb. bars case 3 50
Case 200 lbs. 3½-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2½-lb. bars, lb 0 08
Case 50 lbs. ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 80
Case 200 lbs. 3½-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23. $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70
Force, 36's 4 50
Gusto, 36's 2 85

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.
Ontario Prices.
Small, case 4 doz., per doz 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases 4 doz. each, flats, per case 5 40
Cases 4 doz. each, ovals, per case 5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	10⅛
Tubs, 60 lbs.	10¾
Pails, 20 lbs.	11
Tins, 20 lbs.	10½
Cases, 3 lbs., 20 to case ..	11⅛
Cases, 5 lbs., 12 to case ..	11⅜
Cases, 10 lbs., 6 to case....	11¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 09¼
Tubs	0 09½
20-lb. pails	0 09¾
20-lb. tins	0 09¾
10-lb. tins	0 10
5-lb. tins	0 10¼
3-lb. tins	0 10½
1-lb. cartons	0 10¾

MARMALADE.

SHIRRIFF BRAND.
"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 80
4-lb. tins, doz. 4 65
7-lb. tins, doz. 7 35
"Shredded"—
1-lb. glass. doz. 1 90

CREAM TARTAR

GROCERS: Every Grocer should consult the Government Analyst's reports on Cream of Tartar, which show the strength, quality and Purity of the different kinds on the market. The analysis in every instance shows Gillett's Cream Tartar to be chemically pure. The latest bulletin on Cream of Tartar issued by the Inland Revenue Department is No. 222, and will be found to be both interesting and instructive.

GILLETT'S CREAM TARTAR

GILLETT'S GOODS ARE THE BEST AND PUREST

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG

CHEMICALLY PURE

LARD

Demand for pure Lard has been very good and indications are that prices will be higher. In the Summer of 1910 Lard sold at 16½c. per pound in tubs and it looks to us like history repeating itself. "Star Brand" Lard is nothing but pure Lard from good, well fed Canadian pigs and is made under Government inspection.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons, ...	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07¼
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	.07½
40 lbs. Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c. higher.)	

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs.....	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case....	.08¼
6 lb. toy drums, with drumsticks, 8 in case..	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons. per case	3 75
Culinary Starches— Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c. higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages. per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 ..... 3¾
Quarter Barrels, 175 4
Pails, 38½ $1 90
" 25 lbs. each 1 35

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 20
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's, 2 doz. case, per doz ... $1 85
3's, 2 doz. case, per doz. .. 1 85
5's, 1 doz. case, per doz... 3 75
10's, ½ doz, case, per case.. 3 40
20's, ¼ doz. case, per case.. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz .. 4 60
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90

H. P. Pickles—
Cases of 2 doz. pints ... $3 35
Cases of 3 doz ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholsale	R't'l.
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s	.35	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	.24	.30

SUGAR

Barbadoes Grocery Sugar, packed in hundred pound cotton lined bags for shipment first of next week.

APPLES

Fresh, are now almost a thing of the past, as a substitute for summer trade we offer fancy quality, three pound tins at 95 cents per doz.

HEINZ

The Pickle and Baked Bean Trade is looming up good, now that the summer season is at hand. Look after your stock of the fifty-seven varieties so that you can be fully prepared for the extra business which these goods carry during the hot weather.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1's.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ..	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c..		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies —Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Florida Tomatoes

are now arriving in better shape; have two cars this week. **PORTO RICO PINEAPPLES,** 18s and 24s, extra good quality; **CUBAN PINES,** 30s. **CABBAGE** arriving more freely. **STRAWBERRIES,** first car North Carolinas due Friday. **BANANAS, ORANGES, LEMONS, FLORIDA CUCUMBERS, WAX and GREEN BEANS.**

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

St. Nicholas

Puck B L O E Kicking

J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

Fresh

Strawberries

Arriving in car lots daily from North Carolina. Let us have your daily orders.

ALSO

Bananas, Pineapple, Cucumbers, Cabbage Tomatoes

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

STRAWBERRIES

Our first car of Berries from North Carolina arrived this week. They are in 32 qt. basket crates and price is very reasonable.

New Florida Potatoes
Wax Beans and Cucumbers

Put up in bushel hampers - very fancy quality

Asparagus - Rhubarb - Tomatoes
Lettuce

Let us have your standing order for Bananas

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

You can't afford to lose your customers by giving them impure

LEMONADE
EXTRACTS
ACIDS
MIXTURES

Give them

FRESH

BUSTER BROWN

LEMONS

"The Superb Pack."

FRATELLI FOLLINA
Packers, SICILY

W. B. STRINGER
Sales Agent, TORONTO

Facts Concerning Bovril

The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsomeness when added to other foods.

The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.

Make up Your Stocks To-day

BOVRIL, LIMITED

MONTREAL

Quaker Soap

100 double wrapped Bars to Box

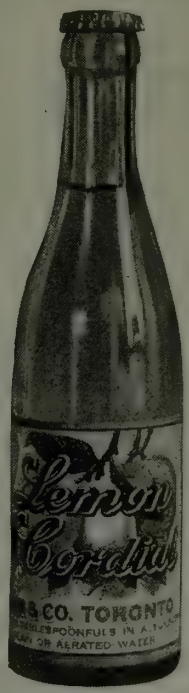
No prizes
No premiums

Just Soap

At the Lowest Price Good Soap Can Be Sold.

Mathewson's Sons
MONTREAL

Ideal Summer Beverages



A few leading lines that you require for you summer trade.

Lemon Cordial,
Lemon Squash,
Lime Juice Cordial,
and Orangeade,

10 oz. size, $10.80 per gross, quarts, $27.00 per gross.

If your local wholesaler cannot supply you, order direct.

GREEN & CO. Manufacturers TORONTO

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

"BAMBOO"—Handle BROOMS are Popular

They should be kept by every aggressive dealer. Brooms of quality are hard to get but W. W. & Co. Brands are made up to the mark, always. Our customers know this. For a short time only we offer a SPECIAL VALUE 50c. line. Order now.

WALTER WOODS & CO.

HAMILTON - - - - - - WINNIPEG

Quality Pays Better than Quantity

You would not buy a piece of timber without first considering its breadth and thickness, as well as its length. Why not apply the same principle to cooked hams say? You would not buy a ham on weight alone, quality would get considerable attention. That's right where

Cooked *Elgin Brand* **Meats**

win out. They are the product of a factory that holds "cleanliness and carefulness" in all departments as their standard.

In your cooked meat department you want to be sure of goodness of stock. Safeguard your interests by selling only Elgin Brand.

SEND FOR PRICES, ETC.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Dealers in Butter, Eggs and Cheese
ST. THOMAS, ONT.
Wholesale Branches at Windsor and London, Ont.

If You Have Any Doubt

About any class of goods, the best way of satisfying yourself as to whether they are worth stocking or not, is to get a sample free and give it a trial. If it pleases you it will please your customers.

"GOLDEN RAY"

CLEANER

is a line which every housewife in Canada will want sooner or later, and you may as well satisfy yourself on its merits as not.

An Effective Hand Cleaner

as well as a sure remover of stains from any fabric. Cleans canvas shoes, etc., with wonderful results.

WRITE FOR SAMPLE

Golden Ray Co.,

4 Union Ave., Montreal

E
D S

JAMS AND JELLIES

HAVE LONG SINCE ATTAINED THE ACME OF PURITY, QUALITY AND PUBLIC PREFERENCE.

THEY ARE GOVERNMENT APPROVED.
IT PAYS TO HANDLE THE BEST.

MADE ONLY BY

E. D. SMITH

WINONA, ONTARIO

AGENTS—NEWTON A. HILL, Toronto, W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

MOERMAN & CO., AMSTERDAM

Amsterdamsche Bank Building, Sarphatistr 29-31

Importers, Exporters and Commission Agents

SPECIALTIES

For Buying

Evaporated Apples, Waste & Chops

Offers solicited also for other articles, with full particulars.

For Selling

Java Cocoa Beans, Cocoabutter, Rice, Biscuits, Canned Goods, etc.

One of the principals of the firm is on his way to Canada and begs to invite correspondence to arrange interviews. Letters c/o the Editor of the Canadian Grocer.

There is something **DELIGHTFULLY DIFFERENT** about the "Perfection" Soda Cracker, which distinguishes it from other Soda Biscuits, and which has created an insistent demand for them throughout the land.

Mooney's Perfection Cream Sodas

are so good because they are made of the purest materials by skilled labor in a modern factory.

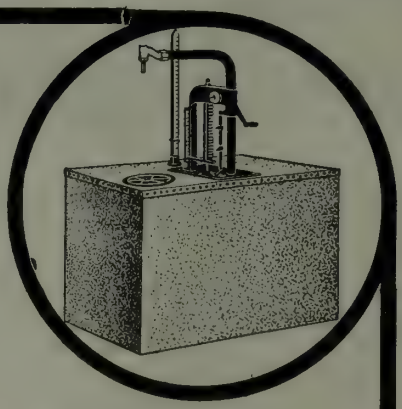
The Grocer who is not handling Mooney's is letting profitable trade slip out of his hands.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

An Iron Clerk



Who never tires nor makes an error

Who keeps your store neat and clean

Who prevents fire and lost profit

Whose services cost less than a cent a day

That is the

Bowser Self-measuring System

You should know more about this system. Thousands and thousands of your fellow merchants are using them and increasing their profits. Follow "suit."

There are 750,000 Bowser Tanks in use to-day.

The Bowser has been on the market for twenty-seven years. It was the first and *is* the best. It will cost you only one cent to find out what this system will do for you and see the outfits illustrated.

Stop NOW and send the card. The minute you buy a BOWSER you increase your profits. *Send the card.*

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers.
Advertised in the leading magazines.
Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, - WN.

The Washday Wonder Worker

For economy in use and effective cleansing properties no soap is so good as

and in addition to its sterling qualities, it is very attractively packed and made up and commands a rapid and profitable sale.

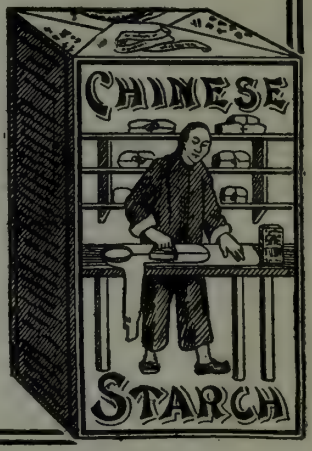
Write for details of our dealer-helper selling plan

The Guelph Soap Co.
Guelph, Ontario

CHINESE STARCH

When Grocers Explain

that CHINESE STARCH proves its quality every time because the customer who buys the first trial package returns again and again for more, they know they are talking honestly about honest goods—goods with a reputation that have won the merit of particular buyers.



AGENTS

Standard Brokerage Co., Vancouver, B.C.; Escott & Harmer, Winnipeg, Man.; Harry Horne Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont., The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS
O Lefebvre, Prop. MONTREAL

By Special royal permission

Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine ab unds will reach your customer in the best form.

Pure oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON, - - - ONTARIO

WHEN you are selling house cleaning goods in th
weeks, don't forget that one of the chief ob
housewife has to house cleaning is the w

TIGER HAND C

cleans the hands and makes them soft and v
grit in it. Recommend it to your customer
insure further custom. Be prepared tc
during the next few weeks and order t

Tiger Mfg. Co., Ltd.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

IF YOU WANT TO START A NEW GROcery store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

FOR SALE

CASH REGISTER FOR SALE.—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

...NG STAFF IN ITSELF, ...h machine precision and ...Cash Register. Write ... The National ...t., Toronto.

ADD OR ...t-Fisher, ...to.

...Y IF ...matiperaour. on d ...

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE, INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter ... Ltd., 46 Adelaide St. W., Toronto, Canada.

Ermaline Cooking Bags Make a Fine Display——

Just Think

what a crowd you would draw to your window by having a real up-to-the-minute display of these time and gas saving devices. Can't you arrange one of your windows with a small stove and a supply of bags and make a reasonable sum on your investment? Certainly you can.

The Ermaline Bag is the most satisfactory on the market to-day. It has proven itself a regular boon.

Ask Your Wholesaler, Or Write.

EDWARD LLOYD
LIMITED
MONTREAL

The talk of satisfied customers is bound to make business grow if you specify

CANE'S
WASHBOARDS

They stand in a class by themselves for neat construction, quality and durability. Why is this? Because we take pride in manufacturing from the finest grade material which gives your customers the best value for their money and assures perfect satisfaction.

We manufacture washboards in thirteen different styles and grades to suit every demand. ***Write for catalog on "CANE'S WASHDAY WOODENWARE"***

The Wm. Cane & Sons Co. Ltd., Newmarket, Ont.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines which are both new and good.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax,

J. Malcolm & Son, St. George, Ont.

BETTER GOODS AT A LOWER FIGURE

That's what a number of the best dealers say about our jams. They did not stock up, before receiving samples and satisfying themselves, as to our claims.

KING BRAND JAMS

in carton, glass, or pail, are "just it", just what you want. Will appeal to any palate. Won't you write now and give us a chance to prove that you can't get anything better at the price?

Labrecque & Pellerin
MONTREAL

Agents—
W. H. Escott & Co., Winnipeg
MacGreegor Specialty Co., Toronto
J. Hunter White, St. John, N.B.

WHITE DOVE
Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.

W. P. Downey
MONTREAL, QUE.

OLIVE OIL

The best at the best price you can get. Do you want it?

INVICTUS BRAND

is a real good buy. There will be a good demand during the coming months and you will be well rewarded if you put in a stock and push it.

We want to quote you on various specialties. Do you want to hear from us?

H. E. VIPOND & CO.
MONTREAL

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies

The Turnbull Company
Winnipeg, Manitoba

For British Columbia: The Standard Brokerage Co., Vancouver.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

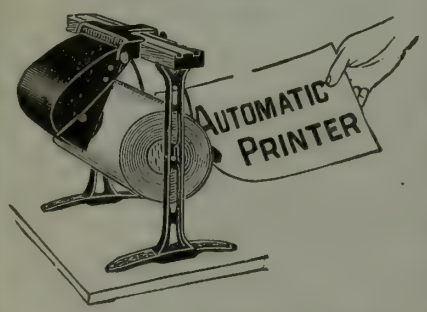
Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Judicious Advertising

Advertising is the life of your trade, but when you do advertise, do it judiciously. See that you are GETTING RESULTS.

The Automatic Printer
(It's a Marvel)



will help you cut down, in fact WILL CUT DOWN your advertising account and yet get you better returns.
Familiarize your customers with your store, service and methods.

WRITE US

UTILITIES LIMITED
73 Bank of Ottawa Bldg., · MONTREAL

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

When writing to advertisers, kindly mention this paper.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

STOP
and Consider

what it means to have lines which will make customers.

Stock

D.W.C.
Spanish Olives

and materially strengthen your hold on your trade. Selected and packed with greatest care and cleanliness. D:W.C. Olives are the kind that most people are looking for.

You should look for this brand when ordering a stock
They're good.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

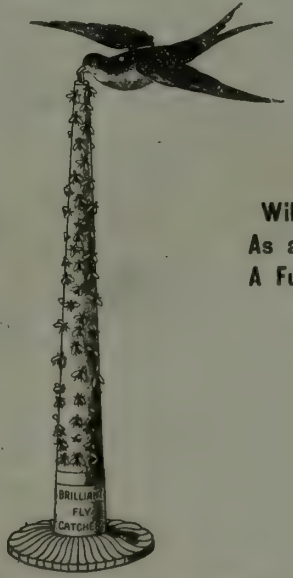
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

You Can't Get Any Cheaper. You Can't Get Any Better. So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?

The Most Reliable Glued Catcher On The Market.



Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

Camping Out

is getting more popular and no longer considered a fad, but a necessity.

You can sell a lot of Reindeer Condensed Coffee, Cocoa, Reindeer and Jersey Milk to these Campers by making a show of the goods, and you know "if it's Reindeer Brand it's good." Order from any wholesaler. Reindeer Coffee is combined with Milk and Sugar.

REINDEER

LIMITED

TRURO, N.S.

Branch at Huntingdon, P.Q.

CHILDREN

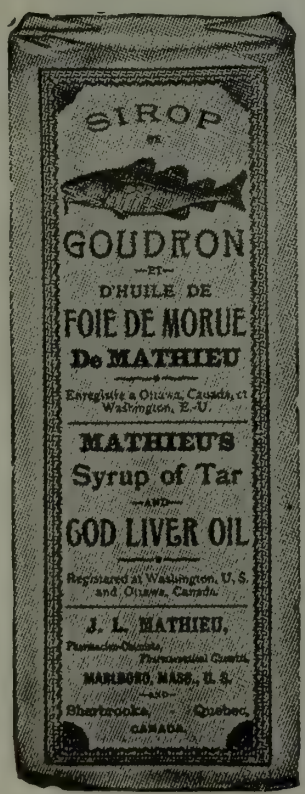
grow sturdy and strong on

ABSOLUTELY

PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

Money in Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer, "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful, They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

That Effective Little Tray

that has done so much good work in exterminating the fly—the pest of the household—during the past seasons is ready to continue it's mission of destruction.

WONDER FLY KILLER

is a continuous seller as long as the season lasts. It pays good profits to the dealer and gives entire satisfaction all around.

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton: QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN ROVINCES, H. B McLaughlin, Truro, N.S.

It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised what you can do with

Maple Sugar Chewing Tobacco
King George's Navy "
Master Mason "

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.

Quebec **Winnipeg**

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

The Flaming Torch

CLEAN advertising—advertising as straight and true as the word from mother to son—must soon be the only advertising to which men may justly apply the name. "These goods are advertised" must carry a meaning equivalent to the sterling mark on silver. The leaders in advertising thought and merchandising efficiency are agreed that nothing less can be permitted.

A spark was struck centuries ago from which the torch of clean advertising has been lighted. "Thy neighbor as thyself" is the heart—the glowing, lambent fire whose warmth makes the blood of commerce flow with invigorating strength through the body of civilization. Who trades fairly may trade freely.

Would that every man and every woman could know the earnestness with which advertising men are passing on the torch. Men and women who were present at the public meeting in Boston last year, during the seventh annual convention of the Associated Advertising Clubs of America, caught the spirit of the work. Those who are privileged to be in Dallas, Texas, while the eighth annual convention is being held in May, will thrill to an intensity of purpose not to be denied.

Leaders of thought and molders of opinion will be gathered in the beautiful southern city from May nineteenth to twenty-third. The magnificent progress of the advertising world in putting its house in perfect order will be made known by men whose work has been akin to that of the Crusaders.

Business or professional people who find it possible to attend will be given a welcome that will throw new light on what "Texas Hospitality" really means.

For details of transportation, accommodations and the like, ask your local Advertising Club, or write to the Secretary,

Dallas Advertising League

DALLAS, TEXAS

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.

183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.

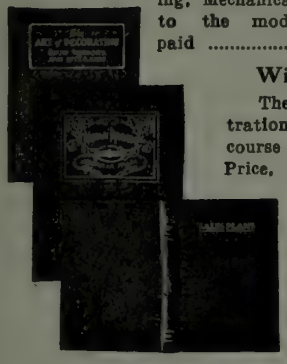
143-149 University Ave.
TORONTO

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

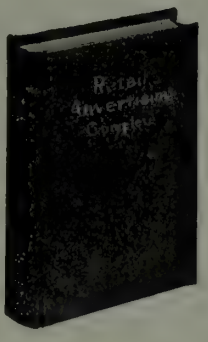
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

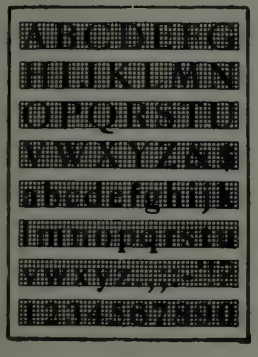
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



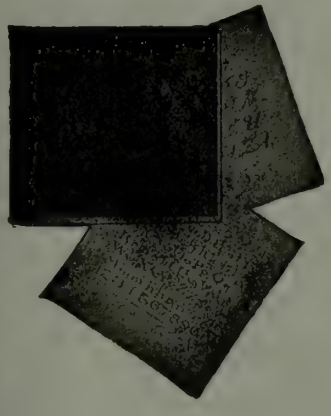
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



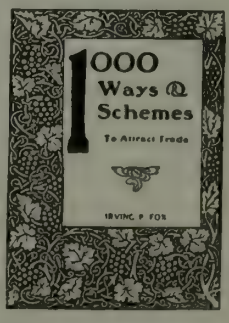
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and a Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

For Advertising Men Only!

Will You be the Guest of Texas?

In Dallas, May 19 to 27, there will meet the strongest assemblage of advertising men ever brought together. The eighth annual convention of the A. A. C. of A. will be attended by men from every corner of the continent. The progress of the year and the problems of the day are to be made known by those whose names stand for leadership in advertising efficiency.

There is serious work to be done. Grave questions of policy are to be discussed. The advertising man who cannot be present will do well to charge some good friend to watch events closely; there'll be much of value that the printed reports will never get. The man who comes will have an opportunity to "sense" conditions and futures that will pay him twice over for the time and money represented. Many of the great national advertisers will have their captains at Dallas just to get that "sense"—to listen for the significant overtones in the roar of debate, possibly even more than to the debate itself.

Texas hospitality is to other hospitality as the big commonwealth itself is, in size, to lesser members of the Union. The native son of the Lone Star State rises to the occasion when strangers are within his gates. To say that he "entertains" them is hardly to do justice to the multitudinous dinners, smokers, auto rides, boat trips and singfests of every sort that are showered upon the happy guest. But the spirit of welcome running through all the fun is the best entertainment and the thing that sticks longest in memory. One is made to feel that "Glad to see you," in Texas, is no empty formula.

A New Idea

It is a common experience of men attending conventions to derive more benefit from a single chance conversation than from the whole round of set discourses. The talk one picks up by the way constitutes, in fact, the real value of these gatherings. Conventions, like the "lunch conferences" which Carnegie introduced in the steel business, afford an opportunity for busy men to meet and clean up a lot of ideas of the discussive kind that have accumulated in their minds. Again, the occasion is handy for long-postponed business interviews between men from different cities.

In order to systematize the coming together of men who want to meet, or could profitably meet, it is requested that those interested in special subjects, or anxious to see any one person in particular, send their names to "Texas Secretary, Room 1020, 381 Fourth Avenue, New York City." Every effort will be made to get them in touch with the individuals they name or with delegates known to be well informed on given topics.

As to Arrangements

The four days "swing around the circle" to Fort Worth, Houston, Waco, and San Antonio will be without expense to delegates, as they will be during that period the guests of the Texas Advertising Clubs. Full details regarding transportation, hotels, and the like may be had by addressing Secretary,

Dallas Advertising League

Dallas **Texas**

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

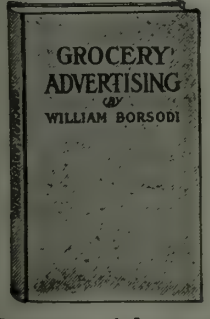
(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

Brunswick Brand Canned Fish

It is every grocer's wish that he should build a profitable business. What class of stock are you pushing to win for you? Do you stock Connor's Bros. goods? They are the kind that "Hit the Mark" of popularity and make satisfied customers for you.

Brunswick Brand Fish Foods, packed by this well-known firm, are the finest obtainable and may be relied upon to give the greatest satisfaction. By the "Brunswick" modern sanitary method of canning, the natural fish flavor is preserved to a remarkable degree.

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

IT IS NEW

Different, Better,

one of the handsomest packages you have ever seen and yet retails at

10c. Per Package

giving you a fine profit.

MEADOW-SWEET CHEESE

Its own peculiar nip and appetizing flavor, combined with an ever fresh appearance, readily win it friends.

Rightly styled

"The King of all Package Cheese"

WRITE FOR SAMPLE

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, - MONTREAL

AGENTS:

FRED. COWARD, 402 Spadina Avenue, Toronto.

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturer, Jobber and Retailer.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

Imported Canned Goods

"LE SOLEIL" Brand

We are still taking orders for these high-class goods for delivery on arrival. In order to SECURE THE LOWEST PRICE OF THE SEASON, ORDER NOW.

ASSORTMENT:

Peas, Asparagus, Beans,

Medley of Vegetables,

Spinach, Brussels Sprouts, Etc.

Soup SOLEIL

Julienne, Printaniere, Chervil, Etc.

Canadian Canned Goods

We have still in stock Tomatoes, Corn, Peas and Apples of **1911 PACK**, on which we can quote a very interesting price.

1912 PACK

We are booking orders for **OUR WELL-KNOWN VICTORIA BRAND**, as well as for all the most popular Brands of the **DOMINION CANNERS** for vegetables and fruits. MAKE HASTE.

WATER LEMONADE FROM "VICHY BASSIN"

A consignment will arrive in the course of a few days. On all orders to be delivered from the wharf, we will allow 25c. per case and prepay freight on five cases, assorted or not.

Miller High Life Lager and Malt

We have just received a carload of this well-known brand. Get a good supply now in order to take advantage of the great demand during the coming season for SOFT and HEALTHFUL drinks.

For quotations, write, telephone or telegraph.

LAPORTE, MARTIN & CIE., LIMITEE

AGENT

568 ST. PAUL STREET, MONTREAL

TELEPHONE MAIN 3766

INDEX TO ADVERTISERS

A

Allison Coupon Co..... 21
American Comp Co..... 8

B

Baker, Walter, & Co..... 62
Balfour-Smye & Co..... 16
Barr Register Co..... 25
Benedict, F. L..... 21
Bickle, J. W., & Greening..... 59
Borden Condensed Milk Co..... 3
outside front cover
Bovril, Ltd..... 55
Bowser, S. F..... 58
Brand & Co..... 15
Brown Mfg. Co..... 21

C

Campbell Bros. & Wilson..... 63
Canadian Cocoanut Co..... 22
Canadian Postum Cereal Co..... 47
Canadian Salt Co..... 13
Cane, Wm..... 61
Carter Co., H. W..... 13
Catelli, C. H..... 23
Chase & Sanborn..... 2
Clark, W..... 7
Clawson & Co..... 20
Clements Co., Ltd..... 21
Coles Mfg. Co..... 14
Common Sense Mfg. Co..... 21
Connors Bros..... 69
Crescent Mfg. Co..... 58

D

Dalley, F. F. Co..... 17
Distributors, Ltd..... 20
Dominion Canners, Ltd..... 5
Dominion Cocoanut Butters..... 23
Dominion Match Co..... 27
Dominion Molasses Co..... 72
Downey, W. P..... 62

E

Eby-Blain, Limited..... 26
Eckardt, H. P..... 53
Edwardsburg Starch..... 28
Eno, Ltd., J. C..... 10
Escott & Harmer..... 20
Eureka Refrigerator Co..... 12
Ewing & Sons, S. H..... 23

F

Fairbank Co, N. K..... 18
Fearman, F. W., Co..... 49
Foster-Clark Co..... 19
Furuya & Nishimura..... 18

G

Gaboury, L. Emile..... 21
Gillard, W. H., & Co..... 56
Gillett, E. W., Co., Ltd..... 49
Golden Ray Co..... 57
Gorham, J. W., & Co..... 20
Gorman, Eckert & Co..... 16
Granger Freres..... 63
Green & Co..... 56
Grimmond, Ltd., J. & A. D..... 20
Guelph Soap Co..... 59
Gunns, Ltd..... 49

H

Hargreaves Bros..... 13
Heinz, H. J., Co..... 18
Hillock, J..... 4

I

Irish Grocer..... 21
Island Lead Mills Co..... 22
IXL Spice and Cereal Co..... 17

J

James Dome Black Lead..... 17

K

Kessel Co., F..... 21
Kilgour Bros..... 22

L

Labrecque & Pellerin..... 61
Lake of the Woods Milling Co.....
outside back cover
Lambe, W. G. A..... 20
Laporte, Martin & Cie..... 73
Lascelles de Mercado & Co..... 24
Laurentia Milk..... 18
Lawrason, S. F. & Co..... 71
Lemon Bros..... 54
Lind Brokerage Co..... 20
Lindner & Benner..... 26
Litster Pure Food..... 24
Lloyd, Ltd., Edward..... 60
Lytle Co., T. A..... 24

M

MacLaren Imperial Cheese Co..... 20
MacNab, T. A., & Co..... 20
McCabe, J. J..... 54
McDougall, D., & Co..... 21
McLeod & Clarkson..... 21
McVitie & Price..... 14
McWilliam & Everist..... 54

Magor, Son & Co..... 28
Malcolm, Jno, & Son..... 61
Marshall Brokerage..... 20
Mathewson & Sons..... 56
Mathieu, J. L., Co..... 64
Meadowsweet Cheese Co..... 70
Methven, James..... 16
Midland Vinegar Co..... 6
Millman, W. H., & Son..... 20
Minto Bros..... 2
Moerman & Co..... 58
Mooney Biscuit and Candy..... 58
Morton & Sons, David..... 8
Mott, John P. & Co..... 64

N

Nelson, Dale & Co..... 14
Nicholson & Bain..... 49
Nickel Plate Stove Polish..... 22

O

Ocean Mills..... 59
Ontario Peoples Salt & Soda Co..... 22

P

Packer, H. J..... 12
Paine Co., John..... 4
Ramsays' Ltd..... 72
Parker Broom Co..... 15
Patrick, W. G. & Co..... 20
Paqua Bracket Co..... 27
Peek, Frean Co..... 9
Perrin, D. S..... 11
Pickford & Black..... 54

R

Reindeer, Ltd..... 64
Richards & Brown..... 47
Robinson & Co., O. E..... 21
Robson, F. E..... 4
Rock City Tobacco Co..... 65
Rowat & Co..... 63

S

St. Croix Soap Co..... inside front cover
St. Lawrence Sugar Refining Co..... 17
St. Thomas Packing Co..... 57
Salada Tea..... 27
Sanitary Can Co..... 10
Sapho Mfg. Co..... 4
Smith, E. D..... 57
Smith & Proctor..... 24
Snap Co., Ltd..... 13
Silver, H. R..... 20
So-clean Mfg. Co..... 2
Spurgeon, H. G..... 20
Stewart, I. C..... 21
Stringer, W. B..... 58
Stuart, Foster Co..... 23

T

The Turnbull Co..... 20 62
Thum Co., O. & W..... 54
Tiger Mfg. Co..... 9
Tilton, J. A..... 20
Tippet, Arthur P., & Co..... 1
Tomlinson Co., The J. J..... 20
Toronto Salt Works..... 21
Tuckett, Geo. E., & Son Co..... 65

U

Utilities Limited..... 62

V

Vipond, H. P..... 62

W

Walker Bin and Store Fixture Co..... 16
Walker, Hugh, & Son..... 55
Warren, G. C..... 20
Watson & Truesdale..... 20
Wellington Mills..... 54
Western Distributors, Ltd..... 20
Wethey, J. H..... 49
White & Co..... 55
White Swan Spice & Cereals, Ltd..... 14
Wiley, F. H..... 20
Willis Mfg. Co..... 22
Wilson, Jos. R..... 65
Winn & Holland..... 12
Woods & Co., Walter..... 56
Woodruff & Edwards..... 64
Wondershine Ltd..... 25

Facts That Speak For Themselves

LAWRASON'S SNOWFLAKE AMMONIA

London, March 13, '12

To Messrs. S. F. Lawrason & Co.
City.

Dear Sirs,—

At a meeting of the London Retail Grocers' Association last evening, a resolution was passed in which the Association expressed its appreciation of your selling policy; keeping your goods out of the cut-rate stores and the liberal advertising you are doing to our mutual benefit, and it was further resolved that each member should push the sale of your goods as much as possible.

Yours truly,
Jas. MacKenzie
Secretary.

Jno. Diprose,
President

THE GIANT FIVE CENT PACKAGE

SPRING CLEANING TIP:—All wood-work should be thoroughly washed with Lawrason's Snowflake Ammonia before painting or varnishing, to remove grease and dust. The paint or varnish will spread easily and dry quicker, also take one half less to do the work.

S. F. LAWRASON & CO., - LONDON, ONT.

A Tempting Addition to the Table

will quickly appeal to all good housekeepers, and for this reason a TABLE PRODUCT requires little introductory work.

But first think of the importance of featuring an article of assured quality so that each initial sale means a Repeat Order, and then think of

DOMOLCO

The Table Molasses without a Peer.

Quality always Uniform. Package always Sanitary.

This suggestion will help you secure increased profits if you will consent to place a trial order.

DO THIS TO-DAY

Instruct your Wholesale Grocer to forward a case each No. 2 and No. 3 or write us direct.

The Dominion Molasses Co.,

LIMITED

HALIFAX, - NOVA SCOTIA

DO YOU KNOW

Why we are able not only to maintain our sales but also to increase them?

Why in spite of intense competition we continue to receive orders from the best dealers from all over the Dominion?

BECAUSE

Our guiding light in the past has been quality and it will shine as brightly in the future. On that you can rely.

Ramsay's BEST BY TEST **Farm Cream Sodas**

Delightfully wholesome. Are made in the "Sunshine Factory" of Canada. Their appearance on the market signalized a revolution in the biscuit industry, because dealers were formerly unable to secure sodas capable of maintaining for any length of time that crispness and delicacy which appeal to the palate.

Don't hesitate to write if our travellers do not call. We will appreciate your business and know that you will be satisfied with the goods.

Ramsays Limited

330 Nicolet Street Montreal

"—it is the ONLY kind that makes good bread and pastry"

Chisholm, Ont.
Jan. 10, 1912.

¶ "*At the County Fair (Picton) I have won several 1st prizes on apple pie, 1st and also the Special twice on white bread. I use FIVE ROSES flour and have for years.*"

Mrs. Thos. W—

Folleigh Lake, N.S.
Jan. 4, 1912

¶ "*I have used FIVE ROSES flour for Bread and Pastry for over 10 years. Would not have any other kind, as I think it the very best.*"

Mrs. Jas. B—

Port Carling, O.
Jan. 7, 1912

¶ "*I am a steady customer of FIVE ROSES flour and find for bread and general cooking that it is absolutely satisfactory. Since using it I have used no other.*"

Mrs. A. L. C—

Bridgetown, N.S.
Dec. 28, 1911

¶ "*I use a barrel of the FIVE ROSES every month and I have been usiug the same for 21 years. It beats all the flour for me.*"

Mrs. Henry J—

Mrs. Christine U—
Seven Persons, Alta.

Edmonton, Alta.
Jan. 8, 1912

¶ "*I have used your flour for seven years and find it splendid for both bread, cakes and pastry. I always refuse 'the just as good' as I am not sure about them being good, but I am sure of the FIVE ROSES.*"

Mrs. James I—

Marmora, Ont.
Feb. 12, 1912

¶ "*I have used your flour for some time, and I find it makes the best bread and pastry of any flour I have had to compete with yours.*"

Mrs. John W. C—

Albury, Ont.
Dec. 18, 1911

¶ "*Being a user of the FIVE ROSES flour for a number of years, I would like to speak of its priceless value. It has worked wonders for me in bread-making. I have also used it in pastry, proving it a success there.*"

Mrs. John G. P—

Mansonville, Que.
Dec. 19, 1911

¶ "*Have used the FIVE ROSES for years, and think there is no other flour quite as good for all around flour. I can always depend on FIVE ROSES.*"

Mrs. Elbert W—

The women will speak for themselves—and their friends will come to your store—
both the *pastry* makers and the *bread* bakers—
If *you* sell FIVE ROSES.
Can any other flour in Canada produce such *voluntary* testimonials of satisfaction ?
Get *all* the trade there is, Brother Grocer.
Get the *pastry flour* trade—get the *bread flour* trade.
Get it with one *single* flour—FIVE ROSES.
To-day ask your jobber—or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"—Capacity, 10,000 bbls. daily

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MAY 17, 1912 No. 20

Ramsay's

BEST BY TEST

Farm Cream Sodas

For Family Use

are unequalled as combining quality and cheapness. They are growing in popularity every day, and with good sound reason. Made in a factory literally bathed in sunshine, by machinery of the latest type, which minimizes the necessity for handling, **RAMSAY'S SODAS** are the best and last word in creaminess and crispness.

AN IDEAL STOCK

Your biscuit trade will increase if you put in a stock of **RAMSAY'S** rich goods and introduce them to your particular customers. Once tested in the home you can count on them to produce repeats. That's the class of business you want.

HAVE A TALK WITH OUR TRAVELLERS

RAMSAYS LIMITED

330 Nicolet Street MONTREAL

SUMMER IS COMING

WHEN YOUR CUSTOMERS WILL BE REQUIRING SOMETHING WITH WHICH TO MAKE SANDWICHES FOR PIC-NICS, LUNCHES, ETC.

Nothing Better

SUGGEST TO THEM

MacLAREN'S
IMPERIAL CHEESE

OR

MacLAREN'S
IMPERIAL PEANUT BUTTER

Nothing Better

THEY MAKE THE MOST DELICIOUS SANDWICHES.

FOR THEIR COLD MEATS AND SALADS

MacLAREN'S
IMPERIAL PREPARED MUSTARD

Nothing Better

WILL BE FOUND THOROUGHLY SATISFACTORY. IT IS ALREADY PREPARED, AND HAS THAT TASTE, CREATING WANT FOR MORE.

Nothing Better

AS A RELISH

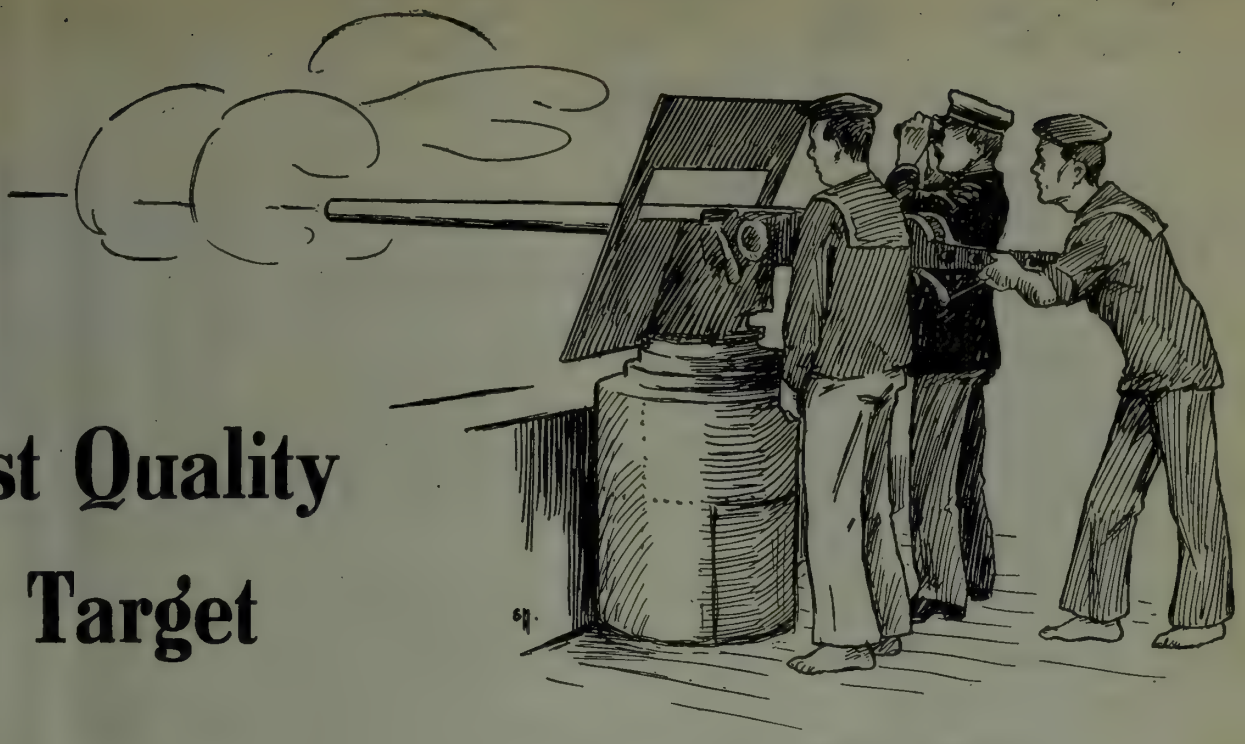
MacLAREN'S
IMPERIAL OLIVES

ARE JUST THE THING. IMPORTED DIRECT AND PACKED BY OURSELVES IN A NEAT AND ATTRACTIVE MANNER IN A LARGE VARIETY OF SIZES AND STYLES OF BOTTLES.

ASK YOUR WHOLESALE GROCER FOR THEM

P.S.—MacLAREN'S CANADA CREAM CHEESE AND PIMENTO CHEESE ARE BY NO MEANS UNPALATABLE—THEY ARE WORTH PUSHING—TRY THEM YOURSELF, THEN RECOMMEND THEM AND LET THE REST ENJOY THEM.

HIGHEST QUALITY



Highest Quality Our Target

OUR AIM IS TRUE

The Packers of "Thistle" Brand of fish aim only to produce the best in canned fish.

CANNED WHERE CAUGHT

The "Thistle" Brand of Canned Haddies, Fancy Lobsters, Kippered Herring and Herring and Tomato Sauce, are canned right where they are caught—at the water side. How better could you preserve the natural and delicate flavor of the fish? IMPOSSIBLE!

But that is not all, because Captain Austin has the unequalled skill of a lifetime of experience. THERE IS NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish curer in the country is at stake under the label of the "Thistle" Brand. BUY IT AND YOU BUY THE BEST.

Arthur P. Tippet & Co.

MONTREAL AGENTS TORONTO

TEES & PERSSE LIMITED

ESTABLISHED 1884

WINNIPEG WAREHOUSE

Manufacturers' Agents and Warehousemen

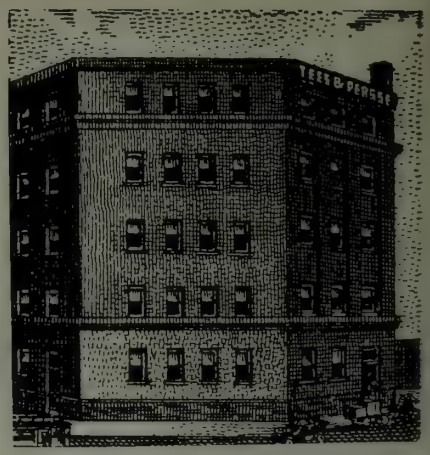
PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

Resident Salesmen calling on
EVERY jobber
EVERY day

Agencies and Consignments Solicited.

Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

Handling and storage facilities the very best.



REGINA WAREHOUSE

SASKATOON WAREHOUSE

MOOSE JAW WAREHOUSE

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.

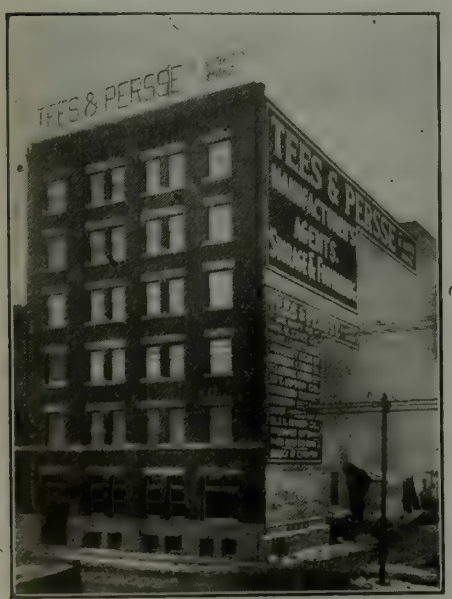
TEES & PERSSE LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

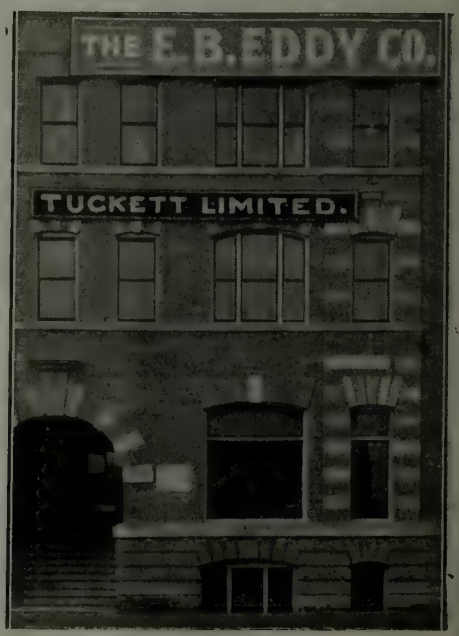
TEES & PERSSE of ALBERTA, Limited

CALGARY EDMONTON

"From the Great Lakes to the Rockies."



CALGARY WAREHOUSE



EDMONTON WAREHOUSE

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

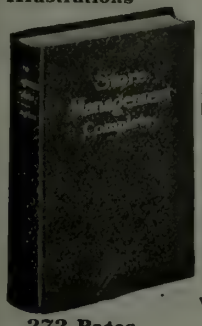
BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to Retail Advertising Complete
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

DO YOU WANT TO SELL

YOUR GOODS IN ENGLAND?

DO YOU WANT ENGLISH AGENCIES?

WRITE

Toronto Broker
care of the "Grocer"

(LEAVING FOR ENGLAND JUNE 10TH)

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

A RECORD

Our sales of 1912 pack Canned Goods, up to the 1st May, foot up

103,941 Cases

We are still booking orders. Full delivery guaranteed

Hudon, Hebert & Cie.
Limited

MONTREAL

The most liberally managed Firm in Canada

INCREASE YOUR PROFITS

BY SELLING

SIMCOE BRAND

BAKED BEANS

Delicious Economical Nutritious

Feature the 3's Family size, the can with more Beans at a lower price

DOMINION CANNERS LIMITED

HAMILTON, CANADA

5 Cases at $4.15
with 20 bars Naptha free.

10 Cases at $4.05
with 40 bars Naptha free.

25 Cases at $4.05
with 150 bars Naptha free.

FREIGHT PREPAID
Net 30 days. 1% Cash.
Assorted or otherwise.

The best 5c. line with an extra good margin of profit.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

A fifty-year old favorite—Quality counts

The extra care, cleanliness and skill given to the manufacture of

"Canada First"

EVAPORATED MILK (Unsweetened) and CONDENSED MILK (Sweetened)

insures uniform quality. The sterilizing process renders it superior to fresh milk. CANADA FIRST MILK holds first place for being especially desirable for infants and invalids. Government Bulletin No. 208 certifies to its absolute purity, and high percentage of butter fat. Other brands of equal quality may cost more money, but if you are in business to make money, WHY PAY MORE FOR SOMETHING JUST AS GOOD BUT NO BETTER?

The Aylmer Condensed Milk Co., Limited

AYLMER ONTARIO

People Eat Pork And Beans

Because they are a food of great value.

Pork and Beans, considered from any point, are one of the very cheapest foods sold, while no other food can compare with **Pork and Beans** in nutritious qualities.

But in order that you may have a daily increasing demand for **Pork and Beans** you must sell **Pork and Beans that are recognized from coast to coast as the best in the land.**

Clark's Pork and Beans

have that nutty old home flavor, the flavor that in the old days made Sunday morning doubly welcome. **That's the kind of Pork and Beans your customers want.**

IT'S ALL IN THE QUALITY

Clark's Pork and Beans

Chili Sauce **Tomato Sauce** **Plain Sauce**

W. CLARK MONTREAL

Manufacturer of High Grade Food Delicacies

A SOAP REVELATION

and one that will appeal to and win the popular favor of every housewife—N. P. Bar Soap.

You can get the sales of every woman (who buys soap) for this big, honest bar of pure soap. It lasts longer than the equivalent paid for cake soaps, gives better satisfaction to the user and more than that it pays the grocer much better profit.

Look into it—write for prices now.

David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.

SANTA CLARA PRUNES

1000 BOXES, 100/over ARMSBY

"HIGHLAND" BRAND

25 lbs. 6¾c. lb.

1000 Cases "Red Sockeye"

SALMON

"Lacrosse" Brand

Tall tins, 4 doz. per case, $8.50 case.

Don't miss your chance, buy quick.
Terms: Net, ex store, Montreal.

L. CHAPUT, FILS & CIE., LIMITEE

WHOLESALE GROCERS and WINE MERCHANTS

MONTREAL

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals 21 Royal Appointments

PEEK, FREAN'S GOLDEN PUFF

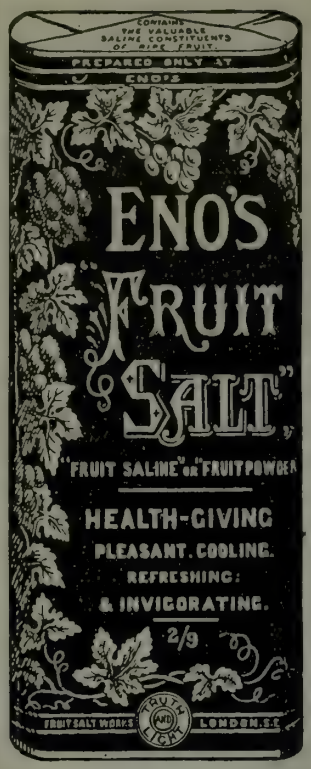
PRICES AND SAMPLES ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
Quebec—Albert Dunn, Quebec.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND



There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

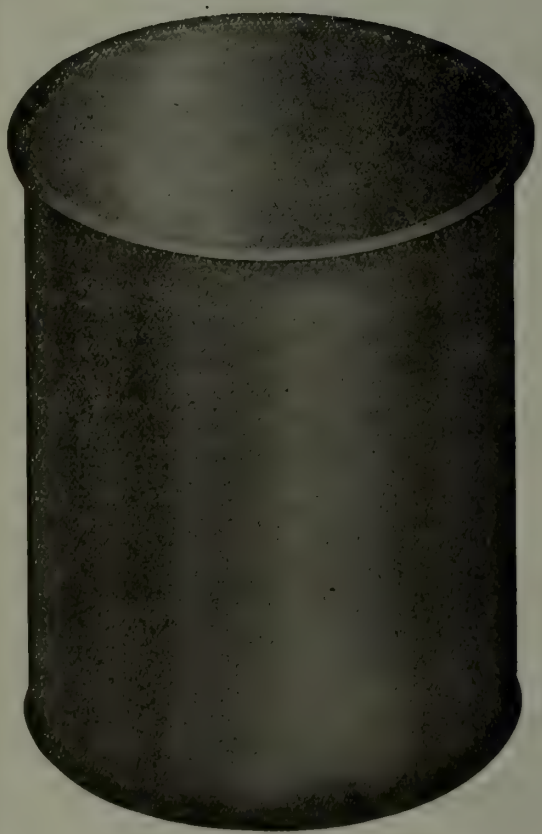
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.



SANITARY CANS

"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

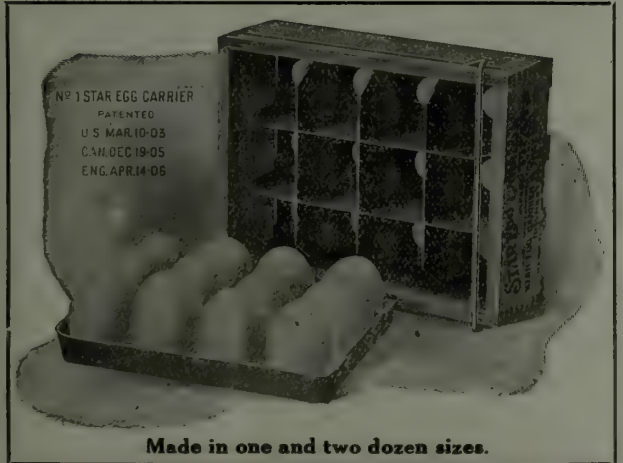
The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE WIDE-AWAKE—USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books "SAFE EGG DELIVERY" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook !

Order from your jobber

CHURCH and DWIGHT Limited
Manufacturers
MONTREAL

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You **must** realize what effect this policy will have in the long run. **We** are interested, among other things, in supplying you with the finest line of extracts.

More Than Ninety Flavors

More Than Ninety Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell you she is "so glad you have them," or she will make their acquaintance and thank you afterwards.

Like to test that statement? We'll send you a sample of our

Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so, called "vanillas" offered you to-day. To most people it is a **new experience**—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

Don't Lose Profit In Spoilt Stock

With careful refrigeration the loss by spoils is almost eliminated. Poor refrigeration, such as dampness, corroded metal, etc., are of little or no benefit to the preservation of perishable grocery stock.

THE NORTH STAR REFRIGERATORS

are scientifically constructed to give you the full benefit of the ice, an absolutely dry air circulation—so dry that a match can be lighted on the interior walls at any time—thus preventing wood from rotting and disallowing all odors that would arise, without absolute dryness.

WRITE NOW FOR PRICES AND CATALOGUE. SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON
OTTAWA, ONTARIO

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM
YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Don't Overlook a Good Quality Trade

People will deal at your store regularly, provided you can supply their wants. One of them surely is CARR'S BISCUITS, and no better or surer article could you find to clinch their business. Its the quality that is unequalled. Try a stock.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.: L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.

But if you are a real business man, stop paying coffee mill prices that are based on charity, and install a **COLES.**

It's the best mill any way you look at it, because it costs the least and does the most.

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

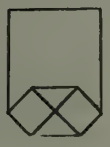
G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)



Labelling

Wrapping

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

[M.E.]

Be Sure You Get the New

REDPATH

WINDOW PENNANTS

To help you "cash in" on the splendid selling features of the new 5-Pound Carton of Redpath Extra Granulated Sugar, and the vigorous advertising which we are doing for it, we are preparing a special Window Trim for you.

This consists of very attractive "Pennants" to be gummed to the inside of your window in pairs, two or three on each side. The Pennants are handsomely printed in colors, and they show the new Redpath Package in striking relief. Each Pennant is about two feet long, and as they taper toward the centre of the window, four, or even six, Pennants can be shown without blocking the view of the goods you are displaying. In fact, their bright colors catch the eyes of passers-by and set off the other goods, while they proclaim that you handle "Canada's finest sugar—at its best."

If you want your full share of the big Redpath Sugar trade you need these Pennants in your window. The supply is limited—fill in the coupon aud mail it to-day, to

Canada Sugar Refining Co., Ltd., Montreal

Please send me enough Redpath Window Pennants to trim .....windows, each about .....Feet by.....Feet.

Name.....

.....

Address.....

.....

.....

The Canada Sugar Refining Co., Limited

MONTREAL

Tartan BRAND

THE SIGN OF PURITY
THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

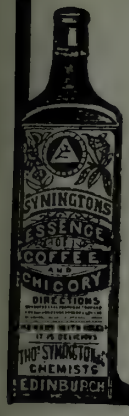
Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

St. Lawrence Granulated

The Merchant who handles the best quality always gives the best satisfaction to his customers. St. Lawrence Granulated Sugar is the best made in Canada.



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

Does The work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

The F. F. Dalley Company, Limited HAMILTON, ONT. BUFFALO, N.Y.

Everybody says

H-O AMMONIA POWDER

is the best and does its work better than any other.

JOBBERS

Before purchasing EARLY PICKED JAPAN TEAS see FURUYA & NISHIMURA'S samples through their agents.

ADVANCE—OR RETIRE

There's no standing still in business.

It's lines likes H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE.

Now how about you?

W. G. Patrick & Co., Toronto, Montreal, &c.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, England.

H.P. SAUCE

HAVE YOU DONE IT?

We have pointed out clearly and concisely what the consumer thinks of

"Regal," "National,"
"Laurentia," "Daily Bread"

Brands of Flour. Yet we have not heard from some dealers. Are you one of the few who have overlooked the goods?

These are four brands of established purity, and bound to give complete satisfaction. Make sure that you sell goods of the highest quality only, and you can count on the better class of customers.

The St. Lawrence Milling Co., Limited
MONTREAL

If All The Grocers in Canada

WERE LINED UP

you would find the best of them handling

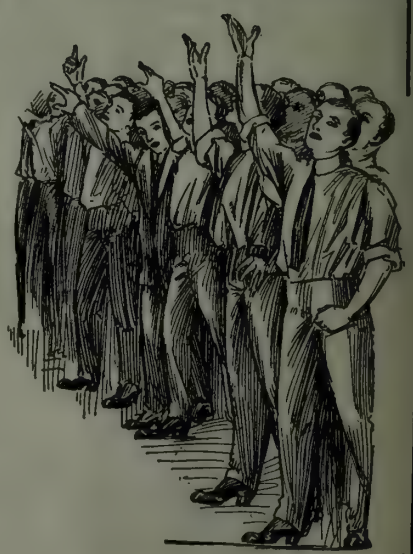
ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

J. F. EBY,
President

HUGH BLAIN,
Vice-President

EBY-BLAIN, LIMITED

CONTEMPLATE!—ACTUATE!! But on NO account PROCRASTINATE, for there is money for you in this Advertisement.

FOR STOREKEEPERS desirous of increasing their sales and profits on Tea, ***retaining*** their customers' Patronage, and at the same time make GOOD MONEY for themselves, there is ONLY ONE WAY to do business, and that is by ***supplying*** them with absolutely reliable STANDARD BLENDS, viz., Teas that are perfectly blended and ***always*** uniform.

IN THESE DAYS ***no business*** can be ***built*** up and retained by ***buying*** and selling straight Teas, as one day your customers get one flavor, and the next an entirely different one—Result, DISSATISFACTION.

IN THE STANDARD BLENDS mentioned below, which are made up and retained by first-class Tea Experts, we offer you Blends unequalled in the Trade for ***Quality, Richness*** and ***Flavor,*** which show you a ***first-class*** margin of Profit and which you and your customers can ***always*** rely on.

		COST GROCER	SELL RETAIL
2 STAR	Fine liquor, good regular leaf. Black or Mixed -	19c. per lb.	25c. per lb.
3 STAR	Choice flavoury rich liquor. Handsome leaf. Black or Mixed - - - - - -	22c. "	30c. "
5 STAR	Choice growths of India and Ceylon, splendid liquor. Fine appearance. Black or Mixed - -	27c. "	40c. "
2 STAR GREEN	This tea shows grand value, both for leaf and liquor	19c. "	25c. "
3 STAR GREEN	Golden color. Piquant liquor. Good leaf -	22c. "	30c. "
4 STAR	English Breakfast Tea. A powerful blend of choice Indian and Ceylon Teas, having quality and and flavour - - - - -	27c. "	40c. "

Send us along a trial order for a package of each of these blends. You take no risk. We guarantee to please your customers, or take back the goods at our expense.

EBY-BLAIN, LIMITED

Importers and Manufacturers **TORONTO, ONTARIO, CANADA**

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It dries them up **Common Sense** *KILLS* { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime.
For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

Make the Credit Customer Your BEST Customer
Hold him down—and yet keep him PLEASED. You can do it with
ALLISON COUPON BOOKS
They make credit business practically same as cash.
HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.
For Sale Everywhere by Jobbers.
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

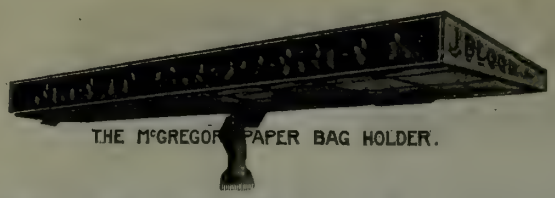
McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

FOR—
"Green Mountains,"
"Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

The
Condensed Ad.
page
will interest you



Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Ask your wholesaler for **The Best**

You'll get **McLean's White Moss**

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

For Table and Dairy **SALT** *The purest and best*

For prices etc., address

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

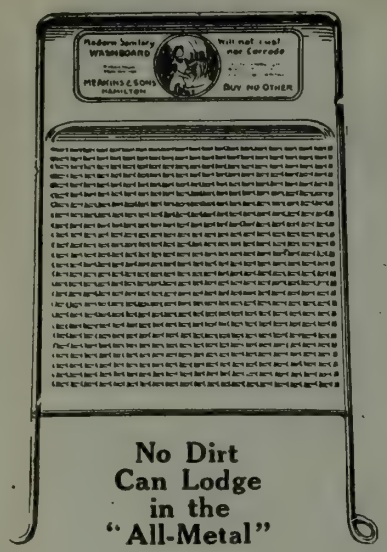
FRUIT GROWERS

HISTON CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)



No Dirt Can Lodge in the "All-Metal"

The Way to Satisfy Customers

There are several ways to attract people to your store, but there is only one way to make regular customers of them, and that is by selling them only satisfaction-giving goods.

MEAKINS' SANITARY WASHBOARDS

are the masterpieces of washboard making. Made of one piece, of all metal and have no joints or wooden parts in which to hold the dirt to breed disease, therefore they are sanitary. **Meakins Sanitary Washboards** will appeal to every woman on their merit alone.

Get prices to-day.

MEAKINS & SONS, HAMILTON, ONTARIO

THERE IS NOT

only satisfaction but pleasure in selling goods that are well advertised and known to the public. When selling.

QUEEN QUALITY PICKLES

there is also the satisfaction of knowing that the quality is everything that is claimed by the makers. Put up in 10 and 20 oz. bottles.

Write for quotations and list of our other high-grade products.

Taylor & Pringle Co.
Owen Sound, - Ont.

CENTURY

It you handle Century Salt—the satisfaction giving salt—you are handling a product which pleases. Century Salt is the salt that people ask for by name. It has stood the test and has become the pride of the table and dairy.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, ONT.

SALT

TRADE MARK KEYSTONE BRAND REGISTERED

"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

BEGINNING TO FEEL IT WARM?

Just as soon as you notice the approach of the warm weather such is the time for you to look to supplies of thirst quenchers. The demand is a surety.

COLD SPRINGS LEMONADE

makes the repeats a surety. When you have demand and repeats assured, what more do you want? Nothing but a good profit, and that's yours too. We have seen to that.

S. H. EWING & SONS
MONTREAL

Fixtures That Get Business

Modern methods of store equipment point decidedly to the Arctic Silent Salesman design as the most artistic and the the biggest business getter of all refrigerators.

THE
ARCTIC
SILENT
SALESMAN
REFRIGERATOR

is the only device for the stocking of perishables—it keeps them fresh and gives them an attractive appearance that invites sales. It pays you two ways, Mr. Grocer, as a refrigerator and as a salesman. That's economy.

If you are contemplating any class of refrigerators for your store—consult us first.

1912 CATALOGUE SENT ON REQUEST

John Hillock & Co., Limited
Toronto, Ontario
Representatives in the West—Donnelly, Watson & Brown, Calgary, Alberta.

ANTI-DUST
ANTI-DUST
ANTI-DUST

Anti-Dust as a microbe and dirt-chaser has proven a complete success, the very best proof of its popularity amongst housewives being the frequent repeat orders we receive from leading dealers.

There's a cause, and that's what we want to drive home to you. Anti-Dust is different. It is not a preparation similar to others you are asked to handle, put up in more attractive tins. No, Anti-Dust stands out as the leader because it has qualities all its own.

ANTI-DUST IN THE GREEN AND WHITE TIN.

ASK YOUR WHOLESALER.

The Sapho Mfg. Co., LIMITED
MONTREAL

ANCHOR BRAND TRADE MARK REGISTERED

The Sign of Quality—

"ANCHOR" Brand FLY FELTS

The best value on the market

A 10c. pad to retail at

5 cents

KILLS THE FLIES
SATISFIES YOUR CUSTOMERS
PAYS YOU A BIG PROFIT

Boxes - 50 packages - $1.20 box

THIS WEEK—

We are offering some exceptional values in

RICE—

The primary markets of all grades have advanced considerably—we are quoting under the present cost to-day.

CANNED PLUMS, 90c. doz.

These are an exceptionally fine lot. The quality is away ahead of the average pack.

"BOAR" Brand Worcester Sauce

Put up in the usual ½ pint bottle, but the quality is such that you will have no trouble to get an extra 5c. per bottle profit. Can retail at 10c.

EBY-BLAIN, LIMITED

Wholesale Grocers
TORONTO

PUT AN END TO ACCOUNTING TROUBLES

The

Ullman Account Register

IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.

The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant. The only real step to stop the worry and work of incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.

HAMILTON :: ONTARIO

Don't Experiment With Your Tea Trade

"Trying out" new teas (package or bulk) of unknown merit is an expensive and losing game. The shrewd, practical grocer knowing this, picks out the tea that has ALREADY shown the kind of results he is after. He chooses

"SALADA"

The tea of unsurpassed quality. The tea with the largest sale.
Consequently the leader;
We had to show results to get and hold our trade.
We can get the same results for YOU.

Canadian Offices: - - Toronto and Montreal

THE DOMINION MATCH

Notice the name and bear in mind that they are making themselves an essential part of every household. The kind that give a light with every strike, with a substantial stem and a head that does not fly off. Such qualities appeal to the buyer, assuring you good profits.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.

A Big Seller

since the first introduction of Laurentia Milk it has proven a phenomenal seller in all branches of the grocery and dairy trade.

Laurentia Milk and Cream

is the milk that will keep in perfect condition indefinitely, in any temperature but frost. No chemical ingredients are added—it is PURE MILK that has passed through the mechanical process of homogenization.

LAURENTIA MILK CO., LTD.
371 Queen Street West
TORONTO

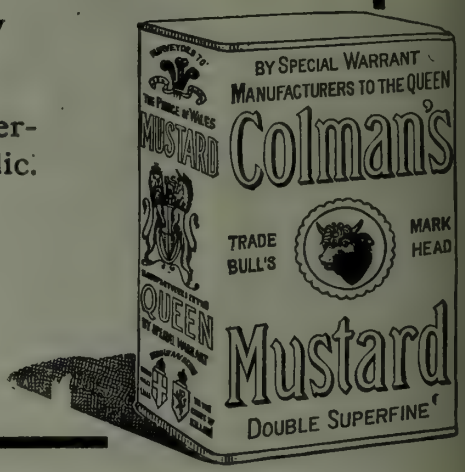
For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality
In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.



MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.

Every Woman in Canada Knows

BENSON'S PREPARED CORN

The purest and finest corn starch obtainable.
They know what delicious and satisfying desserts it makes.
They know what snap and piquancy it gives to sauces and gravies.
They know how indispensable it is in baking and pastry making.
Therefore let your women customers know that you have it
Display it on your counter and shelves.
Quick sales will follow.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Ontario R.G.A. Formulate Their Policy

First Executive Meeting Held at Brantford When Various Planks of Platform Were Laid—Many Legislative Reforms to be Gone After—Cost of Doing Business Will be Studied—To Work for Fairer Profits.

Staff Correspondence.

Brantford, Ont., May 16.—The first executive meeting of the Ontario Retail Grocers' Association was held in this city on Wednesday night of last week. There was a good offering of practical suggestions put forward by every member present for the welfare of the grocery trade throughout the province.

What is considered to be a strong platform, embodying the aims and ideas of the association was drawn up, each plank being accorded careful discussion.

Work to be Attempted.

A stand aginst wholesalers selling direct to consumers, an attempt to amend the present debtors' law with regard to the garnishment of wages, as well as that whereby merchants have to bear the cost of inspection of scales are some of the headliners in the formulated platform.

The grocers also want an agreement with wholesalers whereby retailers will receive 1 per cent. discount for accounts paid by 15th of following month, and they believe manufacturers should allow a profit to the grocer of at least 20 per cent. of a popular selling price. Encouragement of home trading, more careful study of cost of doing business and greater co-operation among members of the trade are other things advocated.

President D. W. Clark called the meeting to order shortly after eight o'clock, pointing out that they were there to formulate the policy of the association. The need of a good strong one, as well as the co-operation of every member in carrying out the policy adopted, was emphasized.

Suggestions and discussion on "what we stand for" were next taken up, resulting in the adoption of a policy. The platform will be printed and distributed to the trade throughout the province with a letter urging dealers in different centres to form associations and affiliate with the provincial body, so that they may be strong enough to be of weight in matters taken up with manufacturers, wholesalers and legislative bodies.

"What We Stand For."

The following was the policy formulated:—

"We believe that all groceries and general merchandise should be distributed to the consumer through the channels of the retail merchant who maintains a store and carries a stock of goods, and that a strong association of retailers will impress the manufacturers and wholesalers with the advisability of refusing to sell to hotels, restaurants and other consumers.

"We believe that peddlers and transient tradesmen should pay a liberal license for the privilege of competing with established merchants who are bearing their share of the taxes of the community, and that local organizations should be most zealous in having local by-laws enacted and enforced to this end.

JNO. DIPROSE, London, Ont.

Who Becomes First Vice-President of the Ontario R. G. A. to succeed E. J. Ryan Who Has Resigned to Go Into Manufacturing Business.

Opposed to Parcels Post.

"We believe in encouraging the developmest of home-trading and in opposing in every legitimate way, the mail order houses, particularly are we opposed to extending the parcels post priviliges.

"We believe the retail grocers should co-operate for the purpose of adopting more uniform rules of credit and establishing better facilities for obtaining information as to reliability of debtors.

Uniform Early Closing.

"We believe in adopting uniform early closing hours and better observation of public holidays, so that merchants may have more time for enjoyment and recreation.

"We believe that an agreement should be entered into with wholesalers, whereby retail grocers will receive 1 per cent. discount for accounts paid by the 15th of following month.

Study Cost of Doing Business.

"We believe in encouraging retail grocers to give more careful study to the matter of cost of doing business, so that they may see the folly of selling goods on too close a margin over invoice price.

"We believe that whereas the inspection of weights and measures is for the protection and benefit of the public, that the costs of inspection should be borne by the Government and not by the merchants, as at present.

"We believe that the existing debtors' law with regards to the powers of garnishment of wages should be amended in the interest of the merchants.

Want 20 Per Cent. Gross Profit.

"We believe that manufacturers of goods of proprietary brands should see that the price of these goods to retailers will allow of a profit to the grocer of at least 20 per cent. of the popular selling price.

"We believe that through the medium of association work retail grocers can derive great educational benefits. By coming in contact with other grocers, each is enabled to secure the benefit of the experience of fellow dealers and profit by their ideas on trade problems of mutual interest.

"We believe that when strongly organized, the retail grocers can exert a powerful influence in local, provincial and Dominion affairs to the improvement of the conditions under which their business is carried on.

In Application for Charter.

Added to this are the following purposes and objects as set forth by the application which the association is making for a provincial charter:

(a) Promotion of the industrial and commercial interests of retail grocers of Ontario.

(b) The collection and publication of information and statistics relating to or concerning such interests.

(c) The procuring and furnishing to its members of information as to the solvency of persons who deal with any of its members.

(d) The arbitration and settlement of trade disputes arising between any of its members.

(Continued on page 35)

Fifty Years' Business in the One Store

Story of How a Country Merchant Built Up a Profitable Trade in Cross Road Establishment—A Reputation for Honesty—Methods Followed to Attract Business—How Mail Order Catalogues Were Handled — What Taking Discounts Meant.

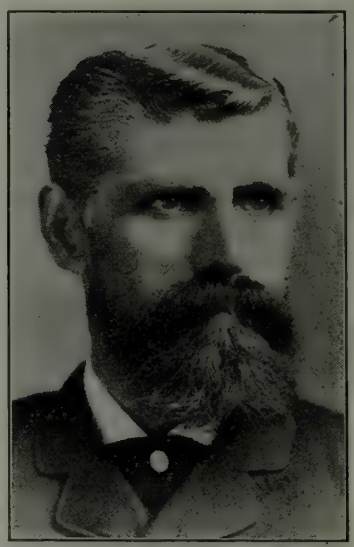
"When I bought this business from D. G. Case I paid him $2,000 cash for the stock. There was no inventory taken; none was necessary. As a customer I dealt with him all my life, and my father before me dealt with him, and no one ever knew of a dishonest act he has ever done."

Although D. G. Case, of Glanford, Wentworth County, Ontario, does not say so himself, yet it is quite apparent from the above words of his successor, Jas. T. Marr, that this matter of honesty has had much to do with the success he has made in the retail business during the past fifty years. Mr. Marr admits that if the usual strict methods in business dealings had taken their course, he would have seen the value of the stock tabulated, piece by piece, but Mr. Case had told him $2,000 was a fair price—in fact the fairness leaned a little the buyer's way—and that was enough. The man's word was as good as his bond.

Fifty Years in One Place.

Fifty years in business? Yes, that is the time Mr. Case has been an active general merchant; and, moreover, this half-century was spent in the one spot—the little village of Glanford, some seven or eight miles from Hamilton, on the Caledonian Road.

Now climbing up in years towards the octogenarian mark, this man has seen many changes in business methods come and go, as well as changes ordinarily expected among the inhabitants of his township made by the ravages of time. He was born in Wentworth County, and it was in 1862, when in his early twenties, that his uncle persuaded him to open the store he was destined to operate so long. It had been previously run by a man named McLean, the father of W. F. McLean, M.P. Things began to prosper from the beginning, and soon he bought the location from his uncle. Since that time, year in and year out, for fifty years, he made it his endeavor to build up the business on fair, honest, sound principles. He retired on May 1st, and to-day his neighbors say his holdings can be estimated somewhere in the six figure column. The original investment was a very modest few hundred.



D. G. CASE, Glanford, Ont.
This picture was taken some years ago.

The Business Foundation Stones.

Mr. Case ascribes "close attention to business," "stocking good goods," "selling at reasonable prices," and "holding small stock, but a good assortment," as the principal reasons for his success. It must, of course, not be supposed that what he is worth at the present time are the bank deposits from the cash register. As the money came in it was wisely invested, chiefly in mortgages.

One of the biggest competitors Mr. Case has had to deal with have been the mail order houses. With his place of business so close to Hamilton, and with Toronto mail order concerns sending their catalogues into the district regularly, he naturally had to study the problem. By attending to the business

A typical country general store. This is where D. G. Case did business for half a century.

closely, studying the wants and likes of the community, and buying carefully, he was able to supply his customers with the goods he knew they should have. Always careful in the selection of his stock, he kept a good assortment, and arranged goods in the store so that they could be easily seen.

Studied the Catalogues Himself.

While the farmers looked over mail order catalogues, they also studied his goods and prices, and found the goods he carried in the grocery, dry goods, hardware, and boot and shoe departments to be on the whole cheaper than they could purchase elsewhere. Once a customer was convinced of this he always remained one. Then again no mail order house could give the attention and personal service that Mr. Case could. He acted in an advisory capacity, and as he had long since got the name of acting on the square, his selections and advice were weighed with care. He, too, studied the catalogues and knew all about the prices and goods of the mail order houses.

Undoubtedly, in a larger community, Mr. Case's progress, based on his business ability, would have been more rapid. With a stock running at various times all the way from $3,500 to $5,000, this was turned over quarterly. Considering the small size of the place and the fact that Glanford is just a cross-road village surrounded by a farming community, this must be taken as a good showing.

Annual Discount Savings.

Expenses in a store so located are not great, and besides every opportunity was taken to save money on buying.

"I have made it a point," states Mr. Case, "to take my discounts ever since I have been able. I paid cash and got the best price going."

He calculates that each year he saved in this way $500. In ten years that would mean a saving of $5,000—quite a substantial sum.

Gave the Farmers the Best.

It was a good many years ago that he discovered farmers were more interested in good goods than in the inferior. Since that time it has been his policy to get the quality goods and give his customers the best he could buy. Too many merchants, he maintains, purchase inferior goods, and while they may be able to fool some people some times they can't fool everybody always. Once the customer knows he is not getting the best going, he is inclined to give his trade to the catalogue houses.

So far as competitors' prices were concerned, he paid no attention to them. He ran his own business. He bought for the best prices he could, marked the goods at a fair but not extortionate profit, and didn't have to cut prices to beat out the mail order houses. In a country store like his, operating expenses are low, so that he could figure fairly closely above cost.

Tendency Towards Cash Trade.

Business methods have changed since Mr. Case entered his life's work in 1862. Forty and fifty years ago two-thirds of the business was done on credit. Farmers bought almost everything on time, and settled once or twice a year, usually in the autumn when the harvest was threshed. They exchanged produce for goods. The science of farming has, however, made much progress. Mixed farming is in vogue, and money can be secured more frequently, so that when he retired from business, Mr. Case found that not more than a tenth of his sales were on credit.

Farmers, he says, are going out of the butter-making business. It is some years since cheese factories became a factor in Wentworth County, and then the majority sent their milk there. In more recent times some of the cheese factories have gone out of business, and now the milk and cream are taken into Hamilton every day to be used there or shipped on to Toronto. The difficulty of getting hired help on the farm—both male and female—has been one reason for the evolution to the present system. Instead of buying butter from the farmers to send on to the city, Mr. Case last winter had to buy it from the city for sale to the farmers.

Dealings With One House.

It is an interesting fact that when Mr. Case gave up active business life the other day, he was dealing with the wholesale house of Balfour, Smye & Co., Hamilton, with whom and whose predecessors, Brown, Gillespie & Co., he has dealt with for the past half century. Every week, as regularly as the seasons revolved, he was accustomed to make his weekly trip to Hamilton, and his friends there will certainly miss his familiar and welcome figure. He has purchased a neat little home less than a stone's throw from the old store, and there will enjoy with ease the fruits of his lengthy labors.

GIVING PROMPT ATTENTION TO CUSTOMERS

A Dealer Who Makes It a Point to Drop Everything Moment Some One Enter Store—Has Trained Clerks in Same Way—The Customer First, He Says.

Dresden, Ont., May 16—(Special).—"The first and most important item in the grocery business," declared a leading grocer the other day, "is the customer. At least, that's my view of it; and I have always aimed to give every customer the promptest possible attention, and to train my clerks to do the same thing.

"I've noticed on going into other stores that clerks, and merchants too, are often dilatory. The trouble seems to run throughout the entire staff of a store, rather than to just crop out in individual clerks. I daresay the clerks imitate the proprietor. Now, I think that if there's anything a customer appreciates, it is a merchant who gets a hustle on the minute the buyer enters the store, and proceeds to transact business without needless delay. Most men and women, even if their time is worth precious little, object to having it dawdled away by the individual behind the counter.

Not a Wise Theory.

"Of course I know that quite a few merchants go by rule. Their rule is to finish one task before they tackle another. If the clerk is arranging some canned goods on a counter, and a customer comes in when the job is half done, the clerk is required to finish the canned goods before waiting on the customer. Now, that's a really beautiful theory—finish one thing before you tackle another—but it's merely theory, and if it has some advantages in actual practice, it also has a lot more disadvantages.

"My way of doing things is different, and it brings me business, which is the actual test of any method. I have just one rule—it is that the customer comes first. If there are two customers, the first customer comes first. Suppose I'm back here in the office, opening the mail, when a customer comes in, and all the clerks are busy. I drop the mail at once, go to the front, and attend to the customer. Or, if a clerk is brushing off a show case, he drops his brush the minute the customer opens the door. He doesn't wait for the customer to come down to him—he starts at once, and meets the customer half way. And generally it's the chap behind the counter that speaks first, too. I want every person who comes into the store to feel that he's welcome, even if he only comes to use the phone.

Welcomed by Nearest Clerk.

"I have another practice, and that is, if we're all busy and an extra customer enters, the nearest clerk speaks to the newcomer at once, and then goes on to finish waiting upon the customer in hand. Of course, that wouldn't work out in a big store, but my place is small, as you see, and my store people know pretty nearly everyone by name, so it comes natural."

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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PUBLISHED EVERY FRIDAY.

TORONTO, MAY 17, 1912

SELLING MORE GOODS IN SUMMER.

There are certain grocery stores in Montreal which sell more goods in summer than in winter. Rather than discharge some of their employes when the warm weather arrives, they take on more assistants to look after the increased trade.

This is because these firms go after the campers' and cottagers' trade. They have made a deep study of how best to serve the people who patronize some of Quebec's summer resorts and the natural outcome is that they are kept busy.

While it may not be possible for every dealer to do more business in the hot season than during the fall and winter, those favorably situated can secure a great deal of the trade of cottagers, campers and tourists by going after it. On another page of this issue are some suggestions on the goods that can be readily sold and pointers on how to go about it.

The Montreal grocers above referred to go to the trouble of packing and shipping to points of destination. They know just what to do and how to do it, and thus relieve the tourist and traveler from all onus and worry connected with transportation. They get paid, of course, for this service, as well as make a profit on the goods themselves and do a good summer trade.

There is a great deal of this extra business going every summer. It won't come to anybody of its own accord, but is quite susceptible to gentle persuasion if gone after.

MONEY IN THE BY-PRODUCTS.

A good deal of money is being made by some grocers out of the by-products that accrue about the store. J. McParland, of Gananoque, Ont., has a method of making a little extra money out of one of these by-products which perhaps is news to a great many. It is lead paper.

Many of the packages received have lead paper for packing, and this sells to the local junk dealers at from 1½ to 2 cents per pound in the raw state. But Mr. McParland does not sell it in this way. He has a large soap kettle in the back yard, in which he refines the lead paper. There is always a certain amount of wood lying around from broken boxes, etc., and this is the fuel used. At the same time the back yard is regularly freed from any unnecessary combustible material.

When the lead paper boils the refuse, which rises to the top, is skimmed off and the residue, lead, is sold for four and five cents per pound. Mr. McParland sells in the neighborhood of 200 lbs. in a year.

There are many other methods by which the by-products can be disposed of with profit. A few years ago dealers used to give away soap, biscuit, canned goods, boxes, etc. Now they sell them and make a litle extra money, which usually is clear profit.

Waste paper is still another means of getting an extra income. The T. Eaton Co., Toronto, who are continually out after new and economical methods, make probably $9,000 or $10,000 a year out of waste paper. They have paper baling presses in a separate room, and all waste paper is promptly baled.

If every advantage is taken to market the by-products in the grocery store, a considerable sized nest egg will be the result at the end of the year.

A VETERAN IN THE TRADE.

Any man who has been in the retail business for half a century and who has remained in the one store for that length of time, must necessarily command attention. When he has made a big success of the business; when by constructive methods he has secured and held trade that has been going to mail order houses and other competitors, his methods are worth close study.

D. G. Case, of Glanford, Wentworth County, Ontario, was such a merchant. On the first of May, when he stepped out of the store he had operated for fifty years, he could look back on a successful and honest business life. His trade was not large, his store being located on the side of a country road. But this makes it all the more interesting that he is now in a position to retire from active business life and enjoy the reward of his work.

The story is told in this issue of methods he used and of the changes in conditions since he first began business. The fact that he has been a general merchant for fifty years in the one spot constitutes pretty nearly a record. The Grocer would be glad to hear of other successful veterans in the trade who have overcome the difficulties that beset the trail of the retail dealer.

STUDYING COMPETITORS' METHODS.

The advantages of a retail dealer getting out among his competitors cannot be questioned. There are some, however, who do not take full benefit from their experiences. They visit other towns and stores, but instead of studying methods, displays, etc., closely, take a superficial view of everything, and return with nothing.

No keen business man can step into another's store without learning something. If he is observant, there will be features about the store interior, the equipment, the attitude of the dealer in serving customers, the display of goods or the store appearance, that will teach him something new. Many a man who cannot see faults in his own methods will readily detect them in other stores and profit thereby.

The writer knows of one dealer who, whenever he is away from home, always makes it a point to call on as many confreres in the trade as possible. He observes the equipment, the display, the character of goods handled and notices the movements of the men behind the counter. He learns from both their commendable methods and

their faults, and returns better equipped in knowledge of his own business.

Methods of doing business are more important than simply a history of progress. Readers of this paper will no doubt long since have noticed the value we attach to the methods of men — how they have done this and that to make their business successful — rather than a history of when they began business, how often they have enlarged their stores and how many clerks and delivery men they now employ.

Money makers and time and money savers are what every dealer wants to know about, and he should study these with every available opoprtunity.

PROFITS MUST BE MADE.

No dealer should be a slot machine. Some undoubtedly are, but the trade is gradually working away from this characteristic. Merchants are realizing that their own interests must be considered if they are to make business successes, and they are getting profits on the goods they sell.

The business dealer now-a-days is selling profitable goods, and good goods, regardless whether or not they are known to the consumer. The reason is, he has the confidence of the people of his community. He is considered an authority on food products by his customers and his advice is taken.

In order to live, the dealer must undoubtedly get a fair profit. Is a business dealer likely, therefore, to oppose his own interests by stocking, displaying, advertising and handing out those goods which do not bear him a just profit, turnover considered? Manufacturers have found this out in many cases to their sorrow. While at first they may make some success and a good margin of profit, there can be no permanent success without the expenditure of huge sums of money in a campaign to "force" the dealer.

The Canadian retailer is as big and broad a class as exists anywhere in the community. Only the weaker section of the trade will conform to the manufacturer's wishes when he tries to force it to sell at a loss. The manufacturer who allows a fair profit to the dealer, who co-operates with him in every way, and who interests his customers in his product, is the one who reaps permanent advantages. When such goods are asked for, the dealer has no right to substitute if their quality is known, but he certainly cannot be supposed to get behind any product the manufacturer of which uses him merely as a tool to hand over the goods when called upon.

EDITORIAL NOTES.

The business men of the country lost a good friend when Judge Mabee died.

* * *

Every dealer and clerk should realize that cost of doing business and profit should be calculated on the same thing.

* * *

The executive of the Ontario Retail Grocers' Association have erected their platform and will now go to the country for endorsation.

Frost and snow on the thirteenth of May in Southern Ontario! Why don't we have a little July weather in January to balance things?

* * *

When people open their summer cottages or go camping they usually have superior appetites. They usually have money, too, and will buy large supplies from the man whose goods impress them most.

* * *

Forcing goods on a customer is like compelling a woman to do something. Persuade both by suggestion and they will probably think they were the originators of the idea.

* * *

The retail grocers in the Ontario Association will study the problem of cost. This is without question the most important topic on the slate, and if worked to good advantage will bring in more members than any other.

* * *

It has been decided by a British law court that "sardine" is but a name applied to any small fish packed in a certain manner, while originally it was the immature pilchard. Thus does custom play an important part in the labeling of foods.

* * *

A barred rock pullet at the Agricultural College, Guelph, Ont., has made a world's record in laying eggs. In a year it deposited 282, with 200 considered as an output above the average. No doubt in the future it will have to start from scratch or be barred from the contest.

* * *

"Wholesalers should do one thing or the other," writes a Kingston, Ont., grocer. "They should cut out retailing to hotels, boarding houses and hospitals, if they wish to be termed wholesalers. There are many who are loyal to us, and we should be loyal to them." This is talking good, common sense.

* * *

In various parts of Canada merchants are again adopting the weekly half holiday. Wherever at all possible this is undoubtedly a wise move. It gives both the dealer and his clerk a recreation time, which everybody needs, and will fit all for better work the remainder of the week.

* * *

It is announced that the Railway Brotherhood Organization, of Toronto, is going to cut down the cost of living. At least it thinks it is by opening retail stores and competing with the retail grocers. When the average small grocer is now making but little profit—what will become of the National Railway Association? The directors include engineers, conductors, yardmen, firemen and car builders.

* * *

The grocer who gets some new goods in and sells them at a certain price, only to receive the delayed invoice a few days after to find he has sold them at a loss, will no doubt have feelings somewhat akin to Mark Twain on one occasion. When Mark Twain was editor of a Nevada newspaper somebody sent him a turkey with no card attached. The editor ate the bird. Next day he received a letter saying: "Can you tell us what the turkey we are sending you, died of? There's a bet on about it."

Beating Competition--Blow Your Own Horn

"Do to the Other Fellow What He Would Do to You, But Do It Fust"—Advertising Against Price Cutting — Methods Suggested for Dealers in Towns Closely Connected With Each Other.

*By Henry Johnson, Jr.

I am using my title advisedly. I ask you to note it carefully. Too much is said about "meeting competition." You want to beat it. In thinking this out, too, remember the pugilistic "four rules," which run about this way: 1. Hit first. 2. Hit first. 3. Hit first. 4. Keep on hitting. David Harum expressed it in another way, as noted above, and he was just as correct in his suggestion. The man who gets there in any endeavor does not wait to see what the other fellow will do. He sets the pace himself. Now, here is the story:

A grocer in Waterloo, Ont., writes as follows: "Berlin, our neighboring town, soon to be a city, has its share of grocery stores as has Waterloo, also. I am giving you a few statistics, then you can judge for yourself. Berlin has a population of 15,200. It has 26 grocery stores but no general stores handling groceries. Waterloo has a population of 4,500, with 10 grocery stores and 3 general stores handling groceries. Some of the Berlin groceries have special lists for Thursday which they advertise in Wednesday's issue of the two daily papers. Waterloo has a semi-weekly paper, issued on Tuesdays and Fridays. Up to now none of the Waterloo grocers have regular special lists on any particular day, one reason being that the town paper is not issued on Wednesday. I want to be on the right track to be a successful merchant. Can you give me any light on this problem? That certain Waterloo people are buying groceries in Berlin on Thursdays is a well-known fact among the grocers here. I do not want to plunge into cutting prices and then have a cut rate war on groceries in our town, but something should be done to keep Waterloo shoppers from buying groceries in the larger town."

The Exisiting Conditions.

With this communication comes a big clipping whereon about 175 items are listed as "A Very Interesting List of Specials" for the coming Thursday. All of these seem to be listed at cut prices though I am not familar with most of the brands.

Thus we have an outline of the actual condition and, as we must face the situation and find a way out, we must analize a bit to begin with. So let us do what my correspondent does not seem to have done—size up what we have to work with.

* * *

We have one town of 15,200, with 26 grocery distributors. That gives us one store for each 585 of population, which is more people to the store than the general average throughout the country. We have another town of 4,500 with 13 distributors, or 346 to the store. That is much more nearly the general average. But, while all this is true, we are better off than we appear to be, so far as Waterloo is concerned, because these towns are separated only by a bridge. Thus, for mercantile purposes, they are one town. Figuring that way we have a population of 19,700, with 39 distributors; an average of 505 people to each store. That is one point.

Three Newspapers to Consider.

Next, because of this condition, there are actually three newspapers at hand—two dailies and one semi-weekly. These are open to all merchants in both towns. Note that carefully. Do not overlook the fact that, if you plan to use Berlin papers, Berlin merchants can also use Waterloo papers. Thus, you must carefully analyze the character of all those papers and use the one, or two, or all three, depending on the conclusion to which your analysis may lead you. Again, you must study the character of the readers of all papers, because ads. suitable for one kind of constituency are not necessarily the most effective with another kind. For instance: Short, snappy offerings are generally best for the morning papers—offerings to be glanced at and gone after promptly. Evening ads. may be more detailed, more talkative, more intimate; because the family circle is thus reached when the day's work is over, and the atmosphere is one of quiet leisure. Evening is the time for "good, easy reading." It is the proper time to tell pleasant little stories about your store.

Necessarily I make these suggestions generally. It must be up to you to study conditions and get the true character of your papers down fine, so you can use them each to its best advantage.

A Resume of the Past.

Now, go back a bit. I amagine that there was a time when the Berlin merchants did not advertise weekly bargains. Then they began to do it. In the beginning there was little permanent effect. That is, goods were sold on those offerings, but it was sometime before any habit was formed which led people to plan to purchase specially on those bargain days—to save up their wants for Thursday. During that time, I take it, Waterloo grocers paid little attention to what was going on. Gradually the effect was apparent, and Waterloo awakened to the condition which presently obtains.

Advice on Taking the Lead.

Now note: Conditions are of comparatively slow growth, and they are always the result of growth and develop- Those Berlin men kept their plan going, persistently, until now they seem to have Waterloo "going" in another way. What to do? Follow the lead? By no means. Make a lead of your own. Have the patience and persistency to dig until you hit the right lead. Then have the same kind of patience and perseverance to follow that lead steadily until you hit the "pay dirt." After that, continue to keep just ahead of the other fellow, hunting new leads all the time.

Again, Berlin adopted the very obvious, easiest and therefore most vulnerable policy of price-appeal. All through the list submitted I find emphasized just one thing—price, cheapness, cheapness, price. I say this after careful scrutiny and notwithstand that I find here and there the usual, stereotyped reference to quality, because such references are wrong, if they have to purchase goods like the rest of us. For instance we see:—"Finest quality sardines, regular 15c; special, per tin, 10c." We all know that the finest quality of sardines cost more than 15c per tin, and if any profit at all is to be made this statement is wrong; and any statement that is wrong is a chicken that will surely be plucked and come home to roost minus all its pin-feathers on some sad day. Again; "Mince meat, extra high quality, nothing better, special per pound, 10c." Any comment called for on that? Another: "Finest quality citron peel grown, per pound 18c." Does not the really finest citron cost more than 18c? And thus it goes all through this list.

What Would a Customer Do?

To arrive at what you shall do, first put yourself in the position of your customers in Waterloo. You will observe first, that you find a good deal being said by the Berlin men while you get no information whatever from Waterloo merchants. Therefore, you are apt to conclude that Waterloo has nothing to say, and you naturally look toward Berlin.

Jump back into your own shoes again, after having taken that glance into the psychology of your customers, and your

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

first thought will be that you must throw off your dumbness and become articulate—you must tell your friends what you have to sell. But do not for a moment think of cutting prices. No: your customers will not respond to that nearly as quickly as to offerings of greater varieties, including always the best you have. Say it is prunes. The Berlin man makes a point about prunes at 7c, probably calling them "the best." You have 7c prunes also, but you do not call them the best—you call them the cheapest you have. So offer your 15c prunes, with a neat description of their quality. Explain how 30-40 prunes got their description—so many average, to the pound. Explain further that 30-40 represents the most economical division between fruit and pits. Recommend these as the very best and really cheapest to use. Below this description list your others as "best of their respective sizes." Note that I start at the top and work down. That is the right way to list all your goods.

Will Mean Steady Growth.

Work along this line all through your stock, listing up-to-date goods at fair prices, being careful to make your statements accurate and always absolutely true. Very soon you will begin to feel the effect—no hurrah about it; no great "rush" of trade, but something very much better than that—a good, steady growth in your circle of reliable, desirable customers. Remember the duck. She lays the larger, sweeter, richer egg. But she says nothing about it. The hen lays the smaller egg, but she persistently advertises—tells what she has done. Hence the hen gets full credit, while the duck comes in a slow second. Be a hen in your business. Let some other fellow play the duck. Only, be sure that your egg is worth all the advertising you give it.

It is not possible for me to more than skim over these suggestions within the limits of this article. If I have not helped enough, ask me again. But, as the parable teaches by analogy, I am going to try to hint through another story how you may work things out.

Sold the Better Oyster.

Moorehead, Minnesota, and Fargo, North Dakota, are contiguous towns with only a river between them. I had the pleasure of visiting them one time when in the West. A merchant in each of those towns bought the same kind of oysters, from the same grower, of the same size and quality. The Fargo man added a moderate quantity of water to his stock and continued to sell at the old price of, say, 40c a quart. The Moorhead man sold his stock just as he got it, for 60c a quart. Pretty soon the Fargo man seemed to be getting the better of the trade. Did the Moorhead man follow his competitor? He did not. He took a certain proportion of his oysters and added water to them—just about the same proportion as the Fargo man. Then he labeled them: "Fargo Style Oysters, 40c Quart," while retaining the old description on his remaining stock. So his best oysters were labelled: "Absolutely Unwatered Oysters, 60c Quart."

Then he noticed what any observing grocer will notice in similar circumstances—that very few buyers wanted to purchase water at 40c a quart; that, having both kinds, he was on a par with his competitor whereas if he had only one kind he would have been a "high-priced man." See? Try this thing out in your own store on eggs, butter, onions, potatoes, anything you like.

ONTARIO R. G. A. FORMULATE THEIR POLICY.

(Continued from page 29)

(e) Generally all such other lawful and similar objects for promoting the trade interests of its members, as may from time to time be determined by the association.

Will Begin Campaign Now.

Toronto was decided on as the head offices of the association, while it was decided to leave the assessment system, on which there was some discussion, as set on at organization meeting. A resolution was passed that matters dealt with in "What we stand for" be taken up at once, and a continuous campaign be maintained to bring about the objects aimed at.

Work of Organization.

Other resolutions passed were:

"That expenses of members of executive to all meetings be paid out of provincial association funds.

"That attendance of some members of the provincial association be tendered free for organization of local associations, and that expenses be paid by provincial association.

"That the secretary write the secretary of Wholesale Grocers' Guild informing that body that the Ontario Retail Grocers' Association has been formed and that it is now prepared to deal with all matters pertaining to the grocery trade.

"That the secretary communicate with Wholesale Grocers' Guild, urging that body to again adopt 1 per cent. discount for payment of accounts by 15th of month. He will also advise each local asociation to take the matter up with local wholesalers."

First Vice Resigns.

During the evening the resignation of E. J. Ryan, of London, from the first vice-presidency of the association was read. Mr. Ryan is leaving the grocery business to enter into a cigar manufacturing enterprise, and his resignation was received with deep regret by the executive, as he was considered to be an active advocate of the provincial organization.

John Diprose, of London, who is president of the London association, was elected to fill the vacancy. The appointment of a member to executive to fill the vacancy caused by Mr. Diprose's promotion was left over.

Members of the executive in attendance at the meeting were: D. W. Clark and Wm. C. Miller, of Toronto; Thos. Shaw and Jno. Diprose, of London; J. A. McIntosh and Jas. Main, of Hamilton; W. J. Mellen, Jas. Burns and J. E. Church, of Brantford; J. D. Wisdom, Barrie; Jno. Scott, Woodstock, and Chas. McCausland, Paris.

Note and Comment.

Legislation committee under Jno. Forth, of Hamilton, are to look after drawing up of by-laws and constitution.

Members of executive have offered their services in organizing local associations.

All members of association are welcome at executive meetings, whether they are members of executive or not.

Everyone regretted withdrawal of E. J. Ryan, of London, from 1st vice-presidency.

A WELL REASONED ANSWER.

Editor Canadian Grocer.—In regard to your question, For how much must a dealer sell a dozen of preserved fruit that cost him $2, in order to make 10 per cent., after allowing 15 per cent. for cost of doing business. Selling price always consists of: Cost of goods, cost of doing business and the profit desired, and that this selling price always is a hundred per cent.; therefore if cost of doing business amounts to 15 per cent., and his profit desired shall amount to 10 per cent., there would be only left 75 per cent. for the cost of the dozen of fruit.

Therefore if 75 p.c. is equal to.....$2.00
Then 1 p.c. would be..... 2.00

75

And 100 p.c. or selling price will be:

$$\frac{\$2.00 \times 100}{75} = \$2.666,$$

Or, answer: The dealer must sell the dozen of fruit for $2.67.

Saskatoon, Sask. G. Docktermann.

Lesson 15---Course in Cardwriting

Presenting the Up-and-down Style of Roman Lettering Executed With the Round Writing or Square Pointed Pen—Favored Style of Lettering for Fine Show Card Work and Price Tickets.

J. C. Edwards. Copyrighted, Canada, 1911.

LARGE glaring letters make good signs, but not show cards for modern, refined advertising. Some stores, of course, want bold, black letters, but the up-to-date store that caters to the better trade does not want such screaming announcements with their display. This is where pen lettering comes in for a goodly share of recognition.

The Pen for Small Work.

For price tickets and for the finer grade of work the round writing or square-pointed pen, in its various sizes, is a prime favorite with up-to-the-minute card writers. There are two different makes, but practically no difference exists between them, so that a cardwriter cannot make any mistake in asking for the square-pointed pen for show card lettering.

It is Not Mechanical.

Pen lettering has not the mechanical appearance that the shading pen, that double-pointed impractical contrivance, has. Like other pens, the lettering pen is steel, but there is not the mechanical, ready-made look about the work that the shading pen work has, whether poorly or well executed.

The Pen and the Sizes.

In style this pen is made much the same as ordinary pens, with a fairly deep hollow of oval shape in the centre which retains the ink. The point of the pen is square, but not square across. It slants a trifle to the right as you hold it in position. This allows for the natural position while writing with the right hand. A left-handed person would find considerable difficulty in learning to operate the pen owing to this fact. The pen is made in about eleven sizes ranging from 1, the broadest, which is about one-eighth inch wide, to No. 6, a pen practically no wider than a narrow stub and of little use to card writers.

The Best Sizes to Use.

For the larger cards, where a letter stroke is needed about one-eighth inch wide, the No. 1 pen is the best; then I would suggest Nos. 1½, 2½ and 3½, and for very fine work a No. 4; anything smaller than that is little better than an ordinary pen. You will notice in the illustration the sizes of the work done by the different pens. This picture, of course, is greatly reduced, but you can get an idea of the comparative sizes of the strokes each pen makes.

Holding the Pen.

Take the pen holder (any ordinary holder with sufficient grip to insure against slipping) in your hand as illustrated above without cramping the fingers. Allow the hand to rest lightly on the side of the small finger, between the tip and the first joint. Let the pen rest firmly on the cardboard at the angle suggested by the illustration. Note the stroke and the position of the pen point. The fine line of the stroke is made by the edge of the pen and the wide part by the width. Don't turn the pen to accomplish this. Just practice. Practice a sure, quick stroke and you will get cleaner edges on your lines.

Eccentric Letters Not Practical.

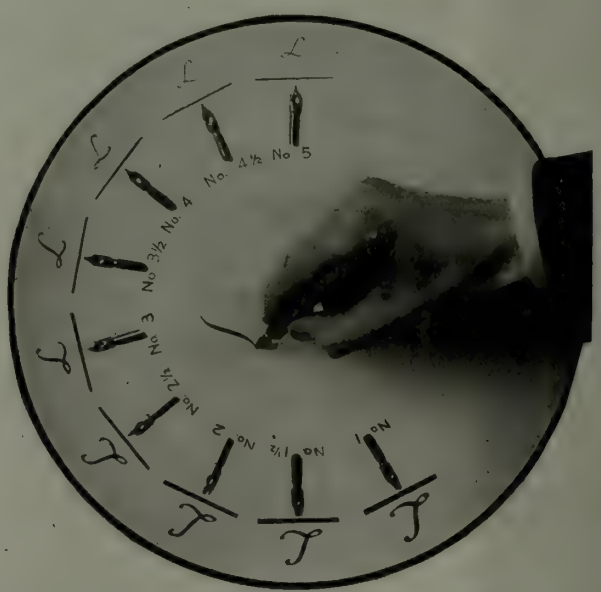
You will notice in the plate that the letters "L" and "X" are eccentric, or are carried beyond their usual face area, either over or under the line. This may be used to some extent, but it is not practical for all styles of show cards. The right hand strokes of "V" and "Y" may also be made the same as the "X."

The first or top ticket shows the inscription and the price of equal strength. In this case one is as important as the other and should catch the eye at one time. To do this, it is unwise to have a long catch phrase; something short and crisp is better. The second ticket gives prominence to the price, which stands out larger and is the first to attract one's attention. The lower ticket, while it quotes the price, does not tend to bring it out as the main feature, but rather invites your attention to style or quality of the article. A ticket like this is quite in keeping with the first style showing.

Many and varied are the styles and sizes of price tickets attached to articles on display, but the regulation ticket is made according to a scale. A full size sheet of cardboard measures 22 inches by 28 inches, a half sheet measures 14 inches by 22 inches, the longest way being divided in each case; the quarter size is 11 by 14 inches, eighth size is 7 by 11 inches, and the sixth, as shown above, is 5½ inches by 7 inches. The last named is the best size for ticket for large articles such as clothing. Every card writer should use his best judgment in selecting tickets for the various articles and it is often advisable to vary them by way of relieving monotony.

Always carry out one idea throughout an alphabet. When you commence to make one style of letter such as ending the first stroke of the lower case "a" with a spur, always carry this point out in such letters as "h," "d," "k," and so on; but if you make it rounding, do the same with the rest of the letters where a letter ends with a complete stop for it is one of the card writer's best friends.

Try this lettering with the square-pointed pen as shown above and practice it diligently until it is mastered, as the above mentioned.



The pens here shown with the size of each marked and the comparative width of work done by them. The proper position of the pen in the hand while lettering is demonstrated.

Plate No. 15 - Straight Pen Lettering

Capitals, Lower Case, Numerals

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 $ ¢

½

A practical useful letter for pen work is described in this cut. Note particularly sizes of pens to use for different grades of work.

Current News of the Week

Quebec and Maritime Provinces.

A. B. Dupuis, Limited, wholesale grocers, Montreal, have been incorporated at $50,000.

Hudon, Hebert & Co., Limited, Montreal, have found it necessary to add to their premises, and have secured additional space.

The remains of F. W. Thompson, late 1st vice-president and managing director of Ogilvie Flour Mills, Limited, are expected in Montreal on Sunday next. It is also expected that the funeral will take place on the following day.

The Canada Gazette announces the incorporation of the St. Lawrence Sugar Refineries, Limited, with a capital stock of $10,000,000. A. Baumgarten, the president of the St. Lawrence Company, will not leave the business, as was stated some time ago by some. He has been connected with it for more than 30 years—since its inception in 1879.

The matter of early closing in St. John, N. B., for the summer months is again being considered. A meeting was held last week at which the promoters of the early closing policy expressed themselves as being hopeful of seeing all stores in the city with few exceptions closed after 7 p.m. every day except Saturday and during the period of activity about Christmas time. At the recent session of the local legislature an amendment to the early closing enactment which last summer by the police magistrate was declared ultra vires, was made by which it is thought there will be a more definite understanding and more general sympathy with the movement than was the case last year. The smaller groceries, the corner shops, so-called, are provided for in the enactment, and special provision is made regarding them.

On Thursday, May 16th, Montreal had an opportunity of inspecting the "Made in Canada" train, while at Ottawa today the Rt. Hon. R. L. Borden is expected to inspect it. The "Made in Canada Train" is truly Canadian right from the front of engine to last car, having been constructed at the C.P.R. Angus shops, and the exhibits it will carry will all be of Canadian make and will be furnished by manufacturers from the various provinces. One car will be furnished as a nome, the car having been divided into a parlor, living room, dining room, bedroom and kitchen. The object lesson of this is that a home can be thoroughly furnished from "Made in Canada" goods. Montreal exhibitors catering to the grocery and allied trade are:—The Edwardsburg Starch Co., the Walter M. Lowney Co., and the Smart Bag Co.

Ontario.

Thomas Vance has been appointed manager of newly organized Toronto Fruit Auction Co., Herbert England is auctioneer.

The Drummers' Snack Club executive are holding a meeting to-day (May 17) at Georgetown, Ont., to talk over their annual outing in July.

T. E. Ryerson & Co., fruiterers, Brantford, are adding groceries. Harry Weeks will have charge of the grocery department.

R. J. E. McCrea, of J. A. McCrea & Son, Guelph, Ont., accompanied by his wife is on a holiday trip to Winnipeg.

H. J. Colwill, general merchant, Arthur, Ont., is a great horse fancier. At four different horse shows at which he has exhibited his horses he has carried off three firsts and one second prize. He also has some excellent prize winning Jersey cattle.

The Dominion Abattoir, Limited, a newly organized company, will erect a $75,000 building at Pottersburg, near London, Ont., on the site of the Canadian Packing Co., wiped out several years ago by fire. The company is headed by E. Rechnitzer, formerly manager of the Canadian Packing Co.

The grocers in London, Ont., decided on a half-holiday on Wednesday afternoon during June, July and August. When they began to circulate the petition many were in favor of closing during May as well, so that this month was also included and is being observed by all those except in very central portion of the city. There is also considerable talk of extending it to include September, the grocers in South London having already decided on this.

Western Canada.

Cecil Porch, grocer, Winnipeg, has sold to McKenzie & Reeve.

G. S. McNaughton has taken over the grocery store of A. G. Todd, Ardath, Sask., and is remodelling the premises.

F. R. Collins, general merchant, Radisson, Sask., has sold to J. B. Sample.

Bay & Katz have succeeded A. Bay, general merchant, Pelly, Sask.

Tees & Persse, Ltd., wholesale commission merchants, sustained a loss by fire at their Winnipeg branch.

Two grain elevators of the Maple Leaf Milling Co. were destroyed by fire at Brandon, Man. One just recently erected cost $60,000. Both were covered by insurance.

The Western Canada Cold Storage and Packing Company, Limited, has been incorporated at $550,000. The head office is in Winnipeg. They are to acquire the plant of the Central Canada Meat Packing Co. (in liquidation) situated at Medicine Hat, Alta.

The Merchants' Association of Chilliwack, B. C. have again this year decided on the weekly half holiday. They began with the first Thursday in May, and every store in the town, including four groceries, five dry goods and millinery, two tailors, three men's furnishings, four jewelers, three hardware, Ashwell's Departmental Store, two flour and feed stores, and all the real estate offices. The afternoon was pleasantly spent in games and other recreations, several going to New Westminster on the electric tram.

DEATH OF JOSEPH IRVING.

Was 10 Years With Wm. H. Dunn as Toronto Manager—Known As Great Athlete.

Toronto, May 16.—Death after two weeks' illness has removed a well known figure from among the Toronto grocery trade, in the person of Jos. Irving.

During the past 10 years Mr. Irving has been connected with the Borden Condensed Milk Co. as Toronto manager of Wm. H. Dunn Co., the Canadian agents, and during that time periodically covered Canada from coast to coast.

He was 48 years of age, and in his youth enjoyed great success on the athletic field. He is still remembered as the star fielder of the Toronto Lacrosse Club of 1885, when this old organization was an all-star aggregation.

He was also a crack sprinter, curler and bowler—in fact, he was always among the leaders in whatever game he turned his attention to.

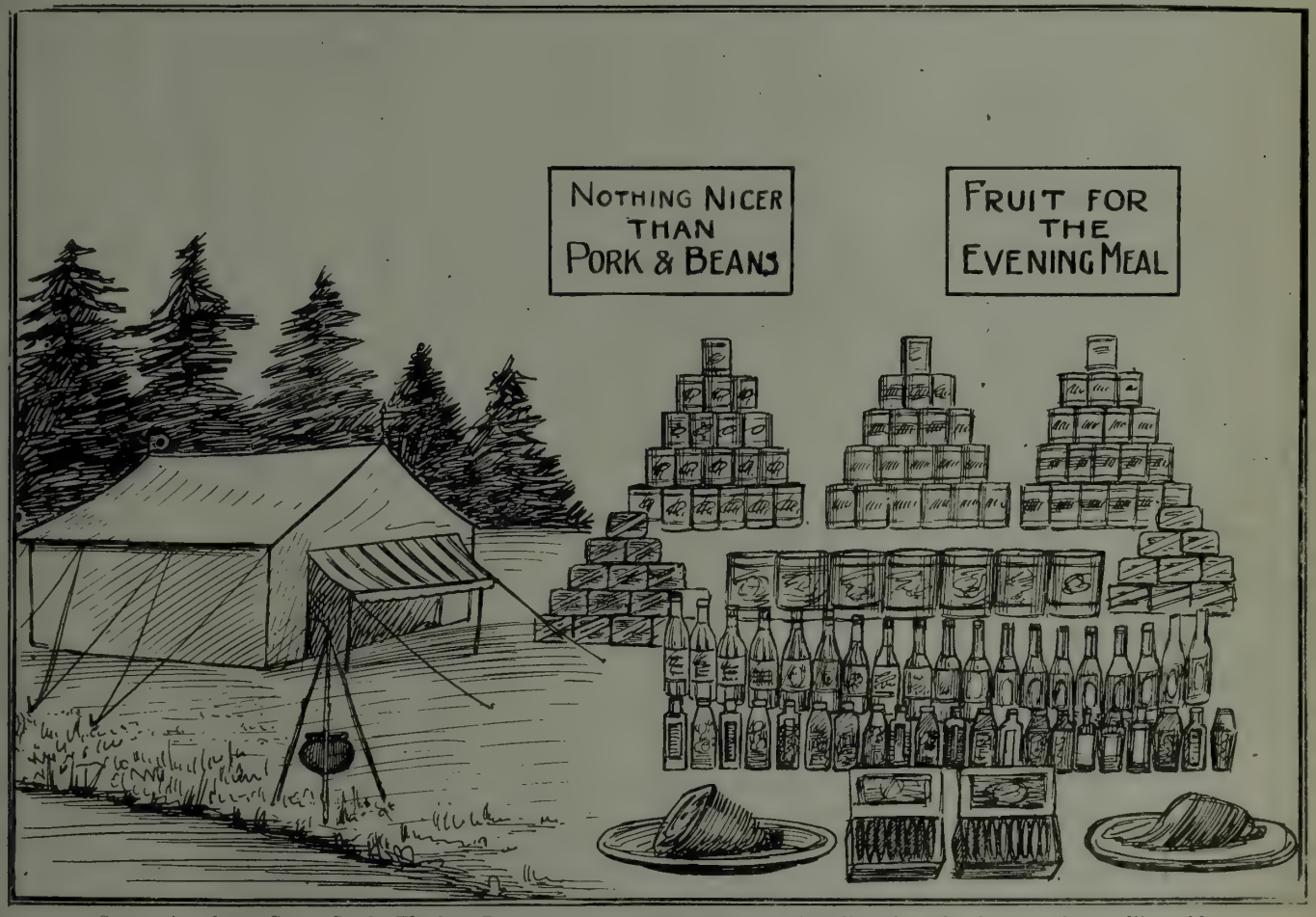
The late Mr. Irving's funeral took place in Toronto on Saturday, the 11th inst., and was largely attended by his many friends, a large number of whom were from among the local grocery trade.

Goods to Be Shown to Get Camping Trade

Every Dealer Who Has Any Opportunities in This Direction Should Plan Early—Prepared Foods the Variety That Can be Readily Sold—A List of Those to Display—A Few Show Cards in the Window Will Help.

Already in summer resort districts people are beginning to open up and renovate their summer homes in preparation for the warm weather. Soon, too, the exodus from the big cities will take place for the lakes and streams. All of which has a bearing on the trade of the retail grocer, since it means there will be big opportunities to sell prepared foods.

The time to plan for this business is now. Every dealer who expects to get any of this business should make his arrangements early. Adopt a definite plan of campaign in window dressing and advertising, and beyond a doubt, if progressive methods are used, new and profitable business will be the result.



Suggestion for a Camp Goods Window Display. Accompanying article gives list of goods that can be readily sold.

Class of Goods Required.

When people go off to their summer cottages or camps, by the river, they want foods that can be made ready for the table with the greatest despatch. Slow dishes find little or no favor in the camp. It takes too long a time and too much fire to prepare them.

From now on window displays should be made regularly, at least once in May and twice in June, July and August. One does not have to look far afield to determine on the goods to show. Canned foods immediately suggest themselves. With little care and attention they keep a long time and are always preferable to fresh fruits and vegetables on an outing trip.

Canned Foods Popular.

Pork and beans always are a part of the summer larder. They are practically indispensable, being so easily prepared for a meal. Canned tomatoes, corn, peas, beets, etc., are other lines that should not be neglected. The same applies to canned and concentrated soups which have gained so much favor in the homes in recent years in view of the rapidity with which they can be served and the original flavors which the best of them retain.

Not so many years ago campers had to go without milk in their tea and coffee except where they happened to be in the vicinity of some farm house. Condensed and evaporated milk have now overcome this. They are always included in larder outfit and should have a prominent place in every window display. They solve the problem of taking a chance on getting milk while on the trail and have been invaluable to prospectors, forest rangers, construction camps and cottagers.

The Dessert Problem.

A passing reference to the importance of canned, preserved fruits, jams and marmalade is all that is necessary here. That they are a necessity to the morning and evening meals goes without argument. They frequently are used for dinner dessert and for these reasons every camper and cottager should be urged to take liberal supplies.

In canned fish there are sardines, kippered herrings, lobsters, etc., that will sell readily if displayed. There are also some attractive lunches gotten up in glass which should be given prominence. These include potted bloater, turkey, tongue, veal, etc., all of which can be sold. Pickles, catsups, olives, meat sauces, cooked ham, bacon and macaroni

(Continued on page 43.)

Latest Review of the Grocery Markets

Sugar Holds Rather Weak Position—Supplies of White Beans Are Small, and Prices Firm—Firmer Feeling in Salmon at Toronto—Prunes Still Slightly Lower in Montreal—Sugar Down 10c in Winnipeg.

QUEBEC MARKETS.

POINTERS:—

Prunes—Varieties ½c lower.

Currants—1 lb. packages ½c lower.

Sugar—Needs attention.

Montreal, May 16.—With navigation now open the port is beginning to assume its old-time activity, and wholesalers are all reporting quite good business, the volume showing a decided increase.

Some dealers feel that sugar will soon decline, while others state positively that there is nothing to indicate any weakness. It is generally agreed, however, that a decline coming on a pretty bare market would result in many large orders.

Some complaints have been registered about the quality of molasses now on the market. Undoubtedly the sap has not been of as high a quality as last year's, and this may account to some extent for the lack of attention it is receiving in some quarters.

SUGARS.—The market at present is in a thoroughly interesting condition, and needs careful attention, as there are many inclined to state that before very long a drop will take place. The market truly is pretty bare, and a decline would certainly cause more than ordinary activity. It must be remembered, however, that the refiners are holding a large quantity of high-priced sugar, and even though New York is selling considerably below Canada, we must not take this as likely to bring about a reduction here, as not very long ago New York was selling higher than Canada, and still prices dropped here to the extent of fifteen cents. However, on reviewing the New York market of last week we notice a downward trend in both raw and refined. The main cause was the report that the Cuban crop would be much larger than last year, when, it will be remembered, the hot, dry weather caused prices to go up quickly. It is a known fact that Cuba has 200 more centrals grinding cane than two years ago, and at that time the crop reached 1,800,000 tons. In Germany and other Continental beet-growing countries, everything points toward a good harvest, so that refiners will more than likely conclude that they can afford to wait. Be that as it may, the trade will make no mistake in buying in small quantities, as something may develop within the next few days to change the whole aspect.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamonds Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUPS AND MOLASSES.—Syrups still receive good and satisfactory attention, the prices remaining unchanged.

The demand for maple molasses is growing, but it is felt that a still greater volume of business would be done if the quality had been as well up to standard as last year's crop. It might be a good idea for the Government to look into the molasses question, as it seems that considerable mixing is going on. All grades of last year's molasses have been cleaned up, and the new crop is now securing attention, some few sales of the new having been made for first open water.

Fancy Barbados molasses, puncheons	0 36	0 38
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 31	0 33
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—Currants in 1 lb. packages have fallen off again, while certain varieties of prunes are also a half cent down. Interest in all Californian fruits is growing, but not to such an extent that attention is given to more than present requirements. If speculation goes on in prunes as it did last year, we may certainly expect a slump, and it is not likely that the trade will forget for some time the shadow which was cast over all lines of dried fruits. However, at present prunes are keeping in the limelight, the small decline mentioned above being due to a surplus in New York.

Future peaches are dull, no heavy business being transacted, but apricot futures are in a little healthier condition.

It would be no harm for the trade to keep their eyes on future raisins, as there seems to be an upward tendency, as a number of growers are said to be holding out for higher prices.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lb. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	....	0 [illegible]
Choice loose muscatels, 4-crown, per lb.	....	0 [illegible]
Seedless, new, in packages	0 07½	0 07½
Select raisins, 7-lb. box, per box	0 07½	0 08
Sultana raisins, loose, per lb.	0 14	0 15
Sultana raisins, 1-lb. cartons	0 18	0 19
Malaga table raisins, clusters, per box	2 50	3 75½
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

NUTS.—Brazil nuts are about the most reasonable on the market at present, while small orders for almonds are simply bringing about a slow movement. There is not much passing in filberts or any other variety, the general tone of the market being quiet.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mayette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 11½	0 [illegible]
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 [illegible]
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

TEAS.—The local Japan tea market has remained much about the same since last report. A little more enquiry, however, has been noted for teas around 21 to 23 cents, which are scarce at this period, particularly in first hands. A sample of the earliest picked leaf this season was received by a local firm on the 6th inst., and circulated among the trade throughout Canada, and was gen-

erally pronounced upon as being of excellent cup quality. This augurs well for future deliveries.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Prices are high as usual, and we can see no possible decline for some time to come, as there is no available surplus. Of course, if the new crop is an unusually good one, prices may begin to totter, but any prediction in this respect would be fool-hardy at present. Indeed, there are a number of authorities who have no hesitation in stating that coffee may go a few points higher still, arguing that Brazil held up well in spite of heavy receipts. They further claim that large roasters have been buying in Santos freely, and that as a result the situation is healthy. On the other hand, some who are not altogether talking higher prices lay stress on the fact that a fine flowering is likely next fall, as the weather during recent months has been ideal for coffee growth. But is it likely that the market will take notice of such a contingency? We are quite satisfied that a hand-to-mouth business will be the chief feature of trade for balance of season.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—The markets are still high, and the demand unusually good, due to the rapid growth of the country. Of course, owing to the scattered families in various parts and to the small business done in Canada compared with the U.S.A., there are not many spice mills, and the output is pretty nearly always well taken care of. There is just now no sign of a lowering in prices.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE AND TAPIOCA.—Prices remain steady, the volume of business passing being fairly satisfactory. The trade is optimistic about the situation. The supply at present is moderate. It is hinted that there may be more rice in primary hands than appears on the surface, but local authorities claim that the situation is legitimately strong.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—

Salmon—Firmer.

Spices—General firmness.

White beans—Higher.

Barley—Firm.

Cloves—Strong.

Twine—Firmer.

Brooms—Some quoting lower prices.

Toronto, May 16.—Compared with this time a month ago, wholesale trade shows considerable improvement. Better roads and opening of navigation have been factors in increasing activity. There is no doubt that an adverse factor is that farmers are busy in the fields, but just now he must frequently come to town to buy seeds and tools, and this helps the sale of general groceries. Reports from country towns indicate that major portion of business is crowded into latter part of day, while there is also generally active business on Saturdays.

Some firms are quoting lower prices on brooms in face of strong broom corn situation. Rumor has it that this is due to competition.

SUGAR.—Refined sugar has shown no price change, remaining at $5.45 on Toronto market, as compared with $4.70 a year ago. General situation is easier than at last report. Cuban raws have continued weak, receipts being quite as satisfactory as anticipated, and confirm crop estimates of at least 1,800,000 tons.

Besides this, European beet crop reports are improving, and beet quotations are on a lower level.

There is some difference of opinion as to whether a decline in Canadian refined is probable, but it appears that Canadian refiners have considerable high-priced raws on hand, while holders of British West Indies supplies are firm in their ideas, and as Canadian refiners are restricted to a considerable extent to this sugar, it is a steadying factor in the market. On account of uncertainty of market, business is mostly of hand-to-mouth order, but stocks carried are quite small.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUPS AND MOLASSES.—There is not quite as active a market in maple syrup as when new crop was at its height, but a normal volume is being done. New crop article is quoted locally from $1 to $1.25 per gallon. One firm quotes single gallons at $1.25, and five gallon lots at $1.10. There is a seasonable trade in corn syrups reported.

There is not a great deal of interest in molasses. New Orleans, in barrels, is quoted at 26 to 30 cents. There was an easier feeling in Barbados on Eastern markets on account of arrival of new crop, but reports from primary market of late indicate firmness.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 90
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 32
New Orleans, barrels	0 26	0 30
Barbados, extra fancy	....	0 50
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS.—There are no important changes to report in dried fruits. Business is none too brisk, although fair movements are recorded in some lines. Retailers' stock in many lines are getting into small compass, and naturally some business must follow.

There is still quite a range in prices quoted by different firms on certain sizes of prunes, although general situation appears no weaker, nor yet any firmer. While spot dried fruits on the coast continue weak there is a somewhat improved feeling in futures of late.

Currants on primary market show a solid statistical position. "The feeling prevalent is confidence," says one report, "and there appears no prospects for a decline." Local wholesalers are displaying little interest in currants just now, however, as most of them carry sufficient stocks.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17

Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
New Dates—		
Halloween—		
Full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—Although Japan market has opened and at quite a high figure, there has been little interest as yet displayed in new crop tea. The early crop teas are the finest and command a high price, and as little of finest is used in Canada, opening of market holds little of interest to Canadian dealers. Towards end of June or first of July, when pickings of ordinary qualities begin, there will be more attention given.

Reports from Colombo say that common Ceylon teas have been easier to buy, but mostly of the stalky and undesirable sorts. Quality has shown a decided falling off generally, and quite accounts for lower quotations at recent sales. "The quantity of fine grade is much reduced," says a report, "owing to deterioration in quality of teas from nearly all estates where fine tea is grown. For any teas with really fine quality, there has been keen competition and prices were consequently forced up in some cases many cents. Fine teas bought a month or two back are now worth considerable profits."

COFFEE.—Coffee market has probably recovered all the ground lost during recent depression. Tendency at moment is steady and situation in strong hands. It was the rather indifferent spot demand, coupled with continued liberal Brazilian port receipts which caused the easier turn.

Santos markets continues to rule firm, considerably above prices ruling in consuming markets, which would indicate that holders there are confident of realizing steady prices later on, despite the close approach of the new crop movement. New crop outurn commences on July 1.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—There is a steady to firm tone to general spice markets, a number of lines having quite a marked steady tone in sympathy with strength in primary market. Cloves is one line mentioned by local dealers as showing strength. While the last crop was fairly good, it came on a bare market, and conditions of supplies now point to higher values. Pepper, both black and white, are also rather firm. Cream tartar, while rather steady at moment has been on easy side, and some dealers consider 25 cents per pound a fair price to retailer.

Trade in spices is reported as good by majority of local houses, demand being pretty well spread over list in general.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15—18	60—0 70	70—0 80
Cassia	20—30	85—1 15	95—1 25
Cayenne pepper	23—28	80—1 05	90—1 15
Cloves	23—28	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	25—27	65—0 85	75—0 95
Mace	60—75	.....	0—2 75
Nutmegs	30—32	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—80	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	....	0 20
Shredded cocoanut, in pails	0 15½	0 17¾

RICE AND TAPIOCA.—There are no changes in prices on rice or tapioca, and no particularly new features have developed. Fairly steady tone appears to prevail in both lines. Rice situation in producing sections of U. S. is quite firm, floods in Louisiana having interfered materially with planting.

Barley, both pot and pearl, continues steady to firm, with some firms quoting slightly higher prices. Pearl is generally $1.00 per cwt. above pot, but premium on this variety just now appears to be somewhat larger.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	....	3 05
Rice, standard B., f.o.b. Toronto	....	3 05
	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 06	0 10
Sago, medium brown	0 05½	0 07
Tapioca—		
Bullet, double goat	....	0 06
Medium pearl	0 06½	0 07
Flake	....	0 06
Seed	0 06½	0 07

NUTS.—Peanuts and Brazils appear to be the two most prominent lines. Consumption of peanuts always increasing during spring and summer while some dealers are making a specialty of Brazils on account of new crop goods now being available, while prices are quite reasonable.

Shelled varieties are doing very well also.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Firm feeling, which we noted in beans last week, and indeed of which we have been referring to for some time back, was well warranted, as is shown by higher prices being asked by most firms. Prunes are ruling around $2.75 now, and supplies are small.

Stocks are small in compass, but one large local buyer has some Austrian beans due in few weeks, which will sell at lower figure than Canadian.

Prime beans, per bushel	....	2 75
Hand picked beans, per bushel	2 85	2 95
California Lima beans, lb.	....	0 08

MANITOBA MARKETS.

POINTERS—

Sugar reduced 10 cents.

Coffee—Firm.

Winnipeg, May 13.—Wholesale grocery business continues satisfactory. City trade is very active and country orders show no declines. Collections are also reported to be decidedly better than in March.

Sugar has declined 10 cents. Coffee is reported to be firm and advances would not occasion surprise.

In dried fruits there is nothing special to report but curants are reported as scarce and liable to go higher. California peach crop is said to be in good shape and past all dangers from frost.

As regards the general business outlook, it is good. Labor is a little scarce, but that means that no man need be idle, and as a matter of fact few are. The immigration movement continues heavy, and much money is coming into the country with them. Investors are still placing large amounts in various Western Canada resources, and large industrial corporations are spending vast amounts from which all classes of community reap benefit.

SUGAR.—A general reduction of 10 cents is announced following the ease up in eastern prices.

Montreal and B.C. granulated, in bbls.	5 90
Montreal and B.C., in sacks	5 85
Montreal yellow, in bbls.	5 50
Montreal yellow, in sacks	5 45
Icing sugar, in bbls.	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 10
Powdered sugar, in boxes	6 10
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 80
Lump, hard, in half-bbls.	6 85
Lump, hard, in 100-lb. cases	6 80

SYRUPS.—Prices still firm, but a reduction may follow falling off in demand on account of easier butter prices. Maple syrup is much in demand.

Syrups—		
24 2-lb. tins, per case	....	2 55
12 5-lb. tins, per case	....	2 90
6 10-lb. tins, per case	....	2 85
3 20-lb. tins, per case	....	2 87
Half-barrels, per cwt.	....	4 05
Barbados molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31
Maple syrup—		
Imperial quarts, 2 doz. case	....	6 20
½ gals., 1 doz. case	....	5 85
Gals., ½ doz. case	....	5 40

DRIED FRUITS.—Situation is unchanged, but currants are known to be scarce at producing centres. Here, stocks on hand are heavy and jobbers generally have a year's supply on hand. Prospects for California peach and prune crop are considered good.

	Per lb.	
New Prunes—		
90-100s, 25s, s.p.	....	0 08½
90-100s, 10s, s.p.	....	0 08½
80-90s, 25s, s.p.	....	0 09¼
80-90s, 10s, s.p.	....	0 09½
70-80s, 25s, s.p.	....	0 09¾
70-80s, 10s, s.p.	....	0 09¾
60-70s, 25s, s.p.	....	0 10¼
50-60s, 25s, s.p.	....	0 11¼
40-50s, 25s, s.p.	....	0 12¼
Cooking Figs—		
Choice boxes	....	0 05¼
Half boxes	....	0 05½
Half bags	....	0 04¾
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box	....	2 30
Fine, selected, 28s, s.p., per box	....	2 35

4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Market is known to be strong, but stocks are heavy and any immediate change not probable.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾
Green Santos	0 19
Roasted Santos	0 24

BEANS.—Situation is unchanged and prices firm.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—With the opening of parks and summer resorts in general, nut trade is decidedly brisker, with good prospects of improvement.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20

NOVA SCOTIA.

Halifax, May 6. — Vegetables are scarce in Halifax at present time. Stocks have been cleaned up earlier this season than ever before. Only small quantities of carrots, parsnips and turnips can be obtained. Wholesale dealers have no difficulty in disposing of carrots and parsnips at one dollar per bushel. Stocks of potatoes are light, and they are selling at one dollar per bushel. Dealers predict that they will go higher before new stock arrives.

Stocks of dried fruits and canned goods are running low, but it is thought that there is sufficient of latter on market until new crop arrives. Sugar market is quiet and demand is reported light. Extra standard granulated is quoted at $5.50, and United Empire at $4.40.

NEW BRUNSWICK MARKETS.

St. John, May 16.—Flour is steady and market indicates so firm a feeling, that there is every reason to believe there will be other advances following that of twenty-five cents made this week in Ontario patents. Local grocers are a unit in declaring that Manitoba will not be far behind in the jump. Wholesalers' advices are that the heavy floods in the United States have qeen responsible for much of the condition of wheat market and steady rise for past few weeks, but they say that there has apparently been no consequential damage done in the Canadian West.

Molasses is higher and shows firmness. Feed has a steady upward tendency while both cornmeal and oatmeal are firm as well.

Village Merchants Form an Association

Progressive Spirit Shown by Western Ontario Men—Dealers In It From Radius of Twenty Miles — Representatives of London R. G. A. Attend Meeting and Give Addresses on Organization Work.

London, Ont., May 16—(Special).—The grocers and general merchants of Harrietsville, Avon, Gladstone, Dorchester, Belmont, Mossley and Evelyn met at the Chittick House, Dorchester, on Wednesday evening of last week for the purpose of talking over trade matters. The merchants at the above places state they have been selling tobaccos at a loss for years past.

G. B. Drake, of the London Retail Grocers' Association, in talking the matter over with some of the merchants of Dorchester, advised them to get together and discuss the question with their fellow merchants. The outcome is they have formed an association which extends over a radius of twenty miles. They realize that they should be getting a profit on all goods sold and will work to that end.

W. J. Coates, of Mossley, is president and W. Vollick of Dorchester is secretary. At the invitation of the president and secretary, G. B. Drake, E. J. Ryan, Adam Palmer, J. McFarlane and T. J. Ranahan, of the London Association attended the last meeting of the newly organized association and gave their views on association work. The above gentlemen were all called upon by the president, and they gave their experience along the different lines of organization work and brought out some good points, which their fellow merchants from the country were not slow to grasp. Many questions were asked and answered.

After everybody had partaken of luncheon which was provided for by the new association, the party adjourned to the smoking room, where speeches were made by H. J. Scott, of Gladstone; G. B. Binkley and W. Demary, of Avon; A. Hodden, W. Vollick, and J. Talbot, of Dorchester; J. Mahon, of Evelyn; C. R. Eden and C. B. Adams, of Harrietsville, and also by the London grocers. Songs were sung by E. J. Ryan and chorus. President Coates moved a vote of thanks to the London grocers, and expressed a wish to have them come again. The vote naturally was carried. E. J. Ryan responded for the London grocers and asked the other London merchants to rise and sing "For they are Jolly Good Fellows," which they did with enthusiasm. The gathering then adjourned.

Some of the country merchants certainly enjoy themselves by the look of the autos and fine buggies and horses. And that black team of Gordon Drake's can step some.

Tom Ranahan wants a combined picnic at Dorchester.

J. McFarlane has a fast one, but but Mack says she has no use for the delivery wagon. She detests the working classes.

W. T. Coates, president of the new association, says he would not be without The Canadian Grocer for three times the price. His son, 19 years old, looks forward every week for The Grocer, and for hours after its arrival he is busy "drinking it in." Mr. Coates claims his son has learned more out of The Canadian Grocer about his business than from any other source. He puts many ideas into effect which he gets from the pages of The Grocer.

GOODS TO BE SHOWN TO SECURE CAMP TRADE.

(Continued from page 39.)

are other easy selling lines, as well as soda and fancy biscuits, chocolates, lemonade powders and liquids, and soft drinks.

Last but not least, remember to suggest to any purchaser of camping foodstuffs that you have some good cigars and tobacco on hand. No smoker departs on his vacation without enough tobacco or cigars to carry him through the trip—and add matches to the suggestion.

In the window shown herewith, besides foodstuffs a camp by the stream is suggested. A small tent can easily be secured and with a few evergreen trees in the background and imitation grass around it, the scene can be made realistic. Water can be suggested by using a mirror on the floor of the window with sand strewn along the edges and grass on the shore.

The probability of a merger of Western Ontario flour millers does not appear so bright as a few weeks ago. A Milverton, Ont. man some time ago secured options on about 50 mills in Western Ontario for English capitalists. However, it is said that at a recent meeting the capitalists made an offer of only 40 per cent. of option price in cash, balance to be taken out in bonds of the new amalgamation. This was not looked on with favor by many of the millers, who did not consider it a satisfactory basis for sale.

Several meetings of those interested have been held but as yet there has been nothing definite done.

Cornmeal Maintains a Firm Position

Ideas of Millers at Several Centres at a Higher Plane Than Heretofore—Raw Material Holds Steady—Mill Feeds Have Shown No Recession—Flour Continues Steady With Fair Demand Generally Reported.

About the only price movement of the week is a slight increase in values on cornmeal and even this advance cannot be said to be general. However, this commodity maintains a firm position in sympathy with trend of raw material and ideas of millers at more than one centre are on a higher plane than formerly. It will be remembered that corn both in United States and Canada made substantial advances for a time, and having held steady at higher figure, cornmeal is regarded as being steady to firm.

There are no general price changes in Manitoba flour to record although west of Winnipeg, following an anvance of 10 cents per barrel made a few weeks ago, another 10 cents was later added and has become general in the West. In East, however, there has been no change, although in sympathy with general trend of values on good milling wheat, market is regarded as holding a fairly steady position. There has been some talk that firmness might develop into an advance but that opinion does not appear to be general as yet. "The tone of market is quite firm," said one miller, "but I am not expecting any change unless mill feeds should take a decline in which case greater strength would be thrown on flour."

At the moment mill feeds show no indication of any break, values for both bran and shorts being well maintained. The past season has witnessed rather record prices for these lines, due to general scarcity of feeds throughout the country. It was thought probable that with advent of spring and coming of grass, demand would fall off and recessions in price follow, but pastures have been tardy in growth and demand for feeds has continued large enough to maintain prices. It cannot be said, however, what the future may hold in this regard.

Opening of navigation has augmented supplies of wheat in Eastern Canada but this was quite badly needed. Ontario wheat is quite scarce and prices have ascended to a level that does not fall far short of values on Manitoba. For this reason values on straight roller and blended flours are quite steady to firm. Domestic trade is said to be fair for season but export business is dull.

MONTREAL.

FLOUR.—As in case of rolled oats the market stands strong, prices being same as last week and demand good.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags	....	5 30
Manitoba strong bakers, in bags	....	5 10
Manitoba second, in bags	....	4 70

CEREALS.—We have nothing new to report on the situation at present, prices being same as last week with the demand also good.

Fine oatmeal, single bag lots	....	2 90
Standard oatmeal, single bag lots	....	2 90
Granulated oatmeal, single bag lots	....	2 90
Bolted Cornmeal, 100 bags	....	2 25
Rolled oats, jute bags, 90-lb., single bag lots	....	2 65
do., cotton bags, 90-lb., single bag lots..	....	2 70
Rolled oats, barrels	....	5 55
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—Manitoba flour shows no important change in past week but a firm tone is maintained in sympathy with steadiness in raw material.

Ontario wheat maintains a strong front and winter wheat flour is firm in sympathy. There appears to be considerable difference in prices quoted by different mills making it extremely difficult to get an exact line on values. In blends for instance, quotations of different mills may vary because of amount of different wheats used in the blend, although there is not a great deal of difference between Ontario and Manitoba wheat prices at present. Again certain mills will have a better advertised brand and consider they should get more money for it. Others consider that they turn out a higher grade product than their competitor and therefore ask more money for it.

Quotations are changed this week on straight roller from an export figure to that asked for domestic consumption. At present time for straight roller under manufacturers' brands, around $4.80 is being asked. Straight rollers and patents are, sold for pastry purposes. One firm quotes a fancy patent at $4.90 and a second patent at $4.70. Another firm quotes a 40 per cent. patent at $4.60.

Manitoba Wheat.		
1st patent, in car lots	....	5 70
2nd patents, in car lots	....	5 30
Strong bakers, in car lots	....	5 10
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller, domestic consumption ..	....	4 80
Patents, fancy, domestic consumption...	4 90	5 10
Patents, 90 p.c. domestic consumption..	4 60	4 70
Blended, domestic consumption	5 00	5 40

CEREALS.—There is no change in market situation since a week ago, other than that cornmeal presents a little stronger front, and is noted as firmer with some firms inclined to higher quotations.

Trade in general cereals is on a fair scale for season, lighter lines coming into greater favor with warmer weather.

Rolled oats, 25 bags to car lots	....	2 55
Standard and granulated oatmeal, 98-lb. sk.	....	2 80
Rolled wheat, small lots, 100-lb. bbls. ..	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	....	2 30

Rolled oats in cotton sacks, 5 cents more.

MILL FEEDS.—Demand still continues quite fair and prices have shown no recessions. Bran is quoted at $25 per ton and shorts at $27.

WINNIPEG.

FLOUR AND CEREALS. — Nearly all millers in West have advanced from prices following advance in wheat. Prices are probably steady for a time.

Flour—		
1st patents, cwt.	....	3 05
2nd patents, cwt.	....	2 75
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 65
40 lb. sack	....	1 25
80 lb. sack	....	2 25
Corn Meal—		
98 lb. sacks	....	2 25
49 lb. sacks	....	1 15

Higher Tendency in the Banana Market

Due to Big Demand at This Season of Year—Red Bananas In Greater Favor—Look for Easier Tendency in Pines—Tomatoes Hold at High Figure—Strawberries Lower and in Good Supply.

There has been a firmer feeling to prices of bananas of late and quotations have been extended at more than one Canadian market. The reason for this is the big demand for this fruit during spring and early summer. At this season of the year, there is not a very extensive list of small fruits, and as pines and strawberries are still rather high, there is a big strain thrown on bananas with accompanying firmer feeling. Opening of fruit stalls and debut of push carts on the streets all work for a larger consumption. There is an increasing demand for red bananas in this country but limited supplies keep prices at firm figures.

Pineapple trade has been hampered somewhat by rather light shipments due to longshoremen's strike in Cuba. For this reason prices have ruled steady but with a settlement of this difficulty it is expected that values will be easier. Cuba and Porto Rico are present sources of supply. Florida is commencing to ship this week but movement this month will be light.

One delicacy now coming forward is California cherries. All markets, however, have not been receiving supplies as prices range in the jewelry class. First shipment to Montreal brought $5 per box. Strawberries are coming northward in goodly quantities at reduced figures. They come from Carolina and are selling quite freely.

Tomatoes still cling to a high figure, east coast of Florida cleaning up fast on supplies. West coast has not really got under way but when it does, there is a possibility of slightly lower prices.

Celery is all but done, cabbage is more plentiful and easier, Texas and Bermuda onions in 50-lb. crates are arriving while Florida cucumbers are in better supply. Florida will also be sending along new potatoes at prices below those which Bermuda stock commands.

MONTREAL.

GREEN FRUITS.—Interest is now centred round the S. S. Fremore, which has arrived from the Mediterranean with a fine cargo of oranges and Messina lemons, same being unloaded at time of writing. Bananas are still high, and will pretty soon be cleared out, the higher tendency being brought about by the upward trend of oranges. The arrival of above shipment of the latter fruit would seemingly work toward an easing off in oranges, but advices from the coast to the effect that four packers were closing down, made it pretty evident that fewer supplies would be forthcoming, and so the higher levels prevail. Of course, it must be remembered that all cars from California have now to be iced, and this means an extra charge of 25c per box. At any rate, prices of oranges have not gone so high as expected. Strawberries are selling freely, while all southern fruits are arriving in good condition.

A shipment of California cherries has reached Montreal already, and has fetched the record price of $5 per box. They were received, needless to say, by express, as the Californian cherry season has not yet opened.

Strawberries have fallen considerably, being sold all the way from ten to twenty cents. The quality of the berries which have come to hand this week not being quite so good.

Apples—		
Spies	4 50	7 00
Bananas, crated	1 75	2 25
Cocoanuts, bags	....	4 50
Box cranberries	....	3 00
Grape fruit, Florida, case	6 00	6 75
Jamaica, case	....	3 50
Lemons	3 00	3 25
Limes, box	....	1 50
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 50
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 10	0 20

VEGETABLES. — Cucumbers and cabbages are selling freely at reasonable prices, and the market on the whole is pretty satisfactory. Celery, of course, is practically off the market, while Spanish onions also are finished.

New Egyptian onions are moving out well at 3¼ cents per lb. Grocers will and these a fine stock, as they do not sprout so quickly as the Spanish and consequently keep longer. They are just cured, and will keep at any rate for three months. Home onions have been rather late this year, while the onions used in the U.S.A. from Bermuda and Texas are not arriving as freely as expected, so that the price for Egyptians is keeping up, and a considerable increase will take place before June 1st, which is practically the end of the Egyptian season.

Valencia onions in cases commmence to arrive in England about July 1. They are, however, a summer crop, being soft, and by no means in good condition, so that they cannot be shipped to Canada or U.S.A. But about thirty days later a second crop of Valencias arrives, the whole being good, hard and sound, keeping for months. The Spanish onion shipments start about the 2nd week in August. These dates should be of interest to grocers in securing stocks. Our advice re Egyptians, in short, is to buy now. A fairly good business is passing in Green Mountain potatoes, prices so far being unchanged.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.	....	0 30
Carrots, bag	2 00	2 25
Cabbage, crate	....	4 50
Florida celery	3 25	3 75
Cauliflower, dozen	....	3 50
Cucumbers	1 75	3 00
Garlic, 2 bunches	....	0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate	....	4 00
Half crate	....	2 25
Canadian reds, 100 lbs., per lb.	....	0 05
New Egyptian, per lb.	....	0 3¼
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	....	2 00
New potatoes, per bbl.	....	10 00
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice	....	3 25
Fancy	4 00	4 50
Turnips, per bag	....	1 00
Cuban Onions	....	5 00

TORONTO.

GREEN FRUITS.—Fairly active tone characterizes local fruit market. Weather has considerable influence on volume of trade.

Pineapples are coming in for considerable attention, and are easier this week, with still further indications of

this tendency. Price for 24's is now around $3.75. Strawberries are moving quite freely, coming from Carolina. Price is now down to 15 to 17 cents.

Stocks of apples are not large, especially for high grade stock. There is some fancy stock on market at $4.50 per box, having been imported from across the line. Oranges are easier under increased offerings.

Bananas have developed a firmer feeling, and quotations have been raised. There is not a great quantity of small fruit available just now, and greater weight is thrown on bananas, and thus the firmness.

Outside grown rhubarb is now available at 50 to 60 cents per dozen bunches.

Bananas	1 50	2 00
Red bananas	3 75	4 50
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Tangerines, box	1 50	2 00
Grapefruit—		
Cuban, case	6 00	6 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Apples, fancy imported, box	....	4 50
Pineapples, case of 24	....	3 75
Pineapples, case of 30	....	3 50
Pineapples, case of 36	....	3 00
Strawberries, South Carolina, quart	0 15	0 17
Rhubarb, per dozen	0 50	0 60

VEGETABLES. —With east coast of Florida cleaning up on tomatoes and west just comencing, there is a firm feeling to market. When west coast gets in full swing there may possibly be an easier tendency. Just at moment there are only New Bermuda potatoes on market, but some Florida stock will probably arrive towards end of week. One firm quotes Floridas in barrels to arrive at $7.50.

New radish and green onions in hampers are easier. There is a tempoary scarcity and firmness in lettuce, but they will be easier. New cabbage and Egyptian onions are other lines that are easier. Green peppers and egg plant are now offered, while Bermuda onions are available in 50 lb. crates at $2.50 to $2.75.

Asparagus, dozen	1 00	1 25
Cabbage, new, per crate	....	3 50
Turnips, bag	0 65	0 70
Boston cucumbers, dozen	....	1 50
Cucumbers, Florida, hamper	1 75	2 00
Boston head lettuce, dozen	....	1 75
New radish, per dozen	0 40	0 50
New radish, hamper	....	1 25
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 85
Onions—		
Green onions, dozen	....	0 25
Green onions, hamper	....	1 50
Egyptian onions, 110 lb. bags	....	3 25
Egyptian onions, 110 lb. bags	3 75	....
Bermuda onions, 50 lb. crate	2 50	2 75
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new Bermuda, bbl.	....	9 00
Green peas, 1 bush. boxes	....	3 50
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	....	1 00
Green and Wax Beans, hamper	....	3 00
Green peppers, case	....	4 50
Green peppers, basket	....	0 65
Egg plant, case	....	5 50
Egg plant, each	....	0 20

WINNIPEG.

GREEN FRUITS.—The green fruit business has been much affected by spells of damp cool weather, which checks importations. Strawberries are firm, and in demand, and reported to be scarce in centres of production. Some changes in prices are to be recorded:

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower	....	4 00
Cucumbers, doz.	2 50	3 00
California celery	....	8 50
California rhubarb, basket	....	2 00
Florida tomatoes, crate	....	6 00
Grape fruit	....	7 50
Limes, box	....	2 25
Messina lemons	....	4 50
Oranges, navals	3 50	4 15
Strawberries, case	3 75	4 00
Washington apples, box	3 00	3 50
Australian onions, per cwt.	....	5 00
Potatoes, per bushel	....	0 90
Carload lots, F.O.B.	....	0 75
Egyptian onions, sack	....	4 50
Pineapples, case	....	6 00

JOTS FROM THE FRUIT MARKET.

Grapefruit are fast cleaning up.

Limes are in limited supply.

Florida has sent forth its first watermelons.

Navel oranges were easier in New York last week, due to heavy offerings.

As far east as Winnipeg, California lemons are used, while east of that city it is mostly Sicily stock. Of course, at times Eastern Canada gets California stock, while West sometimes takes Sicily lemons.

The annual direct steamer to Montreal from Mediterranean carrying oranges and lemons arrived this week. Amount of lemons was smaller than usual.

The Toronto Fruit Auction Company held their first auction on Monday. Another was held on Thursday.

The Lino Fruit Company, Limited, with head office in Toronto, has been incorporated at a million and a half. The incorporators are a legal firm acting for other parties. The company is given authority to raise, market and trade in fruit and natural products. It has been rumored that New York capital is behind the new company, and that it will be virtually a subsidiary company to the Atlantic Fruit and Steamship Company, which does a big fruit business in New York, and has an agency in Toronto. Any knowledge of this is however denied by G. H. Ward, Toronto agent of Atlantic Fruit Co.

THE UNCHANGED ADVERTISEMENT.

Here are some thoughts handed out by a manufacturer to his customers:—"The advertisement that stays unchanged for weeks is not an advertisement, but a monument. The reader does not think of the house behind it, but under it. The present is the 'four-track' era —the era of electric force and dynamic resource—the era of schemers 'on the firing line,' instead of dreamers in the barracks—the era of making money, and of making money make more. The 'single track' merchant is dead, but doesn't know it. His store is his tomb and his sign is his epitaph. He's a 'dummy' and a mummy, self-anointed and self-embalmed."

Small Pack of Canadian Sardines Expected

Two Years Ago Pack Was Light and Last Year Rather Heavy—This is Considered to Be Another Lean Year—How the Sardine is Caught—Sail Boats Being Displaced by Motors.

Black's Harbor, N. B., May 16.—(Special)—The sardine packing season along the coast of New Brunswick and Maine is again under way, and another year's supply of fish is being prepared by canners.

The sardine season commences about April 15, and ends around the first of December. Packers do not look for a large run of fish this year.

It will be remembered that two years ago the pack was rather inclined to the small side, and during the year prices went above the normal figure. Last year there was a large run of fish and prices again returned to an average level, and therefore packers do not anticipate a large run this year. It is seldom that there are two large seasons in succession.

Catching the Sardine.

These small fish called sardines commence to come on the shores about the month of April, the grounds which they frequent extending from what is known as West Quoddy, in eastern part of Maine, along the New Brunswick shores to St. John, N. B., and including Passamaquoddy Bay.

The fish are caught in weirs or traps of which there are a great number, each one being attended to generally by two or three men. At low tide the men seine them out—that is remove them by means of a net.

Motor Boats Now Used.

In former years these fish were carried from the fishing grounds to the packing factories in Maine and New Brunswick in sail boats, but in recent years, motor boats have been displacing the sail, and are now entirely used for this purpose, as they possess decided advantages over the sail boat for this work.

There is now upwards of 100 of these sardine boats carrying fish from the traps to the factories. They have a capacity of anywhere from 20 to 70 hogshead.

More Active Tone to the Fish Business

Since Larger Arrivals of Fresh Fish on Market—Demand is Now Principally for Fresh Varieties—White Fish and Lake Trout Prominent Features—Larger Supply of Western Halibut —Newfoundland Sealing Season Poor.

Speaking generally, there is greater activity in the fish trade of late. The larger supplies, as well as the new lines that have recently been added to list of fresh fish available has no doubt been responsible for a portion of this improvement. Demand is now largely for fresh varieties, although smoked lines are not lacking in attention, while some markets still have frozen fish to offer.

White fish and trout from inland lakes are now prominent features of market. Halibut has been in quite good supply, with prices showing no particular change. There are indications of a larger supply of western halibut.

While codfish has been offering fairly freely, haddock has been in light supply and bringing firm prices. Salmon has also been scarce and prices have ranged high. There has been an improvement in lobster catch along Eastern coast, with slightly easier prices.

Monday marked the close of one of the most unsatisfactory sealing seasons that Newfoundland has known in many years. Twenty steamers engaged in fishing and reported a total catch of 175,128 seals, valued at $329,104. This is hardly more than half the number taken last year, when the steamers reaped 304,291 seals, valued at $493,635. Falling off this year is due in a large measure to the abnormal ice conditions which have prevailed.

QUEBEC.

MONTREAL.—Fresh halibut and B. C. salmon is arriving pretty freely, haddock and cod also being plentiful. Shad herring to hand so far are bright and large, and should sell well. The price for dressed bullheads and perch is somewhat lower owing to extra supplies. New Gaspe salmon and brook trout are now on the market, while fresh lake trout and whitefish are also quoted by wholesalers.

FRESH AND FROZEN.

Fancy spring salmon, per lb.		0 20
Fancy shad bucks, each		0 25
Fancy shad roe, each		0 50
Large shad herring, each		0 03
Market cod, cases, 250 lbs., per lb.		0 04
Less than case		0 04½
Smelts, fancy		0 10
Haddock		0 05
Halibut, per lb.		0 09
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.		0 08
Steak, cod		0 06
Mackerel		0 10
Dressed perch		0 09
B.C. red salmon	0 10	0 11
Gaspe salmon, per lb., new		0 10
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.		0 09
Lake trout, per lb.		0 10
Whitefish, large, per lb.		0 09
Whitefish, small, lb.		0 06
Barbotte (dressed) bullheads, per lb.		0 09

PREPARED FISH.

Boneless cod, in blocks or packages, lb.....8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs. 7 50	8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal., $1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—There is more life to local trade since arrival of larger assortment of fresh fish and in larger quantities. Major portion of trade is now in fresh varieties, although smoked fish are being given considerable attention for season. As for frozen lines, decks are pretty well cleaned, one local firm reporting that only variety of frozen fish that they now have is gold eyes.

Lake trout and white fish are two of the prominent lines now on sale. While some supplies are received from Lake Ontario, Georgian Bay is now yielding the greater portion. Pike come mainly from eastern end of Lake Ontario. Cod, haddock, flounders and halibut come from the coast, the latter being a favorite line.

FROZEN FISH.

Gold eyes		0 05

FRESH CAUGHT FISH.

White fish, per lb.		0 12
Lake trout, per lb.		0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut		0 12
Flounders		0 07½
Lake Ontario herrings, basket		1 00
Lake Erie herrings, per lb.		0 08
Pike	0 08	0 09
Perch		0 07
Suckers		0 06

SMOKED.

Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie		0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box		1 65

PICKLED.

Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans		1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box		2 25
Acadia cod, 2-lb. boxes, 12 to crate		2 30
Cod in loose strips, 25-lb. to box, lb.		0 05½
Pure cod tablets, 20 1-lb. tablets		2 30

NOVA SCOTIA.

Halifax. — Local markets are now well supplied with fresh fish. Halibut is coming along in better supply, so are codfish, but haddock are showing some falling off. There is a marked improvement in catch of lobsters along the shore. The lobsters that are now on the market are larger and price is lower. Good sized lobsters can now be bought for $1.80 per dozen. Shipments from Nova Scotia points to the American market are now heavy.

Gaspereau are now running in rivers, and some shad are also being taken. Trout are fairly plentiful, but salmon are scarce and price so far is high.

A vessel arrived here this week from Newfoundland with a cargo of 3,500 quintals of dry codfish for a local firm. This cargo, coming on the market when local stock was about cleaned up, helped the situation out.

The Dominion Inland Revenue Department is investigating numerous cases of adulteration of maple products, with a view of instituting prosecutions.

There is nothing better than the best.

The package is nice but the contents are better.

New laid eggs, fresh from the farm.

Produce & Provisions

Pure Lard Down Half Cent in Montreal

On Account of Overstock—High Prices Curtailing Consumption—Eggs Brought in From United States Market—Dealers Contract For Storage Supplies—Butter Steady, with Slightly Easier Undertone—Provisions Are Steady.

United States markets have been exerting some little influence on Canadian products during past few weeks. It will be remembered that two weeks ago when our butter market was in a rather shaky condition, New York dealers made excursions to this side of the line in quest of supplies, and their purchases steadied the situation. Unfortunately for them the New York market broke sharply before they got their purchases marketed, and caused considerable loss to some dealers.

This week Canadian produce men reciprocated by going into United States markets for supplies of eggs, or at least dealers at more than one centre did this. They found they were able to purchase in Chicago, pay 3 cents per dozen duty, and still have something to the good over the price of the Canadian article. Not only have supplies been brought along for immediate use, but dealers have been making contracts for eggs for storage purposes This new feature has had a somewhat easing tendency, although quotations have shown little or no change at most centres. Demand for eggs continues good.

"Country merchants have been making good out of eggs this year," said one wholesaler this week. "They have been looking for lower values right along, and therefore have been paying lower prices, while figures which they have been receiving have remained steady. Generally they figure on getting just the price which they pay in trade, but of late they have been getting 1 to 2 cents more."

With prospects of exports of butter to New York removed by break in prices there, speaking generally, there is an easier undertone to market, although quotations for week have shown no great change. Butter at Cowansville, Que., on Saturday last brought 26⅜c, as compared with 27c one week before.

The pastures have had the benefit of some splendid showers of rain, and this should work for greater production of butter, although it will be late in month before we have full grass butter. It would seem as if prices would have to ease until they reach a level that dealers feel satisfactory for storing, although if West continues to take supplies from the East, it will prevent any great accumulation on any of the markets.

There seems to be a general tone of steadiness to pork products, with a fairly good demand, although Montreal reports pure lard down ½ cent on account of overstock. Pure lard is pretty high, and this may be responsible for curtailment of consumption.

MONTREAL.

PROVISIONS.—The high prices prevailing have to a certain extent curtailed trade, but packers advise that business has been and is pretty satisfactory.

Pure lard, on account of overstock, has fallen ½c per lb. all round, but, nevertheless, the prices still are considered a little on the high side.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17½
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 14
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 25 9 50
Hogs, dressed, per cwt.	13 00 13 25
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14⅛
Cases, tins, each 10 lb., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14⅝
Cases, tins, each 3 lbs., per lb.	0 14¾
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 14⅜
Tubs, 50 lbs. net, per lb.	0 14¼
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10⅜
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10⅞
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10¾
Pails, wood, 20 lbs. net, per lb.	0 10¼
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10¼
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces.	25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb. bbls.	8 75
Plate beef, 200 lb. bbls.	17 00
Plate beef, 300 lb. bbls.	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—A weaker feeling developed in the butter trade on Saturday evening last in the country, showing a decline of ½ to ⅝c per lb., as compared with a week ago, in spite of the smaller offerings. This was entirely due to a number of factories shipping their cream to the U.S.A. There is no actual change, however, in the local market, prices being steady under a fair demand for supplies from local and Western buyers. As a result, stocks are being well cleared up daily. Indeed it is rumored that supplies are not coming forward fast enough for dealers to fill orders promptly.

Creamery blocks	....	0 29
Dairy tubs, lb.	0 21	0 22½
Fresh, dairy rolls	0 22	0 23

EGGS.—The receipts for eggs show an increase compared with corresponding period of last year. There are no new developments, however, prices being steady under a continued active demand for consumption, and in addition to this packers are busy putting as much away as possible for winter requirements.

New laids	0 24	0 25
New No. 1	0 22	0 23
Selects	0 25	0 26

CHEESE.—A stronger feeling is developing right along, and there is an upward movement noticeable. The demand from exporters for supplies to fill cable sales is very keen, and to this may be attributed the increasing tendency.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Things are quiet in this market, prices remaining unchanged. Supplies are not coming along any too freely.

White clover, strained		0 12
White clover, in comb	0 14	0 15
Buckwheat, in comb		0 12
Buckwheat, strained		0 08½

HONEY.—Market remains steady, but the volume of business passing is exceptionally small, the demand being somewhat limited.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

TORONTO.

PROVISIONS.—Prices range at about same level as a week ago, although

there is an undertone of firmness. There is a good seasonable demand reported by most firms, smoked meats coming in for more attention. As season advances cooked meats will also be in good demand.

Live hogs are a little firmer this week. Supplies are only normal, with a good enquiry.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 12½	0 13
Shoulders	....	0 11½
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14¼
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points	....	8 40
Live hogs, local	....	8 70
Dressed hogs	11 75	12 25

BUTTER. — Butter has shown no change since last week's decline, and just at moment presents a somewhat uncertain outlook. At least with some predicting firmness and others easiness this would seem so. One dealer who looks for steadiness points to the firming that took place at several centres last week. He also says that creameries will be starting to pack in solids now, and any surplus can be stored. There are others who think it is too early to put away butter yet. They also point to fact that grass is appearing and production of butter should increase still further. "There will be more butter coming along," said one man, "and it will have to go lower before dealers will store it."

	Per lb.	
Fresh creamery print	0 28	0 30
Creamery solids	0 27	0 28
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

EGGS.—Situation in eggs is slightly easier, with wholesalers selling at around 23 cents per dozen. Most dealers think there are prospects of lower prices. This is a prediction that has not always come true during past six weeks, but there is a new feature to market, namely, the import of eggs from United States markets, which is not quite a usual occurrence at this season of year. Dealers have found that they could bring them from Chicago, pay the duty, and still easily compete with home produced article.

Not only are U.S. eggs being used for immediate consumption, but are being purchased across the line for storage purposes. There are said to have been between 30 to 40 cars contracted for by local dealers for storage purposes. Most of these are being left in storage on other side of line. There is also a certain quantity of Canadian eggs being stored.

New laid eggs	....	0 23

CHEESE.—Old cheese is being quoted ½ cent higher again by a number of local dealers. As is well known to trade, supplies are on a small scale.

New cheese has wavered during week and steadied up again, but quotations are ½ cent lower. "I expect market fairly steady this month but lower in June," said one dealer.

Old Cheese—		
Large	0 17	0 17½
Twin	0 17½	0 17¾
Stiltons	0 18½	0 19
New Cheese—		
Large	0 14½	0 15
Twin	0 14¾	0 15¼

HONEY.—There is no change in prices or general situation.

Honey—strained—	
White clover, 10-lb. tins, per lb.	0 12½
White clover, 5-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 08
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07

POULTRY. — There is not a great deal of business in poultry at present. This is the between season. Business is mostly confined to fowl, with some turkeys and spring broilers. The latter bring 50 cents each.

There is also quite a trade in storage poultry at present. Purchases of storage goods were confined mostly to hotels and restaurants at one time, but there is quite a lot of business done through the retail grocer now.

"The public," remarked one dealer, "are looking with more favor on storage goods than formerly, when there was a strong prejudice against it. Poultry stored at right time and in proper condition comes out in excellent shape."

Fowl, dressed, per lb.	0 18
Turkeys, dressed, per lb.	0 22
Spring broilers, each	0 50

WINNIPEG.

PROVISIONS.—Provision market, as is usual at this time of year, is extremely unsettled and it is hardly possible to give quotations that will hold for more than a day or so. Lard and cured meats are still on the up grade. Butter and eggs are cheaper, and from now on will be weaker. Live hogs have gone beyond all records, having been quoted as high as $10.50. The supply is altogether inadequate to meet demands.

Lard—		
Tierces		0 13¾
50 lb. tubs		7 00
20 lb. tubs		2 85
10 lb. cases		8 70
5 lb. cases		8 80
3 lb. cases		8 85
Cured Meats—		
Hams	0 16	0 17½
Bacon	0 18	0 19
Smoked shoulders	....	0 14¼
Long clear	....	0 13½
Butter—		
Creamery butter	....	0 34
Dairy prints	....	0 28
Eggs—		
Strictly fresh	....	0 21
Cheese—		
Ontario, large		0 18
Twins		0 18½
New		0 15
New twins		0 15½

Produce and Provision Window, showing Bacon, Lard, Eggs, Canned Vegetables, etc.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case $6.00
1-dozen	12-oz.	
1-dozen	16-oz.	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books each	0 04
100 books and over each	0 03½
500 books to 1,000 books—	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs. White Moss	0 26

PON-HONOR
GUNNS
FOOD PRODUCTS

EASIFIRST SHORTENING

¶ The most satisfactory substitute known for pure lard. Quality absolutely guaranteed—color perfect. Manufactured under government inspection.

¶ Considering the price of pure lard, won't it pay you to investigate the merits and price of EASIFIRST.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners, WEST TORONTO

BUILD UP YOUR WESTERN SALES

THE MOST RAPIDLY DEVELOPING MARKET IN ALL THE WORLD IS THAT OF WESTERN CANADA

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE, - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case
Eagle Brand, each 4 doz.. $6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.
Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.
(Sweetened.)
Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
(Unsweetened.)
Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20

COCOA

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.
Prices—
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 60
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha.. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19
Package Coffee.
Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.
Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) 1 35
Large (each 1 doz.) 2 40

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.60.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.
1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2½ oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00
Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.
Per doz.
No. 1, 4 doz. in case 0 50
No. 2, 2 doz. in case 0 90
No. 3, flats, 2 doz. in case 1 00
No. 3, talls, 2 doz. in case 1 25
No. 6, 1 doz. in case 4 00
No. 12, ½ doz. in case..... 6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"
Per case
Sur Extra Fins, ½ flacons, 40 bou. 11 00
Sur Extra Fins, tins, ½ kilo, 100 tins 15 50
Extra Fins, tins, ½ kilo, 100 tins 15 00
Tres Fins, ½ kilo, 100 tins 14 00
Fins, tins, ½ kilo, 100 tins 12 50
Mi-Fins, tins, ½ kilo, 100 tins 11 00
Moyens No. 1, tins, ½ kilo, 100 tins 10 00
Moyens No. 2, tins, ½ kilo, 100 tins 9 50
Moyens No. 3 ..... 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.
Case—
12 litres 6 50
12 quarts 5 75
24 pints 6 25
24 ½-pints 4 25
Tins—
5 gals. 2s 23 00
2 gals. 6s 29 00
1 gal. 10s 25 00
½-gal. 20s 26 00
¼-gals. 20s 13 50
⅛-gal. 48s sq. 17 00
⅛-gal. 48s rd 15 50

BASSIN DE VICHY WATERS.
La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50 quarts 8 00
La Sanitas Sparkling, 100 pints 9 00
La Sanitas Sparkling, 100 splits 4 00
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2½-lb. bars,lb 0 08½
Case 25 lbs., 11-lb. bars, lb 0 07½
Case 50 lbs. ¾-lb. bars case 3 50
Case 200 lbs. 3½-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2½-lb. bars, lb 0 08
Case 50 lbs. ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 90
Case 200 lbs. 3½-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23. $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70
Force, 36's 4 50
Gusto, 36's 2 85

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.
Ontario Prices.
Small, case 4 doz., per doz 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases 4 doz. each, flats, per case 5 40
Cases 4 doz. each, ovals, per case 5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
Tierces 11½
Tubs 11¾
Pails 12
Tins, 20 lbs. 11½
Cases, 3 lbs. 12½
Cases, 5 lbs. 12⅜
Cases, 10 lbs. 12¼
F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.
Tierces 0 09¼
Tubs 0 09½
20-lb. pails 0 09¾
20-lb. tins 0 09¼
10-lb. tins 0 10
5-lb. tins 0 10¼
3-lb. tins 0 10½
1-lb. cartons 0 10¾

MARMALADE.

SHIRRIFF BRAND.
"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 80
4-lb. tins, doz. 4 65
7-lb. tins, doz. 7 35
"Shredded"—
1-lb. glass, doz. 1 90

MAGIC BAKING POWDER MAGIC BAKING POWDER

Grocers: It is not necessary nor advisable to handle too many different brands of the same class of goods. Quicker sales and larger profits are made by handling a few well-known brands of standard quality that your customers are familiar with, and which have the confidence of the manufacturer to the extent of a large advertising appropriation to assist you in increasing your sales.

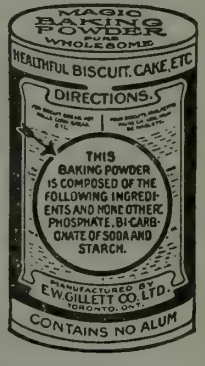
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC
BAKING
POWDER
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS.
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD.
TORONTO, ONT.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

LARD

Demand for pure Lard has been very good and indications are that prices will be higher. In the Summer of 1910 Lard sold at 16½c. per pound in tubs and it looks to us like history repeating itself. "Star Brand" Lard is nothing but pure Lard from good, well fed Canadian pigs and is made under Government inspection.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 60
Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons, ...	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	.07½
40 lbs. Benson's Enamel (cold water) per case ..	3 60
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch ... ... (20-lb. boxes ¼c. higher.)	.05½

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs.....	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case....	.08¼
6 lb. toy drums, with drumsticks, 8 in case..	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 60
Celluloid Starch— Boxes containing 45 cartons, per case	3 75
Culinary Starches— Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.	.07¾

(20 lb. boxes ¼c. higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 ..... 3¾
Quarter Barrels, 175 4
Pails, 38½ $1 90
" 25 lbs. each 1 35

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 80
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... $1 35
3's. 2 doz. case, per doz. .. 1 95
5's, 1 doz. case, per doz... 3 75
10's, ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 95

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz .. 4 60
10's, ½ doz. case, per case 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90
H. P. Pickles—
Cases of 2 doz. pints ... $3 35
Cases of 3 doz ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholsale R't'l.	
Brown Label, 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s.	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s ..... .24 .30

QUAKER

We solicit your orders for Quaker Brand Canned Vegetables for the coming pack.

Heinz Grape-Fruit Marmalade in glass is a good seller for the summer season.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1's.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ..	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c..		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies —Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.· pint sealers, 1 doz. in case, $2.25 per doz., No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen $0 90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Strawberries

Car arriving daily. Fruit is fine and price reasonable.

Oranges

California Navels, Mediterranean Sweets, Ovals, in Half Boxes.

PINEAPPLES — Cubans and Porto Ricos.

BANANAS, LEMONS, LIMES, TOMATOES, ASPARAGUS, SPINACH, LETTUCE, ETC.

Car extra heavy COCOANUTS in sacks of 100.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS

Tomatoes

Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

St. Nicholas

Puck

B L O E

Kicking

J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

Fresh Strawberries

Arriving in car lots daily from North Carolina. Let us have your daily orders.

ALSO

Bananas, Pineapple, Cucumbers, Cabbage Tomatoes

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

FRESH ARRIVALS

of all varieties of

New Fruits and Vegetables

for

VICTORIA DAY

STRAWBERRIES, PINEAPPLES, TOMATOES,
BANANAS, ORANGES, LEMONS,
WAX AND GREEN BEANS, GREEN PEAS

THE HOUSE OF QUALITY.

HUGH WALKER & SON

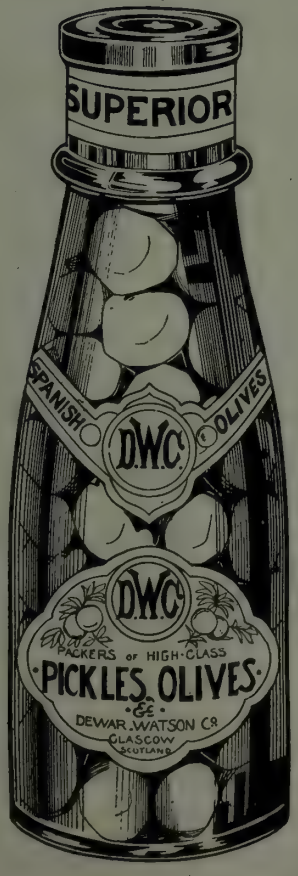
(Established 1861) GUELPH, ONTARIO

Do your customers a good turn by introducing to them

D.W.C.

SPANISH OLIVES

These olives prove absolutely that they are unsurpassable in flavor and quality for the consumer and as profit-getters for the dealer.



ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

"Standard Goods Sell Best"

The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsomeness when added to other foods.

The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.

Make up Your Stocks To-day

BOVRIL, LIMITED

MONTREAL

It does it in the U.S.--why can't it do it in Canada?

quickly pay back its cost in the large profits it makes and clear a handsome net profit thereafter. If you own a store put a KINGERY out in front. Positively you have no idea what great amount of cash it will take in during business hours. In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from $8.50 to $350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

Ideal Summer Beverages

A few leading lines that you require for you summer trade.

Lemon Cordial,
Lemon Squash,
Lime Juice Cordial,
and Orangeade,

10 oz. size, $10.80 per gross, quarts, $27.00 per gross.

If your local wholesaler cannot supply you, order direct.

GREEN & CO. Manufacturers TORONTO

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

"BAMBOO"—Handle BROOMS are Popular

They should be kept by every aggressive dealer. Brooms of quality are hard to get but W. W. & Co. Brands are made up to the mark, always. Our customers know this. For a short time only we offer a SPECIAL VALUE 50c. line. Order now.

WALTER WOODS & CO.

HAMILTON - - - - - - WINNIPEG

A Greater Net on the Same Gross

To increase your gross sales, you advertise. To increase your net on the same gross, you systematize. The most important department of the grocery business—the one that is likely of the biggest leaks that rob you of your profit is the accounting department.

THE McCASKEY ACCOUNT REGISTER

is based on experience. It gives greater results with the same work—and the same results with less work.

This system is doing these things for the merchant all over the broad land. It can do all these things for you. You need it—you must have it. And you will get it once you understand what it achieves.

The one writing system, without books, without disputes. Errors are caught as they occur, not by overtime working at the month end. The McCaskey system is adapted for your business.

Send for catalogue and know all the advantages it gives the retailer.

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Canada

519-521 Corn & Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.

PRODUCTS FROM THE ORCHARD

in the form of Jams and Jellies are eaten all the year round but particularly at this time, when the home supply is low, the demand on the retail store is the greatest.

The E.D.S. "Triangle" Brand table delicacies are made on the E. D. Smith fruit farms by skilled workmen and up-to-date cooking and canning machinery.

E.D.S. Brands are advertised everywhere and create their own sales.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

The Easiest and Best

Women know the Fels-Naptha way is the easiest and best way of washing clothes. That makes Fels-Naptha soap the easiest and best soap for you to sell them. Have it always where they can see it.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
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London, Ont.	Quebec, Que.
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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO

WILSON'S FLY PADS

Do not spoil on the retailers hands.
Samples twelve years old have been thoroughly tested and found good as new.

NATION'S CUSTARD

POWDER

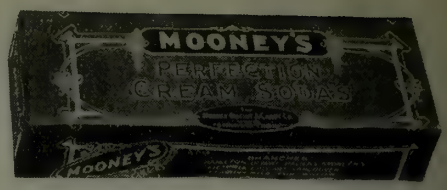
The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.



HAVE you noticed the difference in the taste of a **Perfection Cracker** which distinguishes it from every other soda biscuit?

The difference, we attribute, to the better mixing of the choicest materials and by the better baking in modern sanitary ovens.

It is these differences over other makes that commend **Perfection Crackers** to the housewife. They are immensely popular with your best paying trade.

Excellent packing protects and preserves the quality and crispness from the factory to the table.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers.
Advertised in the leading magazines.
Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention this paper.

Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to-day.

The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

Sardines
Are a Healthy Food

By Special royal permission

MEDICAL science tells us that the sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food. With

KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win and hold your best trade. The careful preservation in the cooked state in pure olive oil precludes contamination.

Sell the best—"King Oscar." There's satisfaction to customers and good profit to you in the sale.

CANADIAN AGENTS:

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, - Ontario

CASTILE SOAP

"LA VIERGE"
The Virgin Brand
EXTRA SUPERIOR QUALITY

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA

Our Advertising Helps You to Sell Heinz Foods

We are regularly telling your customers about our products through the most widely circulated magazines in the country. Just now we are running an extensive advertising campaign on

HEINZ BAKED BEANS
(The Oven-Baked Kind)

Get your share of this increased demand by keeping a stock of Heinz Beans constantly on hand.

H. J. HEINZ COMPANY

CLASSIFIED ADVERTISING

AGENCY WANTED

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

BUSINESS CHANCES

TO PURCHASE OR ON LEASE IN OSHAWA, Bowmanville, Port Hope and Cobourg, first-class store to carry on Grocery, Butcher, Confectionery and Crockery business. Must be in a central location or will consider taking over any large stock to procure the store and pay spot cash for same. Answer at once. State lowest price, all information strictly confidential. The Capital Grocery Co., Box 427, Canadian Grocer, Toronto.

FOR SALE—RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about $125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary brands and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about $25,000.00. Cash preferred, but would consider 50 to 60 per cent. cash with reasonable arrangement for balance; or would sell as retail concern, taking out surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 425, Canadian Grocer.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

SITUATION WANTED

TRAVELLER—SPECIALTY MANUFACTURER's traveller knowing wholesale and brokerage trade from Regina to Halifax would consider proposition for summer. Could handle output of first-class canning factory or other good quality line. Best references. Write Box 426, Canadian Grocer.

SITUATION VACANT

WANTED—TRAVELLER — BY LEADING Hamilton wholesale grocers. Ambitious young man with experience on road, or good retail clerk. Good position for a worker. Western Ontario territory. Confidential. References. Box 424, Canadian Grocer, Toronto.

WANTED—A TRAVELLER TO REPRESENT a leading Grocery House in one of the most promising territories in British Columbia, salary $150.00 with prospects of advancement. No one but a really first-class, up-to-date man need apply. Reply Box 428. Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c.. 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

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CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat. alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

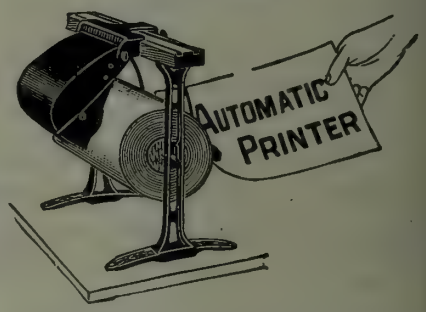
725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money, too. Write us for proof. National Cash Register Company, 285 Yonge Street, Toronto.

Judicious Advertising

Advertising is the life of your trade, but when you do advertise, do it judiciously. See that you are GETTING RESULTS.

The Automatic Printer

(It's a Marvel)



will help you cut down, in fact WILL CUT DOWN your advertising account and yet get you better returns.
Familiarize your customers with your store, service and methods.

WRITE US

UTILITIES LIMITED

73 Bank of Ottawa Bldg., · MONTREAL

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz, in case, $5.00

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE, ONTARIO

ACT NOW

Ask our agents to call on you and let you see samples of our jams. **KING BRAND** certainly stands for quality goods and you will make no mistake in having a look at them. Besides, the profit is reasonable, just enough to pay you handsomely.

KING BRAND

Ask about it.

Labrecque & Pellerin
MONTREAL

Agents—
W. H. Escott & Co., Winnipeg
MacGreegor Specialty Co., Toronto
J. Hunter White, St. John, N.B.

In the course of the past fifty years three generations of dealers have sold COOK'S FRIEND, "The Baking Powder With a Pedigree"—and three generations of users have bought it. The sale is increasing every year. Get after your share of the sales made by the quality and advertising of COOK'S FRIEND.

Purer than the Law Demands.
Contains No Alum.

W. D. McLaren, Limited, Montreal

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retails at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., Toronto
W. H. ESCOTT & CO., Winnipeg

A Good Profit Assured

Satisfaction Warranted in the sale of the well-known long shredded brand, the

WHITE DOVE
COCOANUT

Once carried in stock, always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer.

Write for particulars to

W. P. Downey
MONTREAL

LEITCH ANCHOR BRAND OAK LAKE

"Always The Same"

Milled from the very best wheat, with every advantage given by intelligent use of modern equipment,

ANCHOR BRAND FLOUR

is "always the same," of uniform excellence, the highest standard of flour quality.

Manfd. by Leitch Brothers Flour Mills,
Oak Lake, Manitoba, Canada 10

OLIVE OIL

The best at the best price you can get. Do you want it?

INVICTUS BRAND

is a real good buy. There will be a good demand during the coming months and you will be well rewarded if you put in a stock and push it.

We want to quote you on various specialties. Do you want to hear from us?

H. E. VIPOND & CO.
MONTREAL

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING — CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

IT WILL PAY YOU

to watch our Condensed Ad. columns. There are many money-making positions there. You may find just what you want.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS, accept no other,** but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited

SOLE MANUFACTURERS

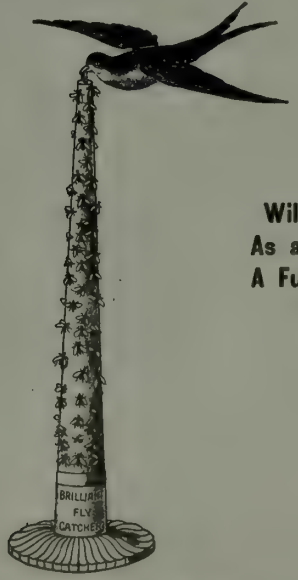
OTTAWA, CANADA

You Can't Get Any Cheaper. You Can't Get Any Better. So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?

The Most Reliable Glued Catcher On The Market.



Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

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A choice article to offer Campers and Summer Widowers is REINDEER CONDENSED COFFEE, which is combined with Reindeer Brand Milk und Sugar. Will keep in same can after opening. Rich and Ready. Costs consumers about one cent per cupful. Packed two Dozen Tins or Glass Jars in a case.

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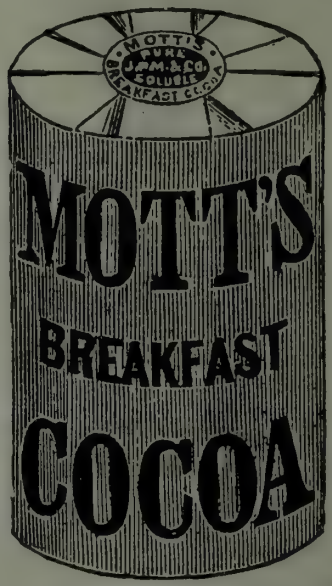
LIMITED

TRURO, Nova Scotia.

CHILDREN

grow sturdy and strong on

ABSOLUTELY PURE



It's full of nourishment and easily digested.
Order a box from your jobber to-day.

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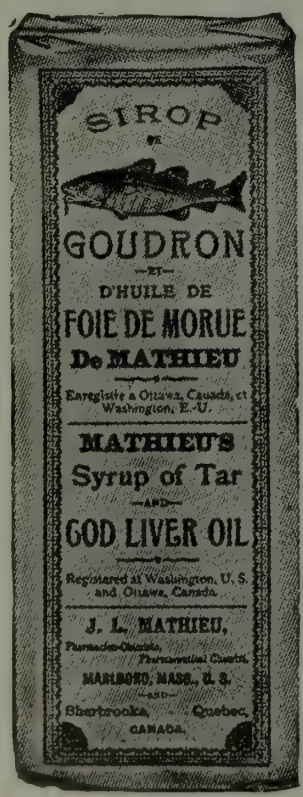

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All goods are packed under ideal conditions and come perfect to the consumer.

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¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
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is available. Wonder Fly Killer is thoroughly efficient, kills more flies and lasts the entire season. This neat little tray spells death to every fly that sips of the deadly poison.

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where we will be pleased to meet any of our patrons. We wish to take this opportunity of thanking you for your many favors, and trust that we shall continue to share your patronage in the future.

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Duffy & Co.	Delightful Drinks	Duffy & Co.

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and

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INDEX TO ADVERTISERS

A

Allison Coupon Co. 21
Aylmer Condensed Milk Co. 6

B

Balfour-Smye & Co. 16
Benedict, F. L. 21
Bickle, J. W., & Greening. 61
Borden Condensed Milk Co. 3
Bovril, Ltd. 57
Bradstreets. 60
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson. 65
Canada Sugar Refining Co. 15
Canadian Cocoanut Co. 22
Carr & Co. 14
Chaput Fils & Cie. 8
Chivers & Sons. 23
Church & Dwight. 12
Clark, W. 7
Clawson & Co. 20
Clements Co., Ltd. 21
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Connors Bros. 69
Continental Bag & Paper Co. 65
Crescent Mfg. Co. 60

D

Dalley, F. F. Co. 17
Davidson Estate, James 13
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Match Co. 27
Dominion Register Co. 59
Dominion Salt Co. 24
Downey, W. P. 64

E

Eby-Blain, Limited. 19 26
Eckardt, H. P. 55
Edwardsburg Starch. 28
Eno, Ltd., J. C. 10
Eppe, James & Co. 64
Escott & Harmer 20
Eureka Refrigerator Co. 25
Ewing & Sons, S. H 25
Eydoux, Felix 61

F

Fearman, F. W., Co. 53
Fels & Co. 60
Foster-Clark Co. inside back cover
Furuya & Nishimura. 18

G

Gaboury, L. Emile 21
Gillard, W. H., & Co. 58
Gillett, E. W., Co., Ltd. 53
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Granger Freres. 65
Green & Co. 58
Gunns, Ltd. 51

H

Hamilton Cotton Co. 22
Hamilton Incubator Co. 26
Heinz, H. J., Co 61
Hillock, J. 25
Hudon-Hebert Co. 4
Hutchison-Omand & Co. 17

I

Imperial Extract Co. 13
Irish Grocer. 21
Island Lead Mills Co. 22

K

Kessel Co., F. 21
Kilgour Bros 22
King, Frederick. 63
Kingery Mfg. Co. 58

L

Labrecque & Pellerin. 63
Lambe, W. G. A. 20
Laporte, Martin & Cie. 70
Laurentia Milk. 27
Law, Young & Co 61
Lawrason, S. F. & Co 71
Leitch Bros. 64
Lemon Bros. 56
Lind Brokerage Co. 20
Lindner & Benner 70
Lloyd, Ltd., Edward. 63
Lovell's Bag and Packet Machinery Co. 15
Lytle Co., T. A. 70

M

MacLaren Imperial Cheese Co. 20
inside front cover
MacNab, T. A., & Co. 20
McCabe, J. J. 56
McDougall, D., & Co. 21
McLaren, W. D. 63
McLeod & Clarkson 21
McWilliam & Everist. 56

Magor, Son & Co. 28
Major, L. H., & J. Soubliere. 21
Malcolm, Jno, & Son. 63
Marshall Brokerage. 20
Mathewson's Sons. 69
Mathieu, J. L., Co. 66
Meadowsweet Cheese Co. 70
Meakins & Sons. 24
Menard Motor Car Co. 11
Methven, James 16
Midland Vinegar Co. 18
Millman, W. H., & Son. 20
Mooney Biscuit and Candy Co. 60
Morton & Sons, David. 8
Mott, John P. & Co. 66

N

Nation, E. J. 60
Nelson, Dale & Co. 14
Nicholson & Bain. 51

O

Ontario Peoples Salt & Soda Co. 22

P

Packer, H. J. 12
Paine Co., John 72
Patrick, W. G. & Co. 20
Peek, Frean Co. 9
Perrin, D. S outside back cover
Pickford & Black. 56

R

Ramsays' Ltd. outside front cover
Reindeer, Ltd. 66
Richards Pure Soap Co. 6
Robinson & Co., C.E. 21
Robson, F E. 3
Rock City Tobacco Co. 67
Rowat & Co. 57

S

St. Charles Condensing Co. 18
St. Lawrence Flour Mills Co. 18
St Lawrence Sugar Refining Co. 17
Salada Tea. 27
Sanitary Can Co 10
Sapho Mfg. Co. 25
Smith, E. D. 59
Smith & Shipper. 64
Sherbrooke Cigar Co. 67
Silver, H. R. 20
So-clean Mfg. Co. 12
Spurgeon, H. G. 20
Star Egg Carrier & Tray Mfg. Co. 11
Stevens-Hepner Co. 25
Stewart, I. C. 21
Symington Co., T. 17

T

Taylor & Pringle. 24
Tees & Persse, Ltd 2
The Turnbull Co. 20
Thum Co., O. & W. 56
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co, The J. J. 20
Toronto Salt Works. 21
Tuckett, Geo. E., & Son Co. 67

U

Utilities Limited. 62

V

Vipond, H. P. 64

W

Walker Bin and Store Fixture Co. 16
Walker, Hugh, & Son. 57
Warren, G. C. 20
Watson & Truesdale. 10
Wellington Mills. 56
Western Distributors, Ltd. 20
Western Salt Co. 61
Wethey, J. H. 53
White & Co. 57
White Swan Spice & Cereals, Ltd. 14
Wiley, F. H. 20
Willis Mfg. Co. 22
Wilson, Archdale. 60
Wilson, Jos. R. 69
Woods & Co., Walter. 58
Woodruff & Edwards. 66
Wondershine Ltd. 3

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The popularity of a package can often be judged by the number of imitators it has. Beware of these masquerading brands which are following in the wake of the leader of all 5c. Ammonia Powder.

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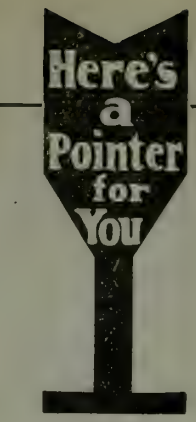
Get the Genuine—Lawrason's

S. F. LAWRASON & CO., LONDON, ONT.



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"For a dainty Custard there is nothing to equal Foster Clark's Cream Custard." She is right; it is the Cream of all Custards. She can pay more, but she knows that she cannot get a more perfect Custard.

FosterClark's Cream Custard

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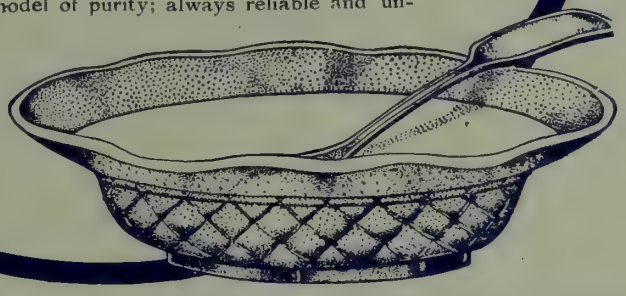

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LONDON CANADA

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Quality unsurpassed. Test the flavor and crispness

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PUBLISHED WEEKLY BY

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MAY 24, 1912 No. 21

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AT THE
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makes it a standard product of world-wide fame. Only in powdered form, as free from foreign substances as the clearest rock crystal from mother earth.

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floating over Windsor Castle proclaims to the Public that the King is in residence there.

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LIMITED

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"MELAGAMA"

TEA

which is packed to excel and not to equal. Look for the name on the package, it is your guarantee of merit.

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EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

BORDEN'S CONDENSED MILK
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
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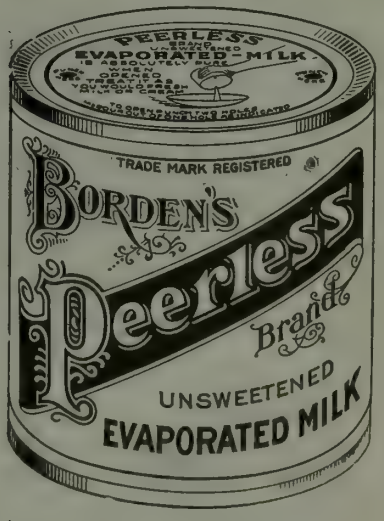
EAGLE
BRAND
By which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857



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WILLIAM H. DUNN
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You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

J. F. EBY,
President

HUGH BLAIN,
Vice-President

EBY-BLAIN, LIMITED

Tea Dealers

For your pocket, and your Tea Trade's sake, sell your customers Standard Blends, for the following reasons:—

1.—They give you ***control*** of your Tea Trade.

2.—They give your customers ***better value*** for their money.

3.—They show you a ***larger margin of profit.***

4.—They are always ***uniform*** in quality and character.

Give us a trial ***order.*** We will guarantee to build up your Tea Trade! You take no risk. If not perfectly satisfactory it comes back at our expense.

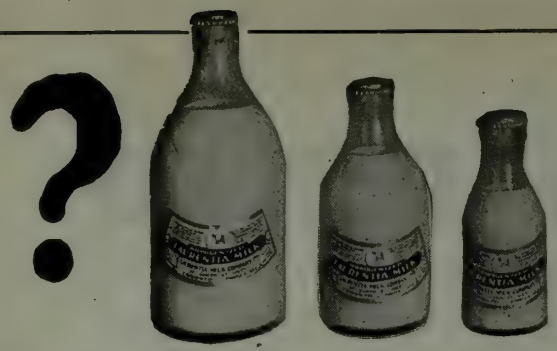
All we ask is a chance to prove what we say.

		COST GROCER	SELL RETAIL
2 STAR	Fine liquor, good regular leaf. Black or Mixed -	19c. per lb.	25c. per lb.
3 STAR	Choice flavoury rich liquor. Handsome leaf, Black or Mixed - - - - - - -	22c. "	30c. "
5 STAR	Choice growths of India and Ceylon, splendid liquor. Fine appearance. Black or Mixed - -	27c. "	40c. "
2 STAR GREEN	This tea shows grand value, both for leaf and liquor	19c. "	25c. "
3 STAR GREEN	Golden color. Piquant liquor. Good leaf -	22c. "	30c. "
4 STAR	English Breakfast Tea. A powerful blend of choice Indian and Ceylon Teas, having quality and and flavour - - - - -	27c. "	40c. "

Send us along a trial order for a package of each of these blends. You take no risk. We guarantee to please your customers, or take back the goods at our expense.

EBY-BLAIN, LIMITED

Importers and Manufacturers **TORONTO, ONTARIO, CANADA**



Your Questions, Our Answers

What is LAURENTIA milk?—An absolutely pure, natural milk, having the exquisite taste of cream, and which may be kept indefinitely, in perfect condition.

What distinguishes it from most other milks?—Homogenization.

What is Homogenization?—It is a purely mechanical operation, by means of which the cream is mixed with the rest of the milk, in such a manner that it can never separate nor be separated again, even by the most powerful cream separator. It keeps indefinitely.

How does this operation take place?—By means of a machine through which the fresh milk is passed, under high pressure, through capillary tubes (of the diameter of a hair); the effect of which is to divide the globules of cream and of caseine into infinitesimal particles and to mix, intricately and permanently, all the ingredients of the milk,

Your customers are thus assured of always having good milk, the cream is just as abundant at the bottom of the bottle as it is at the top.

A good seller—Good profit.

LAURENTIA MILK CO., LTD.

371 Queen Street West, - TORONTO

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

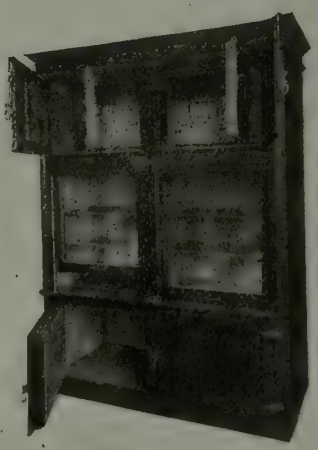
Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

John Gray & Co., Ltd.

Glasgow

Your Trade Wants Protection



or rather, your trade will insist upon their groceries proper refrigeration — or trade elsewhere.

Do you know that the process of taint may be administered to food stuffs through defective refrigeration equally as destructive as no refrigeration.

THE ARTIC REFRIGERATOR

safeguards you against danger of loss either through defectiveness or refrigeration. It is a model for the grocer and with it you add to your store, not only a trade drawing force, but a plant that gives your trade protection and safeguards your profits in the hot weather.

Representatives in the west:
DONNELLY, WATSON & BROWN, CALGARY, ALTA.

JOHN HILLOCK & CO., Limited

TORONTO, ONT.

Your Opportunity!

Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.

143-149 University Ave. - Toronto

INCREASE YOUR PROFITS

BY SELLING

SIMCOE BRAND

BAKED BEANS

Delicious Economical Nutritious

Feature the 3's Family size, the can with more Beans at a lower price

DOMINION CANNERS LIMITED

HAMILTON, CANADA

COOKED MEATS

ARE GOOD SUMMER STOCK

During the hot weather months it is natural that your customers will incline towards buying cooked meats. You can get that business if you have for sale

BRAND'S

Rolled Ox Tongues

IN GLASS

The reputation gained by this well-known firm as producers of high class meats, essences, sauces, etc., make it easy to sell Rolled Ox Tongues. They are packed most attractively—in glass—a fact alone which creates a demand as soon as it is seen.

This is good seasonable business—Put in a stock to-day.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 26 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

A GREAT MATCH

Have You Seen the

"DOMINION"

Ask Your Wholesaler

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.
J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.

YOU CAN GET THE

CAMPING AND PICNIC TRADE

by selling

Clark's New Size Round Can No. 1-2s of Prepared Meats.

Cooked Corned Beef	Corned Beef Hash
Roast Beef	Beef Steak & Onions
Lunch Tongue	Ox Tongue
Boneless Pigs Feet	Jellied Veal
Minced Collops	English Brawn

These cans are just the size that will solve the Sandwich proposition for your customers.

Picnics will become a still greater enjoyment because the size permits of frequent changes.

Get your order in without delay so that you will not be disappointed.

Every can is fully guaranteed.

W. CLARK, - MONTREAL

Manufacturer of the Celebrated Pork and Beans

SPECIAL ANNOUNCEMENT TO ONTARIO GROCERS

The MacLaren Imperial Cheese Co., Ltd., have received a large shipment of

ANTI-DUST

Disinfectant Sweeping Powder

This extraordinary leap into popularity of this, the **only** disinfectant, moth and germ killing sweeping powder in Montreal, Quebec and Eastern Ontario, has been unprecedented.

Ask the MacLaren Imperial Cheese Co., Ltd., for their prices. Quick turn over. Good profit.

Representatives for Kingston and vicinity: FENWICK, HENDRY & CO.

SAPHO MANUFACTURING COMPANY

MONTREAL

A SOAP REVELATION

and one that will appeal to and win the popular favor of every housewife—N. P. Bar Soap.

You can get the sales of every woman (who buys soap) for this big, honest bar of pure soap. It lasts longer than the equivalent paid for cake soaps, gives better satisfaction to the user and more than that it pays the grocer much better profit.

Look into it—write for prices now.

David Morton & Sons, Limited

Victor Soap Works HAMILTON, ONT.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S

PRICES AND SAMPLE ON APPLICATION.

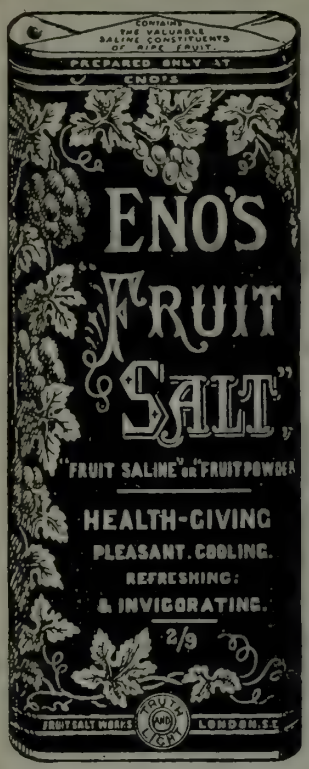
ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers

LONDON, ENGLAND



There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

"The Can of Quality"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate, Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is Unsurpassed.

The Cowan Co.
Limited
Toronto - Ontario

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

2 — 2

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR À CHAUSSURE
The F. F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1.** It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.
LIMITED
Hamilton, Canada Buffalo, U.S.A.

2 2

Eureka Canada's Sanitary **Refrigerator**

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Retailed in . .

5c. Packets; 15c. and 25c.

Enamelled Air-tight Tins.

EIFFEL TOWER LEMONADE

THE WORLD'S FAVORITE

Eiffel Tower Lemonade is sold the world over. It stands out conspicuously as the finest Temperance Beverage it is possible to produce. It is good because it is Pure—the health-giving, delicious product of fresh choice Lemons in its purest form.

Eiffel Tower Lemonade is an article your customers will be better for using, because it is genuine, and one you will be better off for selling, because of the liberal rate of profit it returns to you.

You will be serving your best interest by writing for full particulars.

FULL PARTICULARS AND SAMPLE FROM—

BAILEY & GUNN, 122 Hastings Street W., Vancouver.
THE TURNBULL CO., 179 Bannatyne Ave. E., Winnipeg.
THE HARRY HORNE CO., 309 & 311 King Street W., Toronto.
HOWE McINTYRE, Youville Square, Montreal.
W. A. SIMONDS, St. John, New Brunswick.

WHITE SWAN
YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

BISCUITS
from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE
Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a **COLES** mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co. Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

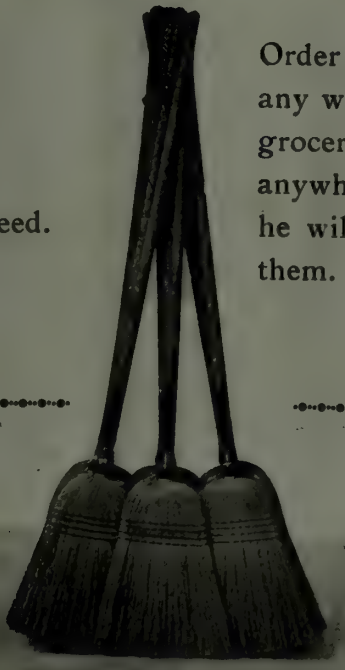
C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Every little girl likes a doll's toy broom.

On every PARKER-BROOM, there is a tag which if returned to us with the little girl's name and address we will mail her free of charge one of these useful toys, which is a perfect miniature of the PARKER-BROOM.

THE PARKER BROOM CO.
692 Wellington St. - - OTTAWA

Every broom guaranteed.



Order from any wholesale grocer anywhere, he will get them.

Nature Favors "Old Mill" Tomatoes

The surpassing feature of "Old Mill" canned goods is the quality. The true, actual flavor of the fruit is predominant in this brand. The geographical position of the factory enables us to use spring water, clear as crystal, from the celebrated St. David's Spring. This feature with highest quality fruit and expert cooking and packing will make it "sure" with your customers and repeat orders will follow.

Book orders for fall delivery NOW. Special prices on assorted car orders — canned goods and general groceries.

The W. H. Merriman Company
St. Catharines, Ont.

WHOLESALE GROCERS AND CANNERS

FACTORY AT ST. DAVID'S

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

St. Lawrence Granulated

It saves the merchant a lot of trouble by giving his customers the best sugar on the market, St. Lawrence Granulated sugar is the standard of quality.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

STOVE POLISH

SELLS MORE OR LESS THE WHOLE YEAR ROUND

JAMES DOME BLACK LEAD

IS WITHOUT DOUBT THE BEST STOVE POLISH YOU CAN BUY

Sells Well Cleans Well Pays Well

W. G. A. LAMBE & CO. - Canadian Agents

JOBBERS

Before purchasing EARLY PICKED JAPAN TEAS see FURUYA & NISHIMURA'S samples through their agents.

Trade Mark of Quality

The Perfection of Purity and Quality

or in other words

SWEETHEART BRAND GOODS

Your customers demand goods of high merit. The problem is solved by handling our line.

A FEW OF OUR STANDARDS

6-12-16 oz. Baking Powder. 4 oz. D.S.F. Mustard. 4-8 oz. IXL Mustard.
Finest Blend Coffee. Pure Fruit Flavoring. Delicious Jelly.

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

A SURE WINNER

This is one of our A1 lines that have been selling so well all over Canada

ARE YOU SELLING

CHINESE STARCH?

YOU SHOULD BE

Look for the Chinaman on the package, your guarantee of quality. The finest laundry starch on the market. Contains full 16 oz.

Write for list of our products and prices.

AGENTS: Standard Brokerage Co., Vancouver, B. C.; Escott & Harmer, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS Montreal

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,102,758.85
LOSSES PAID SINCE ORGANIZATION	20,833,820.96

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

WINNIPEG
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers' Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1895

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.
LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It drives them up **Common Sense KILLS** { *Roaches and Bed-Bugs / Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

OPPORTUNITY
Stores of all kinds; Refreshment, Variety and Groceries, Lunch Rooms, Barber Shops, Cigar Stands, Pool Halls, Rooming Houses, Etc., from $175.00 up. Any kind paying business. If you wish to buy or sell, call or write.
DELA RONDE BUSINESS CHANCE BROKER
10-16 McGill College Ave., Montreal

Make the Credit Customer Your BEST Customer

Hold him down—and yet keep him PLEASED. You can do it with

ALLISON COUPON BOOKS

They make credit business practically same as cash.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

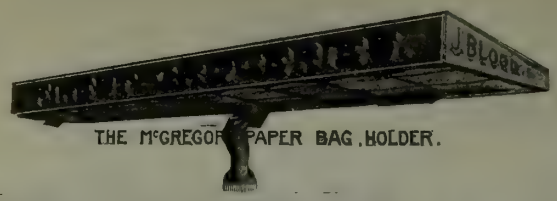
If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

FOR—
"Green Mountains," "Delawares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.



Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Ask your wholesaler for **The Best**

You'll get **McLean's White Moss**

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

SALT

A stock of good dependable salt holds the steady family trade and in so doing adds to the grocer's profits.

ONTARIO PEOPLE'S SALT is pure as salt can be and is exceedingly popular.

SEND FOR PRICES

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BLACK JACK

The Best Family Polish Made TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,570,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

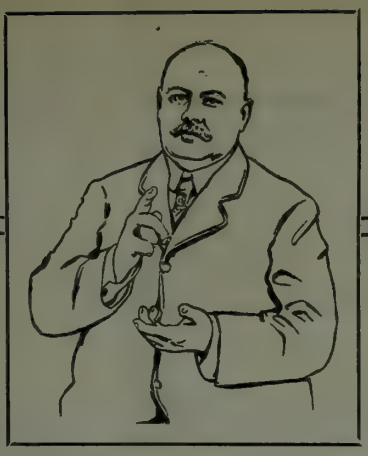
HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto. 25 Canada Life Building, Montreal.



Litster Goods

are made good enough to guarantee They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co., Limited

TORONTO

It Cannot be Equalled

That's a fact. There is nothing purer, nothing which will give such complete satisfaction as

Hirondelle (Brand) MACARONI

Made in the sunniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd.

MONTREAL, CANADA

"The King of all Package Cheese"

This is what Meadow-Sweet is styled by a prosperous dealer.

He gave us a small trial order. Now he sells dozens a week and makes good profit.

MEADOW-SWEET : RETAIL 10c.

We are perfectly sure you can sell at least two packages a week to 90% of your customers, 30 cents a head is not much, but multiply the amount by the number of your customers. Nice total, eh?

FRESH, NIPPY, APPETIZING

Make it your leader. Others have done it. Are now well pleased.

Meadow-Sweet Cheese Co., Montreal

AGENTS: Fred. Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit, Ltd., Que.; Denault Grain & Provision Co., Sherbrooke, Que.; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

Read This-Then Order

There is nothing like improvement. It shows progressiveness and a desire to please

Ko-Ko-But Is Now Better Than Ever

Means absolutely economy. 1 lb. Ko-Ko-But is equal to 1½ lb. Lard, Butter or any cooking product. Get a stock! Refund money to any dissatisfied customers. We'll refund you. (We simply mention this to show you the genuineness of our policy, We're convinced there can be no dissatisfaction.)

New Tins—More Attractive Than Ever

We have a FREE ADVERTISING proposition to offer you. WRITE US.

Dominion Cocoanut Butters Limited

Montreal

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN

COFFEES

MONTREAL

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

The white, floating, oval cake of **FAIRY SOAP**, that stays white and sweet to the last thin wafer, is **PURE SOAP**—the most and best that can be sold—without high perfumes or useless coloring.

Sell it every time you can, because you can always depend on it to please your customers, and pleased customers are the kind you want.

FAIRY SOAP is persistently and extensively advertised, and therefore easy to sell, because well known.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

BEGINNING TO FEEL IT WARM?

Just as soon as you notice the approach of the warm weather such is the time for you to look to supplies of thirst quenchers. The demand is a surety.

COLD SPRINGS LEMONADE

makes the repeats a surety. When you have demand and repeats assured, what more do you want? Nothing but a good profit, and that's yours too. We have seen to that.

S. H. EWING & SONS

MONTREAL

Rarer than Radium! Quality with Quantity.

"OCEAN" is an adjective of quality and quantity in laundry blues. 5 cents is little enough to pay for both, but sufficient. Three most highly concentrated, readily dissolved great big squares, or two surprisingly large bags, of "OCEAN" Blue, ready to put a perfect finishing touch of whiteness and brightness upon the clothes, in exchange for 5 cents! Can anybody wonder that it is always included with the soda, soap, and starch by the grocer keen on keeping custom.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.
Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO.

Imitation Is The Sincerest Flattery

THE GIANT
5-CENT PACKAGE

The popularity of a package can often be judged by the number of imitators it has. Beware of these masquerading brands which are following in the wake of the leader of all 5c. Ammonia Powder.

LAWRASON'S SNOWFLAKE AMMONIA

It has been commended by all classes of people as the only pure and satisfaction-giving ammonia powder on the market. Our selling policy has been appreciated by the grocers from coast to coast. Again we reiterate the whole-souled popularity of Lawrason's Snowflake Ammonia.

Get the Genuine—Lawrason's

S. F. LAWRASON & CO., LONDON, ONT.

English Brewed Ale and Stout

The most healthful drink of Old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores Ltd., St. John, Nfld.

KOPS BREWERIES, London, S.W., England

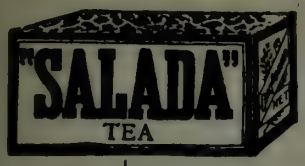
FULL SATISFACTION TO THE PUBLIC.

SUBSTANTIAL PROFITS TO THE TRADE.

"NUGGET"

"NUGGET" POLISH CO., LIMITED

67 Adelaide St. East, Toronto, Canada

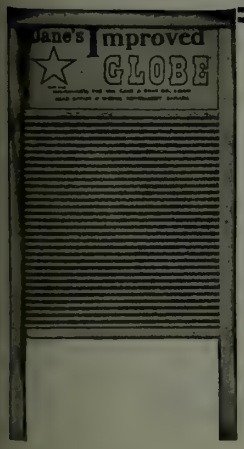


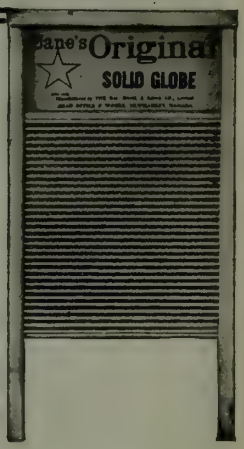
315,514 lbs.

is the increase in "SALADA" sales for the first nineteen weeks of 1912 over the same period of 1911—an average weekly increase of **16,606 lbs.**

This is proof positive that "SALADA" is a real trade winner. It builds trade that pays—trade that grows.

It can be absolutely relied upon year in and year out to serve the public well.





Cane's Washboards

A washboard for every price and each the best at the price.

IMPROVED GLOBE—Thin back solid zinc washing plate.

DIAMOND KING—Glass washing plate.

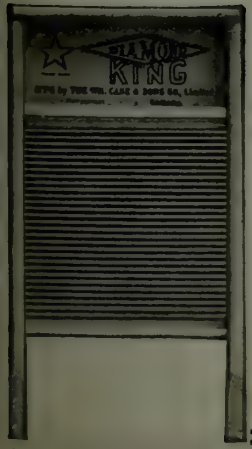
ORIGINAL GLOBE—Heavy back zinc washing plate.

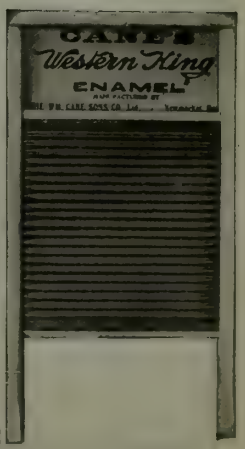
WESTERN KING—Enamel washing plate.

Have you seen our new Boards—**BEAVER** Brass, and **NEPTUNE**, Wavey Zinc?

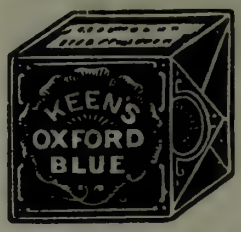
Write for Catalog and full particulars on CANE'S WASHDAY WOODENWARE.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.





There's no disputing the fact that

KEEN'S  OXFORD BLUE

holds pride of place for quality and economy in use. House-wives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the trade; stock up with KEEN'S---it's always in family demand.

For Sale by all the Canadian Jobbing Trade.

MAGOR, SON & CO., 403 St. Paul Street **MONTREAL**

30 Church Street, Toronto

AGENTS FOR THE DOMINION OF CANADA

Every Woman Who Enters Your Store is a Prospective Purchaser of

BENSON'S PREPARED CORN

It is indispensable to the housewife.
It is the purest and finest Corn Starch obtainable.
It is unequalled for baking, thickening gravies, making custards blanc mange, etc.

There is A Permanent Demand for "Benson's."

It creates business and brings repeat orders.
It never fails to give satisfaction.

It Nets You a Fair Margin of Profit.

Now is the season for Benson's Prepared Corn.

YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION

THE EDWARDSBURG STARCH CO LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

How Men Go Astray in Profit-Figuring

Problems Showing How Simple it is to Make Errors—Case Where Dealer on Strength of First Month's Business Lost Money When He Figured on Cost in Second Month—Why it is Safer to Calculate From Selling Price.

That this problem of figuring selling price is one that is considered more than any other by the average dealer, is demonstrated by the keen interest shown in it by the trade. Recently The Grocer has received a number of letters from readers revealing in no uncertain terms their interest in our articles on cost of doing business and profit, and how profit should be figured to be on the safe side.

It is too common an occurence for a merchant to say that selling an article for $1.25 which cost him $1 originally allows him a profit of 25 per cent. Yet this system of figuring profits is disappearing rapidly. It does not permit of safety in business, and therefore it is not proper to use it.

Expenses are Forgotten.

In the arithmetic there are examples of figuring profit, while scientifically correct, yet they omit anything about the cost of doing business having anything to do with the profit. This has led many astray. If a man, for instance, buys a horse for $50 and sells him for $75, the arithmetic would say he made 50 per cent. profit. He would, too, if he bought the horse one minute and sold him the next, without ever having to feed him.

But suppose a man has in contemplation a horse for sale on the basis of this transaction. A horse broker offers to carry out the negotiations. He asks a commission of 33 1-3 per cent. Now, the owner of the horse, believing he can get $75 for him, and having a profit of 50 per cent. in sight, agrees, and the broker completes the transaction and renders a bill as follows:—

Sold horse at	$75
Commission 33 1-3 per cent.	25
Due Seller	$50

Where Profit Disappears.

This bill shows to the owner a profit of 50 per cent. eaten up by a commission of 33 1-3 per cent. It illustrates the folly of anyone leading us to think of the percentage of profit from a standpoint that makes many men think they are making much larger profits on the business they are handling than they really are. It makes them prodigal of expense and often leads to failure, which with a more thorough knowledge of expense from a practical, everyday standpoint, could have been avoided.

For the sake of argument, let us suppose a man starts in a small grocery business, and that a large expenditure is necessary to cover his expenses, etc. The amount of percentage, of course, has nothing to do with the principles involved in the computation.

Ahead at End of Month.

Suppose the dealer buys his stock of goods and, as is usual in such cases, he prices them at what the wholesaler says he ought to get for them.

At the end of the month he finds he has done a business of a thousand dollars.

He has kept a close track of all the sales and finds the goods he has sold, at invoice cost, cost him $680.

He finds that his total selling expenses, etc., are $220, and thus he has $100 as a profit.

He does a little figuring.

He assumes that his cost of doing business is 22 per cent. of the total amount of business that he has done, that being the easiest way to figure it. He has made a profit of 10 per cent. of the total amount of business. This is quite the natural way for the average man to figure it. Let us suppose, therefore, that he proceeds to replenish his stock with exactly the same kind of merchandise that he had before, and he thus buys another $680 worth of goods. (This is simply assumed for the sake of illustration.) He gets the goods in and says: "I'll mark these to make 32 per cent. over cost, because I want to make 10 per cent. profit, and 22 per cent. will cover the cost of doing business,' etc."

On Wrong Basis.

What does he get? He finds at the end of the month that he has sold the same amount of merchandise, but he has received only $897.60 for it. In other words, he hasn't made his $100 profit, but has actually paid out $2.40 more than he received.

Had the retailer's knowledge of percentage been more thorough he would have realized that while the $320 was 32 per cent. of his sales of $1,000, it would be necessary to add 47 per cent. to the cost of his merchandise to get selling prices to total the desired $1,000.

He has been guilty of two fallacies in his methods. In the first place, he has based the percentage of profit and cost of doing business on his volume of business, but applied these percentages to his cost price when it came to making new prices; and in the second place, he is not trying to make any money on the amount of capital paid out for rent, clerk hire, advertising, etc. It is just as real capital that pays the clerk to hand out the merchandise, as is the capital which it takes to pay the wholesaler for the merchandise, and a man should make money on both, because both are part of the service which his capital procures for the purchasing public.

How to be on Safe Side.

After determining on his rate of profit and cost of doing business, he could easily have figured his selling price, to be sure of a reasonable net profit. His cost of doing business is 22 per cent., and he wants a profit of 10 per cent. Assuming that 100 per cent. is what he gets, he should have deducted 32 per cent. from that to determine what per cent. of the selling price the cost price is, because the cost price will be that portion of the 100 per cent. which is left after deducting the percentage required to pay the cost of doing business and the profit. It is found, therefore, 68 per cent. of any selling price, where the cost of doing business is 22 per cent. and the profit desired 10 per cent., represents what any article costs. Suppose a certain article cost $1. Divide 68 into $1, after adding two ciphers, and get $1.47 plus as the selling price.

This is easily proven. If a man sells the article for $1.47, and is allowing 22 per cent. for cost of doing business, he gets 32 cents plus, for expenses. If he has figured on 10 per cent. of his business as profit, he finds that he gets 14 7-10 cents or 15 cents profit. Deduct your 32 cents cost of doing business from your $1.47, and you have $1.15. Deduct 15 cents profit, and you have the $1.00 left.

An Eye on Overhead Expenses.

The matter of keeping close tab on expenses is another important phase of accounting. A Barrie, Ont., dealer has a system whereby he knows exactly what his overhead expenses are for any day, week, month or year. These overhead expenses include such items as wages, rent, fuel, light, water, taxes, stationery, phone, stable, insurance, express, freight, etc.

He arrives at these expenses by keeping a special expense ledger, in which are posted all items daily, and at the end of the year finds an average cost of doing business by comparing it with cash receipts, which figure is used as the amount of business done each year.

A Problem on the Salaries of Partners

To What is the Partner Who Spends Only Short Time in the Store Entitled—A Co-operative Store Business Statement to be Criticized—Definition of a Safety Deposit—The Buying of Bonds and Where They Can be Secured.

By Henry Johnson, Jr.

Letters have come to me very fast lately. They have poured in much more rapidly than I have been able to handle them. This is gratifying—shows that I am hitting the right points. It also clearly indicates that you find this department valuable. The embarrassing thing about it is that I cannot do justice to each without some delay. So I beg you to bear with what may sometimes look like neglect. For I shall carefully handle every letter just as nearly in rotation as circumstances will admit of my doing. Meantime, let me have your inquiries and comments. If need be, I shall take more space to cover everything fully.

Want Statement Analyzed.

Here, for instance, is a letter which I can only acknowledge this time and must handle in detail later. This because the statements which accompany it are voluminous and must be given more time than I have yet been able to give them:

Glace Bay, Nova Scotia, Mar. 15, 1912.
Henry Johnson, Jr.,

care of Canadian Grocer: —

Dear Sir.—We have been very much interested in your different articles and analyses of grocery costs, and herewith enclose you balance sheet of our society for the past six months. We should be pleased to read your criticism or commendation of it, and assure you we shall find same profitable and instructive, whatever lesson you may read from it. Our society has been in existence about five and one-half years, starting business with $3,500 capital. We know we have quite a number of problems and also weaknesses in our organization, and shall be very much interested in case you think the balance sheet worth reviewing, to see how close your views may coincide with ours.

Yours very truly,

Glace Bay Co-operative Society, Ltd.

The date will indicate how long I have had this letter; but the statements go into such minute detail that they cannot be handled offhand. They look good to me for careful study. More about it as soon as possible.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

A Question of Salaries.

——— March 21, 1912.

Henry Johnson, Jr.,
care Canadian Grocer:—

Dear Sir.—Like many others, I am a reader of The Grocer, and with great interest do I read your information in answer to questions put to you. I have one which I would like explained to me from your idea. I suppose you answer without publishing same in Grocer; if so, I would just like to get an answer from you, and if not, why publish without names of persons or place.

We are in partnership as "Rahway & Raritan," groceries, etc. I draw a salary of $75 per month, or at least this is agreed to. I have never drawn this amount in full yet; there is still about $150 coming to me up to the end of February, 1912, to make my amount come right. We both charge our groceries up at retail prices, and the proportion of money coming to me, of course, looks large, as I draw salary and he does not, or has not yet. My partner is an accountant with business outside the store, and does not work here except on Saturday nights, or when we may be extra busy. We took stock on January 1st, and we had a fire on January 17, so we took stock again on March 1st, and on finding out we were in fairly good shape, we intended to settle up in every way we could. We had been in business 18 months on Feb. ruary 29, and my partner wants $25 per month, and as I said before, he is not here in the store one-sixteenth part of the time I am, because I am always to be found at the store, and he wants one-third of my salary, and I have not agreed to this yet, and I don't intend to, but I hardly know just what arrangements to make for the coming year. I consider that he is really not entitled to any wages at all. He gets half profits, as we both put in an equal share of capital, but I am willing for the eighteen months past to agree to $180. This would be $10 per month, and he has drawn $25, so if he got $205 for the first 18 months I consider he would be doing well, and this would be unfair, so I would like your views on this subject. Hoping to hear from you in return,

Yours respectfully,
R. J. G.

N.B.—We may have come to a settlement before you answer, but I won't agree to anything for the year until I hear your opinion.

What a Partnership Is.

One difficulty with a partnership is that it is like marriage—the law regards the partners as one. Thus either partner is "the whole thing," legally, and either can take all the resources, or any part thereof, and do about as he likes with them, even to the ruin of the business, so long as there is no distinct limitation of the rights of each. Just what may constitute such mutual boundaries as make up a limited partnership, I am not competent to say. A good local attorney is the man to consult on that question.

It seems evident that in this case there was a distinct agreement that G should draw $75 per month as a salary. It is unfortunate that he did not draw it regularly and fully. He should do that in future, without neglect or failure. This because an accumulation of $150 belonging to him on back salary is apt to look like so much "velvet" to the partner who draws little or nothing. So envy and jealousy creep in. This is one great danger of partnerships, that the partners begin in good fellowship and too great mutual trustfulness, and then, because of unbusinesslike divisions, not properly made as they go on, begin to doubt and distrust each other. Partners should always carefully and exactly observe pure business rules on the sound Scotch theory that "short accoonts mak lang freens."

Begin on Definite Basis.

In the absence of a definite agreement, when an unforeseen contingency arises, the right plan is to seek a settlement on a fair basis, and settle up and start over with a clear agreement as to what shall be done in future. These two men put in an equal sum—how much is not stated, nor does it matter. The outside man was not provided with any salary allowance. Maybe it was not intended that he do any work whatever. But he has done some work, and the work was done on Saturday nights and at busy times. Thus his time was extra valuable to the business when he put it in. It looks right and proper, therefore, that whether it was agreed or not, he should have some payments for that time, aside from the consideration of his share of the profits. If he had not been handy at those rush times, probably the business would have been under added expense for some extra help, so it is as broad as it is long. If he has put in 1-16 as much time as G, he is entitled to 1-16 of G's salary, or approximately $5 per month. But again, he came at extra busy times, so maybe payment for the

(Concluded on page 39.)

The Made-in-Canada Exhibition Train

Now Touring Through Western Canada—The Purposes of the Exhibit—About $50,000 Worth of Manufacturers' Samples on Board—Those of Interest to the Grocery Trade.

Goods estimated in value at $50,000 are being shown in the Made-in-Canada exhibition train which left Montreal on Thursday of last week, and Ottawa on Friday on its long trip to the Rocky Mountains.

The train is the undertaking of a number of manufacturers banded together under the name of the Canadian Home Manufacturers' Association, and its purpose is of an educative character. It is intended to demonstrate to Western Canadian towns and cities the quality and importance of some of Eastern Canada's manufactured products and to suggest the possibilities of development along similar lines in the West.

On Saturday the train lay on the C.P.R. tracks at North Toronto, and it was estimated that 25,000 people walked through it. Among the visitors were His Royal Higness, the Duke of Connaught, Governor-General of Canada, who officially opened the train of ten cars for inspection.

An Expensive Exhibit.

As above state the Canadian Home Market Association have sent out samples of goods to the value of $50,000. It is stated that the average cost per day of the undertaking is $1,000 not including salaries, cost of train, etc.

The exhibits are arranged in ten standard baggage cars with side aisles and fitted with various sized compartments. In order that goods should not be displaced when cars are shunting, they are securely fastened. Some goods are displayed in silent salesmen. In all about 50 manufacturers are represented and there are few if any duplications of exhibits. The train is being run on schedule time.

A Lecturer Aboard.

H. D. Scully, secretary of the Canadian Home Market Association, Toronto, is in charge of the exhibition with J. A. Ramsay as assistant. The official lecturer is T. H. Race, who at the different stopping places will illustrate his lectures by lantern slides. The manufacturers exhibiting are represented by demonstrators, who explain to the public the points of interest in their particular goods.

The members of the party on board number twenty-five, including electricians, car cleaners, etc. During a trip lasting fifty days and covering a distance of 6,500 miles the party will live on the train, where every possible facility for a comfortable time has been introduced. It left Toronto on Saturday night for Port Arthur, where it was open to the public to-day. It is expected in Winnipeg on Thursday. It will make 100 stops on the west, and will run as far as Macleod, Calgary and Edmonton. It will not go beyond the Province of Alberta.

Many Lines Displayed.

Besides foodstuffs the exhibition includes household furniture, pianos, carpets, oilcloths, linoleums, bedding, wall paper, silverware, kitchen utensils, stoves, radiators and practically everything used about the home; cottons, woollens, knitted goods, clothing, boots and shoes, besides agricultural implements, traction engines, pumps, hardware, foodstuffs, rubber goods, paints, cameras, automobiles, machinery, etc. The train is electric-lighted by means of a dynamo in the car next to the engine.

Descriptive folders, setting forth the objects of the exhibition are being distributed to visitors.

Among the manufacturers exhibiting of interest to the grocery trade are the following:—Christie Brown Co., Toronto; Canadian Salt Co., Windsor, Ont.; National Drug and Chemical Co., Toronto; Edwardsburg Starch Co., Cardinal, Ont.; and Montreal; National Cash Register Co., Toronto; Pure Gold Manufacturing Co., Toronto; Wm. Davies Co., Limited, Toronto; Imperial Tobacco Co., Montreal, Smart Bag Co., Montreal; John Hillock & Co., Toronto; Stauntons Limited, Toronto, and Walter M. Lowney Co., Limited, Montreal.

The train will arrive in Winnipeg on the return journey about June 30 and will be back to Toronto a couple of days later.

The "Made-in-Canada" Exhibition Train at Toronto, just before leaving for the Canadian West.

Butcher.—Come, John, be lively now; break the bones in Mr. Williamson's chops and put Mr. Ray's ribs in the basket for him.

John (briskly).—All right, sir; just as soon as I have sawed off Mrs. Murphy's leg.

"Mamma," asked the thoughtful little boy, "do cows and bees go to heaven?"

"Why no," replied his mother, "what makes you ask such a question?"

"Cause if they don't the milk and honey the preacher said was up there must be canned stuff."

The CANADIAN GROCER

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TORONTO, MAY 24, 1912

BRITISH MANUFACTURERS COMING.

That Canada is being looked upon as an important field to cultivate, is well demonstrated by the fact that at the end of this month from 80 to 100 of the leading manufacturers of Great Britain leave Liverpool for this country to study first hand our vast resources. These ambassadors of British industry are coming on the invitation of The Financial News, and, it is estimated, they will represent £50,000,000 in British capital.

The main object of the deputation will be to ascertain the opportunities that exist in Canada as far as erecting branch factories are concerned, the openings for capital in industrial enterprises and the possibilities of extending the market for British goods here. Among various other industries, biscuit and confectionery making, flour milling, and different kinds of food manufacturing will be represented. The tour will include the Maritime Provinces, the chief centres in Quebec and Ontario, Cobalt, and all prominent places in the four Western Canadian provinces as far as Vancouver. On the return, Montreal will be reached about July 26.

That this will be an important era in Canada's industrial history is self-evident. Canada is growing rapidly because there is plenty of room for expansion, and the business outlook is encouraging. It is small wonder, therefore, that outside manufacturers are viewing Britain's first colony as a land of promise. The West has long since begun its development, and no one knows its possibilities better than those manufacturers who have already made a strong bid for business there.

Our Old Country friends, if they haven't visited the Dominion in recent years, will have much to see, and as possibilities are at present practically unlimited, it is reasonable to declare that this country, as an industrial field, will hold a much higher position in Old Country eyes than hitherto.

ADVANCE IN PAPER BAGS.

Paper bags have gone up in price. In the past it has been usual, when advances were scheduled, to reduce the discount but this time it is a positive advance. It amounts on the average to about 15 per cent. while the actual advances range all the way from 10 cents to $1.50 per thousand.

The reasons given are that raw material and cost of production have increased and warranted the rise. A few weeks ago, some manufacturers decided to increase the discount but others claimed this action was not in any way justified by the paper market and cost of production. It was considered to be due to keen competition for business, which evidently was the case, judging from the present advance.

It is stated that this is the first positive rise in paper bags in thirty years as others were simply lessening of discounts.

An advance in roll paper is also being talked of.

COFFEE VALORIZATION SCHEME.

Report has it that a move will be made by United States authorities to break up the Brazilian coffee valorization scheme. In a petition in equity filed in the United States court, the valorization plan is declared to be a violation of the Sherman Anti-Trust Law.

It is alleged that coffee to the extent of 950,000 bags is stored in various warehouses of the New York Dock Company. The court is asked to declare the scheme unlawful, to enjoin the valorization committee from withholding the coffee from the market, and to appoint a receiver to sell the 950,000 bags, valued at $10,000,000. The Government also applied for a temporary injunction restraining the valorization committee from removing or disposing of the coffee held in America pending the termination of the issue.

The case will be somewhat of an international affair as the defendants include Herman Selicken of New York, Bruno Schroeder of J. H. Schroeder & Co., of London, Edouard Bunge of Antwerp, Le Vicomte des Touches of Havre, Dr. Paulo de Silva Prado of Sao Paulo, Theodor Wille of Hamburg, the Societe Generale of Paris, and the New York Dock Co. All the defendants except the last named, are members of the valorization committee.

THE CAUSES OF FAILURE.

John J. Dauphin, of Buffalo, in an address before the Credit Men's Association in Toronto last week gave some interesting statistics regarding the causes of business failures in Canada and the United States. They should be of importance both to the man already in business and to the man contemplating entering business.

It is startling to notice that ranging high as a cause of failure is incompetence and inexperience of those in charge of the business. Undoubtedly if statistics of failures in the grocery business from these causes were available the figures would be even more startling. Although unfortunate, it nevertheless cannot be denied, that there are a great many men engaged in the grocery business who do not understand it. There are countless stores being conducted at a loss by men who did not remain long enough as clerks to learn all the essentials of the business and its management and also by men who have gone into the business with absolutely no training or experience. Some of these have been successful but the majority have not.

Among other causes of failure, lack of capital is a prominent one. In these days of high prices when goods in many cases have to be purchased a considerable time

ahead and in large quantities in order to get right prices, it takes a good deal of money to successfully finance a grocery business.

Extravagance, neglect, competition, speculation, fraud and failure of others are some of the other causes. The merchant already in business would do well to give careful attention to this list that he may guard against them. The man who has some thoughts of entering business should give even greater consideration to these causes which are liable to prove a stumbling block in his path to success.

SEEDING IN WESTERN CANADA.

One of The Grocer's Western Canadian correspondents writes from Elm Creek, Man., that seeding in Manitoba generally is fairly well advanced, but the wet weather of the last two weeks has to a certain extent retarded operations. On the lighter and higher lands the wheat is nearly all sown and most of the oats.

Upon the heavier soil there is considerable yet to do, but the weather is fine, at time of writing, and has the appearance of continuing so. With favorable weather nearly all the grain will be sown by the week of the 20th. The flax, of which there is a largely increased acreage, is not sown yet, and will not be for a few days. There have been a great number of tractors purchased by the farmers this spring, but owing to the wet weather they have not been largely used except for braking.

An excellent feeling is prevailing through the West generally and prospects are very bright.

A conservative estimate shows that fully 50 per cent. of seeding in Alberta was completed last week. The seed was put in under favorable circumstances, the seeding period being followed by unusually fine weather. It is, of course, at this stage, impossible to make any crop predictions, but on all sides, particularly among old and experienced grain growers there is a feeling that conditions are favorable for a bountiful yield. Stock throughout the province has wintered well, and the spring found the farmer in a splendid position. Owing to the fact that mixed farming will be more prominent this year than before, it is not expected that the average will be largely increased. It is confidently expected, however, that the yield per acre will be larger than in 1911.

A BIG CLOTHES PIN DEAL.

Many retail dealers who are accustomed to see the humorous side of human life, get not a little amusement from the questions and requests asked of them by certain members of the feminine sex.

To illustrate the point a story is told of a young bride—and the bride tells it on herself—who prior to the first wash day went to the grocery store for a supply of clothes pins.

"I want a dozen clothes pins, please," she politely remarked to the dealer.

"A dozen madam," he inquired with a twinkle in his eye, "you know they are three dozen for five cents."

"I said I wanted **one** dozen clothes pins," returned the new wife with bluntness and annoyed that the grocer should question her ability to look after her own affairs.

The dealer gave her the dozen. But when wash day came round there was found to be quite a shortage in clothes pins. A dozen didn't go very far with the result that the mistress of the newly organized house was a much wiser individual. She was too ashamed to go back to the same dealer for the required number but henceforth always made it a point to listen to his advice.

EDITORIAL NOTES.

Forget about your work on the 24th.

* * *

Stopping an ad. to save money is like stopping a clock to save time.

* * *

May is waning rapidly and then we come to the big season of the June bride.

* * *

Expenses can only be cut down intelligently when one knows exactly what they include.

* * *

It doesn't take a Sherlock Holmes to see why some merchants fail, considering the appearance of their stores and windows.

* * *

Finding out who is really the cause of the high cost of living is a good deal like playing, "Button, button, who's got the button."

* * *

No doubt the weather man is trying to make atonement for his performance last summer when we wanted and couldn't get rain.

* * *

If a merchant haunts the store from early morning until late at night for any length of time, he will soon have a chance to see his own ghost.

* * *

The man who digs the hardest doesn't always get out the most dirt. Neither does the man who works all day and half the night always make the biggest success.

* * *

A rise in rice is one of the features of this week's market. The high-cost-of-living bogey man will get his just desserts if he continues longer on his rampage.

* * *

The over-abundance of rain during the past week will keep the pastures green and help butter production, but it is mighty hard on struggling grain and vegetables in low lands.

* * *

It has been said that a salesman should know all the good points of the goods he is selling. It is just as important that he know the weak points as well. By knowing them beforehand, he will have an answer ready whenever an objection is made. There is always an answer to every objection and the salesman would do well to ferret out the weak points and have his arguments ready.

* * *

The profit figuring problem submitted by The Canadian Grocer a few weeks ago has been taken up by The Modern Grocer of Chicago. The problem, states that paper, was one which enters into the business of merchants, and every merchant, many times every day. A similar calculation must be made whenever a bill of goods is received. In practically all instances, the incorrect answers erred against the merchant.

Need of Proper Attention to Delivery

Halifax Dealer Lays Stress on Delivery Man's Intelligence and Cleanliness—Deprecates Promising Goods at Certain Times When Promises Cannot be Fulfilled.

"A satisfactory delivery is one of the most important items in the grocery business," remarked a Halifax grocer the other day. "I give especial attention to my deliveries, and I find that it pays.

"I believe it pays, too, to have a good man in charge. By man, I don't necessarily mean a grown-up, for some boys are better than some men; but intelligence counts for just as much in delivering goods as in selling them.

"I always try to get a man who will take pride in his work, who will see that the conveyance is clean, and who realizes that the way he looks after things is important to the store. There are such a lot of little things in connection with delivering that may do harm that it is worth while to have a person equipped with intelligence do this work. For instance, a man with a craze for reckless driving, or for needlessly lashing his horse will give a store a lot more bad advertising than most people think. Most of my customers are women; and what a woman thinks of a driver who ill-uses his horse, even to fill a hurry-up order, wouldn't look well in print.

Drivers Must be Clean.

"Then there's the matter of cleanliness. I keep my store spick and span. That means money to me. But if I send out a driver who is slovenly, or who handles his goods in such a style that they look dirty when they arrive at their destination, it counteracts a great deal of good work in the store. A dirty vehicle isn't a paying advertisement, either.

"'Never disappoint a customer' is an important axiom. For that reason, I try never to give a promise that I feel can't be carried out. If I say that certain goods will be delivered by three o'clock in the afternoon, they'll be there at three or before three — never later. If the customer wants them by two o'clock, and I know the rig has half a dozen prior calls, I turn down the order sooner than promise something I can't carry out. But I turn down precious few orders at that. I find that most of these people are reasonable, and appreciate a fellow who's honest with them in such matters.

The Way It Is Done.

"Really, it isn't so much what a man does as the way he does it that counts with customers. A dealer who knows his business can refuse a customer's request for a delivery inside of the next half-hour in such a way that the customer will think all the more or him, and will feel that the merchant is anxious to do his utmost. Another man will say, 'I don't know; we're awfully rushed. I wish you could wait, but if you can't, we'll try to get it up'—and the customer will think him a grouchy old cuss, and never give him credit for all the trouble involved in making that particular delivery on time."

Motion to Raise the Association Fees

Toronto R. G. A. Discuss Their Part in Financing the Ontario Organization—Regular Meeting on Monday Night—Think Garnishee Limit Should be Lowered.

Toronto, May 23—(Special).—Climatic conditions were somewhat against the attendance at the monthly meeting of the Toronto Retail Grocers on Monday night. The important features to the meeting were probably two notices of motion given, one of a change in the constitution and the other of an amount to be drawn from the trust fund of the association.

Wm. C. Miller gave notice that he would move for a change in the constitution increasing the membership fee of the association from $1 as at present to $2. This is to be done for the purpose of financing the Toronto association's share of the newly formed Provincial organization. The $2 fee which will probably not come into force until January next will allow of $1 for Ontario association, and $1 for the local body. D. W. Clark's motion will be to draw $175 from the trust fund to pay this year's levy of Ontario association of $1 per member.

The Garnishee Limit.

D. W. Clark introduced the question as to what the association thought would be a proper sum for exemption in garnishment of wages. The opinion was expressed by some that it would be well to place it on a 50 per cent. basis although others thought this would be rather complicated. Others thought that if it could be got down to $10 instead of $25 as at present that it would be satisfactory.

After Some of the Druggists.

"Isn't there some possible way to make druggists close the grocery side of their store on Sunday?" was the pertinent enquiry of one member. "I believe you could buy a quarter's worth of soap on Sunday." Others suggested ice cream, candies or cigars as possible purchases in some stores.

"Some one should buy something and make them account for it," declared one member.

"Put the police on their trail," advised another.

The annual picnic will be held to Grimsby Beach on July 24.

TO CANVASS FOR MEMBERS.

Work Decided on by London Grocers—Arrangements for Annual Picnic.

London, Ont., May 23.—(Special).—The regular meeting of the Retail Grocers' Associations was held Tuesday evening, May 14th. There was a good attendance. Pres. John Diprose gave a report of what was done by the Executive of the Ontario Retail Grocers' Association at Brantford. A committee was named to canvass all the grocers in the city who are not members of the association, urging them to join and help the good work just started by the Ontario Association.

G. B. Drake gave a report of the meeting at Dorchester. He was sure the village merchants would co-operate with the Ontario Association. Arrangements were made for the excursion to Detroit on June 19th.

Frank Paull was elected to manage the grocers' baseball team. The boys have entered the merchants' league, and will play every Wednesday afternoon at Springbank. The team will have brand new suits, through the kindness of the Sunlight Soap Co.

The Executive held a business meeting after the regular meeting and disposed of a lot of good work. President Diprose is certainly making a name for himself as a hustler.

ADS. MUST BE TRUTHFUL.

A law against misleading and untrue advertisements has come into force in New York State. The Act pertains to misleading statements in any form of advertising, tending to give the appearance of an advantageous offer to the purchaser. Advertising of this nature will henceforth mean liability to fine of not less than $10 and not more than $500.

Seasonable Time for Selling Jams, Etc.

Home-made Supplies Disappearing—Good Window Will Bring New Business—A Suggestion From Montreal — Items in Display That Should be Attended to.

There can be no question of the value of a jam, marmalade and preserve window at the present time. It was pointed out in our issue of May 10 how the sales of pure goods have increased in Canada during the past eight or ten years. The estimate has been made by competent authorities that there is an annual production of $1,000,000 worth of pure jams, etc., in Canada while we import $400,000 worth from the Old Country. Compare this with ten years ago when the sum total of pure jams sold in this country was only about $25,000 worth, and one has no difficulty in seeing the advantages of featuring these lines.

The public is eating jams and marmalades and dealers are making money out of them in proportion to the actual demand and the amount they sell by the exercise of their own salesmanship methods.

Window From Montreal.

This brings in the point of display. The window should be used occasionally to create sales. A clean, attractive neatly arranged display is bound to gain attention. No one could look at the accompanying window and not be impressed by it. It was dressed by Walter Paul, a Montreal grocer and contains nearly all the elements of good display.

It is a popular opinion among window dressers that a window should contain a single line of goods, goods associated with one another, associated with a particular season or with a particular idea. This Montreal window belongs to the first classification and cannot therefore be criticised. A provision window could, without being criticised, contain ham, bacon, lard, eggs, butter, etc. A Christmas window may include extracts currants, oranges and confectionery, while a house-cleaning display may show brooms, lye, ammonia, and tubs.

Care in Arrangement.

The arrangement of the glass jars in symmetrical fashion in this window is a point to be commended. One could not be considered an artist who merely places a quantity of jars of fruit promiscuously on the floor of the window. He must have his display attractive or it will not hold the attention of the onlooker. In displaying a glass jar, bottle, or package the full benefit of the attractiveness may be lost if the labels are not given attention. A jar with a neat looking and clean label is going to arouse more interest than the one with the dirty label. Labels, too, should be arranged so that the best possible impression can be made on the eye of the prospective buyer. They should not be turned to the inside. Manufacturers go to considerable trouble and expense selecting a label that will help sell the goods and the retailer should, and usually does, as shown in Mr. Paul's window, take full advantage of them.

Why Jams Will Sell Now.

Now that this is a between season, it should be profitable to push sales of these goods. The housewife's shelf of preserves must be getting pretty low, if it has not altogether disappeared, and strawberries and pineapples are about the only fresh fruit on the market. Strawberries are still too high for the average family and everything points to good sales by retailers in preserved fruits. The window should work overtime.

Preserve and jam display shown recently by Walter Paul, Montreal. This is a window that sold goods.

STRONG BELIEVER IN DISPLAY.

Editor Canadian Grocer,—I have been in business for some years and have always contended, a good display as artistically arranged as possible is essential to business success.

The photograph of the canned goods display in the interior of my store you published in your issue of April 19th, (spring number), was noticed by the Dominion Canners, Limited, who sent a representative along to see it, and as a result they presented me with a letter case, and Mr. G. F. Grinyer, who fixed the display, with a bill case.

We wish to thank you for the publication and through you to also thank the Dominion Canners for their handsome presents, and to assure them of our appreciation for the recognition they considered the display merited.

B. S. McMurty.
G. F. Grinyer.

1146 Yonge St., Toronto, May 10, '12

Current News of the Week

Quebec.

J. B. Vanier & Frere, grocery and liquor dealers, Montreal, have sold to Vanier & Girard.

The Sapho Mfg. Co., Limited, Montreal, manufacturers of Anti-Dust and other specialties have appointed the MacLaren Imperial Cheese Co., Ltd., as their agents for Ontario.

Ontario.

D. S. Waldron, Toronto, has sold his grocery to A. Carrie.

George Diespond, grocer, Toronto, has sold to J. A. Jeffrey.

A. E. Proctor, grocer, Toronto, is succeeded by John Coutts.

Grocery business of Annie Richardson, Toronto, has been purchased by A. D. Stewart.

Robert Smith and John McCartney will reopen the old Walkerton, Ont., biscuit factory.

W. S. Greening of Pure Gold Manufacturing Co., Toronto, is on a three months' trip to Europe.

C. Mann, Toronto representative of Canada Sugar Refining Co., is suffering from a broken arm.

Charles Zurhorst, provision and grocery dealer, Yonge St., Toronto, is on a two months' trip to Europe.

C. D. Worthington, of Guelph, Ont., has purchased the grocery business of Mr. Steenson, East Main St., Galt.

Anderson & Beattie, grocers of Hespeler, Ont., are erecting an addition to their store. It will be 24 x 37 feet in dimensions.

Sarnia, Ont., merchants, at their last meeting voted down a proposal for the mid-week half holiday during July and August.

The warehouse at Sudbury, Ont., of The Young Co., Limited, wholesale grocers was destroyed by fire early one morning last week.

Frank E. Mutton, formerly with The National Cash Register Co., as Canadian Manager, has joined the staff of J. J. Gibbons, Limited, advertising agents.

S. Bone, grocer, Avenue Road and Davenport, Toronto, who underwent an operation at the General Hospital recently, is progressing nicely and will be removed to his home this week.

J. A. Gibson, who has been with the Ingersoll Packing Co., for the past seven years has purchased the grocery business of the late Geo. Primmer at Petrolea, Ont. Mr. Gibson's home was originally in Petrolea.

Stratford, Ont., merchants have made a resolve not to permit themselves or their employees to be canvassed or solicited at their places of business. They say the ticket selling and subscription list are overworked in business sections of many towns.

Western Canada.

Alex. MacDonald, wholesale grocer, Winnipeg, has sold his business.

General store of C. A. Jones & Co., Sifton, Man., has been purchased by F. Farrian.

Police commissioners of Vancouver, B.C., have gone on record as opposed to drug stores selling anything but medicine and filling prescriptions on Sunday. They consider it discrimination against other dealers if they are given any larger latitude.

The head office of the Robin Hood Mills, Limited, of Western Canada, is in Moose Jaw, Sask., and not in Calgary, as erroneously appeared in a recent issue of The Grocer. The new mill the company is erecting is practically completed, the roof being on and work of installation of machinery progressing rapidly.

The Western Brokerage & Manufacturers' Distributing Co., is a new firm located at Calgary, Alta. It is composed of H. E. Anderson, formerly in the real estate business; H. H. Free, formerly a salesman for Georgeson & Co., wholesale grocers, and F. A. Nutting, formerly with Nicholson & Bain. The new company have taken over the building occupied formerly by Campbell, Wilson & Horn.

WESTERN CREDIT MEN'S OFFICERS.

Annual Meeting Last Week—Purse of $500 Presented to Retiring President.

Winnipeg, May 23.—(Special.)—The Canadian Credit Men's Association met at their second annual banquet on the evening of May 16th and elected officers for the ensuing year. The change of officers was occasioned by the resignation of H. H. Piggott, who resigned from the presidency to enter into business on his own account. Mr. Piggot was late credit manager for the J. H. Ashdown Co., and has entered into the brokerage business as H. H. Piggot & Co. At the banquet a purse of $500 was presented to Mr. Piggot as an expression of good will from his associates among the credit men.

W. S. Fallis, western manager of Sherwin-Williams, was elected new president, and R. R. Wilson, of Campbell Bros. & Wilson, vice-president. Henry Detchson was re-elected secretary-trueasurer.

The main address of the evning was by W. J. Healey, of the Winnipeg Free Press, on the subject, "The Fight for Fair Railway Rates."

OUR NEWFOUNDLAND LETTER.

Poor Seal Fishing Season—Salmon and Lobster Appearing.

St. John's, Nfld., May 20.—(Special.)—Newfoundland's introductory industry, the sealing voyage, is over, and the last steamer to arrive, the Neptune, closes the voyage for 1912.

Twenty-three steamers, and 4,179 men prosecuted the voyage, and the total catch was 175,130 seals, weighing 3,965 tons, net value $329,264. The voyage is disappointing and discouraging, and away below an average catch. A good seal fishery for a start gives encouragement and an impetus to the other fisheries, and it is hoped that the poor seal fishery is in no way indicative of the balance of our fisheries for 1912.

Salmon and lobster are just beginning to appear, around the coast, but no codfish yet.

Lobsters made their appearance in one of our nearby settlements on the 14th, and about one hundred were brought to town; they sold at 30c apiece. Next morning they were plentiful in the market, and the price dropped to 15c.

The first salmon came in on the 15th, and fetched a ready sale at 35c per lb.

There is talk of an amalgamation of ten or eleven of the cereal mills throughout Ontario. Negotiations have been going on for some little time but have not taken any definite shape as yet.

Views on Propriety of the Price Ticket

Number of Dealers Assembled Express Varied Views on Use of This Card—All Agreed on Value of Show Card—"People Will Buy More if They Know the Price," Claims One — "They Will Not," Contradicts Another.

To use them or not to use them. That was the question.

A number of retailers were gathered together, and, as is usual on such occasions, they were discussing some different phases of business. The subject under consideration was the merits or demerits or the price ticket as used by retail stores. All did not hold the same opinion.

One grocer was a strong advocate of extensive use of the cardboard to acquaint customers with prices. "I am using more all the time," he said, "because I see that they bring me good business. In a way they take the place of a clerk, and they certainly save a great deal of the clerk's time.

Peculiarities of People.

"You know," he continued, "the majority of people are backward about asking the price of goods, especially of more than a few articles at a time. At least, I find it that way, and I don't think I differ much from the ordinary run of people. I know when I want to buy a tie, I always go to the store where things are marked, so that a selection can be made without asking too many questions."

A Different View.

"Well, I don't believe in using the price ticket," broke in another. "I think it gives a cheap appearance to goods. It may be all right in a bargain store, where people are looking for cheap stuff and not for quality, but I think it gives too much of the bargain idea to put price cards on high class goods."

"If you will take a trip through any of the big department stores," argued his neighbor, "you will see that they use a great quantity of them, and they are supposed to be at the top of the heap in business ideas."

On the Bargain Goods.

"I think you will find," said another, "that it is mostly the bargain goods on which they put prices. When they get in any new or high class goods they rarely put a price ticket on them, although they use show cards. I certainly believe in the show card to work up interest in goods, while whenever I have a special price to offer on any line that customers may know there is a special price on it, I use a price card."

The Two in One.

"Well, I combine both show card and price ticket," came from another. "I use a few words to describe the goods and work up interest, but generally also quote a price."

It seemed here as if discussion would lag, but finally the first exponent of the price ticket came back with another argument.

Under an Obligation.

"When people see the price," he said, "they know if they can afford to buy it. Supposing a person sees an article in the window, but there is no price on it. He comes in to enquire the price. Now it may be more than he wants to pay for it, but after asking about it, he hates to leave without buying. Although he may purchase, he feels he should not have done so, and that is not a good feeling for the customer to have."

He was not allowed to get away with this argument, however, without a contrary view being expressed.

Room for Salesmanship.

"I don't think that argument is sound," spoke up another. "If the price is higher than he has been used to paying, or thinks he should pay, the quality of the goods must be correspondingly higher. In the case you speak of, where the customer finds the price higher than expected, that is where the clerk or salesman should get in his work, by showing that the goods are of higher quality, and are worth more. Now a price card on high quality goods will often scare a customer away, while if he had to enquire the price, the clerk has a chance to point out the high quality of the goods."

They Should be Clean.

"Well, there is one thing we are all agreed on," spoke up one who thought enough diverse opinions had been expressed on the subject, "if you do use price cards or show cards be sure they are clean. A store I was in the other day had a card on some candies which was so faded and dirty that it would certainly never sell any of the goods, at least, not to me."

And here the discussion ended.

RESULT-GETTING FLOUR WINDOW

Here is a flour window display used by a grocer with good results:—In the right-hand corner of the window was placed a small range borrowed for the occasion, the oven door was left open to show the quality of the bread baked from the flour. On top of stove was seen the finished product of the home. To the left was placed a wax figure with her hands in the dough mixing the next batch. On the cabinet shelves could be seen many other articles of food which gave it a true kitchen-like appearance.

A PROBLEM ON THE SALARIES OF PARTNERS.

(Continued from page 32)

equivalent of ⅛ time would be equitable. Hence the $10 suggested by G looks fair to me.

Peace in the Family.

I therefore should approve of G's $10 suggestion for what is past, but urge that the settlement be made in a liberal and not a grudging spirit, for in that way the relationship can be made to continue; otherwise probably not. But at any rate, cut it as short as possible, even at some sacrifice, for there is nothing so disastrous to a business as internal strife. Then make a new deal or separate. Get peace into the family or get a divorce. I think a little diplomacy and an honest effort to effect a settlement will clear things up; and I surely hope so.

Safety Deposit—Buying Bonds.

Another letter contains the following:

"In your paper I find many interesting writings—amongst them I find one by Henry Johnson, Jr., page 37—What is a safety deposit? How would you buy bonds?

Subscriber."

A safety deposit box is a section of the safe of a bank or trust company which you can rent for the safekeeping of your valuable papers, bonds, etc. It is private; you hold the key. It is also vastly more secure than any storage with which you can provide yourself. These cost from $3 per year upward—sometimes the smallest ones rent for less than $3.

Bonds can be bought through any reliable banking house. They are best purchased through houses which make a specialty of bonds. It is difficult always to know which are reliable. If this correspondent will indicate to me how much he has to invest in bonds now, writing to me direct, I shall gladly look into his needs and write him recommendations of such securities as are best suited to his needs. These securities will be of the same character as I have bought for years, and many of which I now hold. Every business man, big or little, should know about sound bonds for reasons which I have detailed hitherto, and for other reasons which he will grasp more fully the more he studies this useful and fascinating subject.

Paper Bags Advance--Rice Up 15c. Cwt.

Advance Averaging Around 15 Per Cent. in Paper Bags — Roll Paper is Also Strong—Phenomenal Rise in Celery Seed—Beans are Scarce and Firm—Sugar is Weak—Prunes Down in Winnipeg.

QUEBEC MARKETS.

POINTERS:—

Sugar.—Weak.

Rice.—Advanced 10c per cwt.

Paper bags.—Higher.

Montreal, May 23.—Among the changes of the week is an advance of 15 cents per cwt. in Rangoon rice. In dried fruits, Valencia raisins and dates are steady to firm. Sugar however, continues to hold a weak position and as stocks held are small, it is agreed that a decline in price would result in a good volume of sugar business.

Paper bags have been advanced by manufacturers this week. There has been a change in both the basis price as well as discounts, and advance on the whole will probably range about 15 per cent. The change in prices varies from 20 cents per thousand for 1 lb. and 10 cents in one or two other sizes, up to $1.50 per thousand for 20 lb. bags. There has been no regular advance that could be figured on percentage basis, however, upward move being different on different lines. For instance, 16 lb. light are up 80 cents per thousand while 16 lb. heavy remain unchanged.

SUGAR.—The market has been worked pretty bare and it seems that in spite of large stocks of highcosting sugar held by refiners that a drop of 10 cents at least, will take place before long. Some dealers say that the situation would be much healthier if a decline of 20 cents took place. Our advice is to buy still in small quantities.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamonds Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—A good trade is passing in both these lines though the shortage in the maple crop has not produced as large an increase in business for syrups as was anticipated.

Fancy Barbados molasses, puncheons	0 36	0 38
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 31	0 33
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 35½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—There is nothing of a lively nature in this market as the Old crop is now pretty well exhausted. Valencia raisins in primary markets are practically exhausted and the light stocks on spot are held for firm prices. Currants are slightly easier although stocks remaining in Greece are reported as insufficient to carry until new crop is marketed. The usual report of rains having damaged Sultana crops has been received but it is too early to predict what the outturn of 1912 will be. Dates are practically exhausted in London and high prices have been paid for recent shipments.

In California prunes the bottom has about been reached. Both holders and packers are asking higher prices than a few weeks ago. The same remarks apply to cut fruits and it is stated considerable purchases of the latter have been made by fortunate buyers.

The local market has found a steady trade for spot stocks at remunerative prices and it looks as if our market will be in good condition to receive the new crops which come along towards the fall.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09¼
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11¼
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 09
Choice fancy seeded, 1-lt. pkgs.	....	0 09½
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 09½
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07¼	0 08
Sultana raisins, loose, per lb.	0 12	0 13
Sultana raisins, 1-lb. cartons	0 13	0 19
Malaga table raisins, clusters, per box	2 50	5 75½
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Early Japan teas are reported to have been executed at the same prices as last year, the cup quality being equal to that of 1911 and the leaf a little longer which will give the teas a better style. On grades from 25c to 21c it is expected the market will be a ½ cent. lower than last year, but the lower grades will figure out relatively higher. Orders given up to the present equal those of last year, and if there be no change in weather the crop will also be about the same.

China teas are said to be pretty firm, the market being open for Packling Congous which are grown in the north, the other districts being chiefly green centres.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Considerable interest is focussed on coffee as a result of the report that the U. S. A. authorities have decided to sue the valorization interests. The breaking up of this trust would bring about the long looked for drop in prices. It is more than difficult to say just what the result will be at the present moment as it may be proven that no Act in the U. S. A. can justify action against Brazilian interests.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Continued firmness and high prices are the chief features of market this week and as aforesaid there is little sign of any decrease in the near future.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—The usual routine business has been reported, no particular lines showing activity. Were it not for the usual steady demand from bakers and

confectioners the situation would certainly be dull.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mayette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 06½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1		0 13
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

RICE.—An advance of 15 cents per cwt. in Rangoon rice was made this week. This is in sympathy with firmness in accordance with situation in East. This brings prices up to a level of 50 cents above those of a year ago.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 60	3 70
Rice, grade B, bags 100 lbs.	3 60	3 70
Rice, grade B, bags, 50 lbs.	3 60	3 70
Rice, grade B, ½ pockets, 12½ lbs.	3 80	3 90
Rice, grade B, pockets, 25 lbs.	3 70	3 80
Rice, grade C.C., bags, 250 lbs.	3 50	3 60
Rice, grade C.C., bags, 100 lbs.	3 50	3 60
Rice, grade C.C., bags, 50 lbs.	3 50	3 60
Rice, grade C.C., pockets, 25 lbs.	3 60	3 70
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—

Rice.—Rangoon 15c. cwt. higher.

Sugar.—Weak.

Celery Seed.—Phenomenal advance.

Beans.—Scarce and firm.

Paper Bags.—Higher.

Roll Paper.—Strong.

Twine.—Quoted from 26 to 30c lb.

Toronto, May 23.—"Good and bad in spots," was the comment of one wholesaler on trade conditions. Evidently there might be more activity but a number of the trade appear satisfied with volume of business. Dullness of sugar detracts from volume of sales. It is a question whether rainy weather is helping trade even in the country. While farmers can't do anything on the land and now have a chance to get into town, nevertheless roads are in rather bad condition.

An important change of the week with a bearing on the expense account of the grocer is an advance in paper bags announced on Monday. While increase varies on different lines one dealer said it would amount to about 15 per cent. Reason given is increased cost of raw material, higher wages and some other minor factors. It is general for any incerase to be shown in reduced discounts but this time there has been a change in basis price with slight reduction in discounts as well. The advance varies with different sizes. For instance in lights, 1 lb. are up from $1.10 to $1.30 per thousand, 2 lb. from $1.50 to $1.60, 3 lb. from $1.90 to $2.10, 4 lb. from $2.30 to $2.40, 5 lb. from $2.70 to $3.00, 10 lb. from $4.50 to $5.40, and 20 lb. from $8.00 to $9.50. Roll paper is also strong and there is talk of advancing prices. "We expect an advance," was the answer of one paper firm when questioned regarding wrapping paper.

There appears to be considerable difference at present moment in prices quoted on cotton twine. Cotton has been firming but some firms who bought previous to advance are holding prices as low as 26 cents per lb. Others quote up to 29 and 30 cents. "Present prices of cotton warrant 29 cents per pound," said one man.

In face of strong broom corn market, some manufacturers are quoting prices which compared with two months ago show reduction of 10 per cent While some firms may have bought corn at a good price, it seems that competition is also a factor in easing prices. Fire recently destroyed 65 cars of broom corn at Hutchinson, Kansas, but dealers say this will have no important bearing on market.

SUGAR.—Refined sugar still maintains its position. Toronto price is $5.45 as compared with $4.70 a year ago. Although there is no change in quotations, general situation is weak. While there is considerable talk along the street about expecting lower prices, sugar men say this is by no means a certainty. True it is that Cuban situation is quite weak, but this is no direct gauge of Canadian market, refiners here now operating with high priced B. W. I. raws. In face of some probability of lower prices, trade continues on hand to mouth basis." There has been no big buying movement for some time and stocks in retailers' and wholesalers' hands are considered as well cleaned up.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 40

SYRUPS AND MOLASSES.—There is not as much interest shown in molasses in Ontario as some of the other provinces. Present movement is considered as up to standard. There is a firmer feeling in Barbados molasses in primary.

While trade in corn syrups is on a smaller scale than some time ago, it is appreciable for season. Demand for this line during summer months is much larger than was case some years ago.

	Per case.
Syrups—	
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 60
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 32
New Orleans, barrels	0 26	0 30
Barbados, extra fancy	....	0 50
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS.—There are no changes of importance to record in dried fruits. Situation is much the same as has been previously outlined. Prunes are unchanged but none too strong. Same condition prevails in seeded raisins. Evaps. are not in large supply but exhibit no particular firmness.

Figs, especially better grades are in rather short supply, supplying a contrast to situation a year ago when there was a plentitude. Dates are in the same boat as figs.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
New Dates—		
Halloween—		
Full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—The samples of new Japan tea which have been received in America show a leaf of fair average for first picking. Canadian interest in this line as yet is small. It is reported that Congou crop will be below normal, which was to be expected as a result of the unsettled conditions that have existed in China for many months.

The indications with regard to Indian tea are that prices will remain steady for the next month or two, as most Gardens have disposed of their season's production and unless the new season's growth comes along fairly early, prices

may harden up despite the fact that distributers are reputed to hold fairly large stocks.

With regard to Ceylon tea, the position is somewhat different. The drought experienced during the earlier months of the year, is over: the rains in Ceylon are falling earlier than usual; recent advices show improved yields and shipments from Colombo to the United Kingdom for April are nearly 1,000,000 lbs. higher than in April of 1911; estimates for May also show a further probable increase. Should such prove to be the case, there will be a good supply of Ceylon tea suitable for general purposes, which will tend to keep prices on a parity with those ruling throughout the past month.

COFFEE.—There is no change in local quotations on coffee. Business is considered as on a fair scale for season.

New York coffee market showed a somewhat stronger tone last week. Receipts of Santos at port of shipment are however, running pretty heavy and that the yield will be a full 10,000,000 bags now seems a certainty.

According to reports so far obtainable it looks as if the next crop which begins its outturn on July 1 will be the smallest in years.

Prices on chicory are well maintained and decidedly higher than a year ago. Besides shorter crop last year, demand is on the increase as with coffee prices high, there is a greater consumption of chicory.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—This is the season when demand for spices is expected to be more brisk and trade appears to be living up to expectancy. Opening of navigation brought a rush to some houses and since trade has been steady.

Peppers are firm in sympathy with advances in primary markets. "Cloves have been climbing at primary points," said one dealer, "but you know there was a marked easiness for a time, so that compared with some little time ago, there is really no net advance." The general feeling is however, one of steadiness. Cream tartar is quoted from 23 to 26 in tins. One quarter pound packages range around 90 cents.

One of the lines which has shown a phenomenal advance in past six weeks is celery seed. In fact it has about doubled in value. Little more than six weeks ago, it could be purchased at 20 cents. The normal price is around 18 cents. To-day dealers are asking 35 to 37 cents. "Our price is 35c and we hold it open only from day to day," said one firm.

Short crop is primary cause of advance but one local dealer says that market has been cornered and prices boosted. This line is of more interest as pickling season approaches.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15—19	60—0 70	70—0 80
Cassia	20—32	85—1 15	95—1 25
Cayenne pepper	23—33	80—1 05	90—1 15
Cloves	23—29	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	60—75	.....	0—2 75
Nutmegs	30—60	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmerie	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	0 35	0 37
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA.—Standard B Rangoon rice has been advanced 15 cents per cwt. during the week. This is the result of firmer feeling that has existed and brings Montreal milled on a Toronto basis up to $3.68.

It will be remembered that lower prices quoted for May 1 delivery were withdrawn some time before that date. That gave an indication of firmness, which has since developed into present advance.

Conditions in rice producing sections of U. S. have been bad of late. Bad weather has held back planting and crop will be late. It is conditions in East, however, that bear greatest influence on Canadian prices.

Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	....	3 60
Rice, standard B., f.o.b. Toronto	....	3 68
	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

NUTS.—There are reports of shelled walnuts being shaded by some firms. Difference in quality makes it hard to compare values.

Some dealers report Brazil nuts coming in for considerable attention. Fact that they are new goods assists in their sale. So does the fact that they are reasonable in price, being lower than at any time during past few years.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	....	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Some dealers still quote prunes at $2.75, but there are not a few with higher ideas. They are scarce and prices are at a level that would have scared buyers but a few years ago. With many construction and mining camps in operation, consumption has been steadily on increase while production has not been keeping pace. Potatoes being high also throws strength on beans.

Prime beans, per bushel	2 75	2 85
Hand picked beans, per bushel	2 85	2 95
California Lima beans, lb.	....	0 08

CANNED GOODS.

TORONTO.—As announced last week there has been a firmer feeling in salmon, especially in sockeye, stocks of which are small. Indeed stocks of some wholesalers on talls No. 1 are pretty well cleaned up and as high as $2.65 is being asked, although there are quotations below that figure. As has been pointed out before there is an increasing demand for ½'s which are worth $1.65. This is another lean year in salmon and dealers expect the pack of sockeyes will not be large. Cohoes are now bringing around $2.

Although early, there is some interest being taken in this year's growth of vegetables. "This weather doesn't look very promising for vegetables," was the pessimistic comment of one jobber. Wholesalers are pretty well booked up for their orders. It was necessary to book by May 1 this year in order to get best discount. Last year 2½ cents was allowed off orders booked previous to June 1. There is a guarantee of 60 per cent. delivery on tomatoes, peas, beans and corn made by canners this year. According to local jobbers, some independent factories are rather tardy about booking orders except at canner's opening prices.

Market is pretty bare of canned lobsters. New pack will be coming along sometime in June.

FRUITS.	Group A.
3's—Apples, preserved	1 82½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	5 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 82½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 67½
2's—Peaches, white, heavy syrup	1 92½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 67½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 62½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 37½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 67½
Gal.—Pears, pie, peeled	4 87½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 47½
3's—Plums, heavy syrup	1 47½
Gal.—Plums, standard	3 67½
2's—Plums, egg, heavy syrup	1 67½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 92½
Gal.—Plums, Green Gage, standard	4 37½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	8 97½
2's—Cherries, white, pitted, heavy syrup	2 87½
2's—Cherries, white, not pitted, heavy syrup	1 87½
2's—Currants, black, heavy syrup	2 02½
2's—Currants, black, preserved	2 32½
Gal.—Currants, black, standard	8 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½

's—Currants, red, preserved	2 32½
al.—Currants, red, standard	6 32½
al.—Currants, red, solid pack	6 32½
's—Gooseberries, heavy syrup	2 30
al.—Gooseberries, standard	7 35
's—Lawtonberries (blackberries), by. sy.	1 82½
's—Lawtonberries, preserved	2 32½
al.—Lawtonberries, standard	7 07½
's—Pineapple, sliced, heavy syrup	2 27½
's—Pineapple, grated, heavy syrup	2 27½
's—Pineapple, whole, heavy syrup	2 27½
's—Pineapple, whole, heavy syrup	2 37½
's—Raspberries, black, heavy syrup	2 40
's—Raspberries, black, preserved	2 40
al.—Raspberries, black, standard	7 30
al.—Raspberries, black, solid pack	9 55
's—Raspberries, red, heavy syrup	2 40
's—Raspberries, red, preserved	2 40
al.—Raspberries, red, standard	7 30
al.—Raspberries, red, solid pack	9 55
's—Rhubarb, preserved	1 57½
's—Rhubarb, preserved	2 32½
al.—Rhubarb, standard	3 57½
's—Strawberries, heavy syrup	2 40
's—Strawberries, preserved	2 40
al.—Strawberries, standard	7 30
al.—Strawberries, solid pack	9 55

Group B. is 2½c lower than above.

VEGETABLES.	Group A.
's—Beans, red kidney	1 17½
's—Beets, blood red, Simcoe	1 02½
's—Beets, whole, blood red Rosebud	1 35
's—Beets, sliced, blood red Simcoe	1 37½
's—Beets, whole, blood red Simcoe	1 42½
's—Beets, whole, blood red Rosebud	1 57½
's—Cabbage	1 02½
's—Carrots	1 02½
's—Carrots	1 32½
's—Cauliflower	1 70
's—Cauliflower	2 12½
's—Corn	1 00 1 05
al.—Corn on cob	4 82½
's—Corn on cob, golden dwarf	1 82½
's—Parsnips	1 17½
's—Parsnips	1 32½
's—Pumpkins	1 02½
al.—Pumpkins	3 15
's—Squash	1 17½
al.—Squash	3 37½
's—Succotash	1 17½
's—Tomatoes	1 55 1 70
al.—Tomatoes	4 82½
's—Turnips	1 17½
's—Asparagus Tips	2 67½
's—Beans, golden wax	1 42½
's—Beans, golden wax, midget, Auto brand	1 30
's—Beans, golden wax	1 25
's—Beans, golden wax	1 42½
al.—Beans, golden wax	4 27½
's—Beans, refugee or valentine (green)	1 20 1 25
's—Beans, refugee (green)	1 42½
's—Beans, refugee, midget, Auto brand	1 32½
's—Peas, extra fine sifted, size 1	1 80
's—Peas, sweet wrinkle, size 2	1 40
's—Peas, early June, size 3	1 35
's—Peas, standard, size 4	1 25 1 30
's—Spinach, table	1 62½
's—Spinach, table	2 27½
al.—Spinach, table	6 02½

Group B is 2½c lower than above.

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, dozen	2 65
½-lb. flats, dozen	1 60
1-lb. flats, dozen	2 65
Other salmon prices are—	
Humpbacks, dozen	1 35
Pinks	1 35
Cohoes, per dozen	2 00 2 10
Red Spring, per dozen	2 25 2 35
Northern River Sockeye	2 50
Lobsters, halves, per dozen	3 00
Lobsters, quarters, per dozen	1 75

CANNED POULTRY AND SOUP.

Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

MANITOBA MARKETS.

POINTERS:—

Dried Fruits—Cheaper.

Beans—Firm.

Winnipeg, May 23.—Local wholesale merchants report general business conditions as on the whole favorable, but damp cold weather that has prevailed through May has delayed seeding, and if of much longer continuance will have a depressing influence. Wheat seeding is practically finished. The wheat area in Manitoba is less than that of last year. In Saskatchewan there is an increase in acreage estimated at 20 per cent.

There has been a sharp decline in dried fruits during week. Prunes and raisins being the lines affected. Beans are firm and will probably make further advances.

Collections are reported as showing some improvement, and will no doubt pick up after seeding season comes to an end.

SUGAR.—Prices are steady for present, but market at moment does not possess much strength.

Montreal and B.C. granulated, in bbls.	5 90
Montreal and B.C., in sacks	5 85
Montreal yellow, in bbls.	5 50
Montreal yellow, in sacks	5 45
Icing sugar, in bbls.	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 10
Powdered sugar, in boxes	6 10
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 80
Lump, hard, in half-bbls.	6 85
Lump, hard, in 100-lb. cases	6 80

SYRUPS.—Demand for maple syrup is exceptionally good. Other lines are quieter, with prices unchanged.

Syrups—	
24 2-lb. tins, per case	2 53
12 5-lb. tins, per case	2 98
6 10-lb. tins, per case	2 86
3 20-lb. tins, per case	2 87
Half-barrels, per cwt.	4 05
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
½ gals., 1 doz. case	5 85
Gals., ½ doz. case	5 40

DRIED FRUITS.—There has been a decided drop in prices in dried fruits. Prunes have fallen about 1 cent all round, and there is a sharp decline in raisins. Prune stocks are said to be heavy, and season's crop promises well. Further reductions are not improbable.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 07½
90-100s, 10s, s.p.	0 07 4-5
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08¼
70-80s, 25s, s.p.	0 08½
70-80s, 10s, s.p.	0 08¾
60-70s, 25s, s.p.	0 09
50-60s, 25s, s.p.	0 09½
40-50s, 25s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 05
Fine, selected, 28s, s.p., per box	2 25
4-crown layers, 28s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 65
Ne plus ultra, 28s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Coffee market is unchanged locally, although indications are not lacking of advances in price in near future.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾
Green Santos	0 19
Roasted Santos	0 24

BEANS.—Beans are strong and a further advance in prices may be looked for in immediate future.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—Trade somewhat dull on account of disagreeable weather, which has held back opening of summer playgrounds.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20

NEW BRUNSWICK MARKETS.

St. John, May 22.—Local dealers are looking forward with interest to the holiday trade, and expect to have it mark a turn for the better, as business in most cases during past week has been rather quiet. Collections have been up to the average, and outside orders with retailers have been encouraging, but local trade has been quiet for some days. The suburban service is now opening, which generally means increased orders, and this with the holiday and accompanying activity of pleasure-seekers, augurs well for better business.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 25	0 27
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 15¼	0 15½
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	0 23	0 25
Eggs, case	0 20	0 22
Finan Haddies	4 40	4 50
Fish, cod, dry	5 00	5 10
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 10	6 20
Lard, compound, lb.	0 12½	0 12¾
Lard, pure, lb.	0 14¾	0 15¼
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	6 00
Oatmeal, std.	....	6 60
Pork, domestic mess	24 50	24 75
Pork, American clear	23 75	25 75
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 04	0 04 1-10
Salmon, Case—		
Red Spring	$ 7 75	$8 00
Cohoes	7 25	7 35
Sugar—		
Standard granulated	5 50	5 60
Austrian granulated	5 40	5 50
Bright yellow	5 30	5 40
No. 1 yellow	5 00	5 10
Paris lumps	6 55	6 80

NOVA SCOTIA MARKETS.

Halifax, May 22.—The local grocery trade continues in good volume. Orders coming in from outside points are quite satisfactory for season. Farmers are now busy putting in their crops and on account of bad condition of roads heavy travel is not heavy but on the whole dealers are quite satisfied, and outlook is favorable.

Dealers here have been notified during the week that Ontario millers have advanced the price of flour 25 cents per barrel, with the probability of a further advance in near future. The local market did not advance for several days after advance in flour was recorded, but it has now fallen into line.

Practically all the Halifax grocery stores now close at 12.30 o'clock on Wednesdays, and will continue to do so until the end of August. The object of this is to give the clerks a half holiday during the summer months, and the trade preferred to close on Wednesday, in preference to Saturday.

Victoria Day Demand Helps Fruit Trade

In Both Fruits and Fancy Vegetables — Pines Arriving in Larger Quantities—Prices are Lower—Florida Tomatoes Steady to Shade Easier—Direct Boat From Mediterraenean to Montreal Arrives—Fruit Sold Well This Week.

Victoria Day has lent a helping hand to trade in both fruits and fancy vegetables during the past week. It is usual around every holiday for a better demand to be experienced in both these lines. Just now fruits are on a fairly reasonable level, while there is a goodly array of fancy vegetables available with which to tempt the holiday appetite. Late last week and early this week, a greater volume of orders began to come in from country and city dealers and even up to Thursday, belated orders were being received. Saturday should be a good day from retailer's point of view.

The expected lower prices on pines referred to last week, has taken place, a fairly substantial reduction having occurred. They are coming along to Canadian markets in larger quantities, and late arrivals have shown improved quality. Cuba and Porto Rico is supplying demand at present. Florida is late, and will probably not be a factor until Cuba winds up.

Florida tomatoes are steady to a shade easier. West coast shipping has not got under full swing as yet, and small quantities have been coming along. At present Florida is the only source of supply. Later on Texas and Mississippi will lend a helping hand, but it will probably be well towards the middle of June.

There has been considerable interest, especially in Eastern Canada, directed toward direct boat from Mediterranean carrying a cargo of oranges and lemons which arrived in Montreal last week. This is an annual shipment and was auctioned in that city on Thursday of this week. There were about 18,000 boxes of lemons in the cargo, about 11,000 being Messina. There was only a small quantity of Catania oranges in half boxes, and the balance of the shipment was made up of Sorrento oranges.

Navel oranges have been coming along from California in larger quantities, with weakening in prices across the line and reflection of easiness in Canada. At present, however, as refrigeration in transit is necessary, it is costing more to lay stock down at distributing points. Strawberries of an improved and sounder quality are coming along in carload lots.

Montreal has Bermuda celery this week, but it is bringing a high price.

MONTREAL.

GREEN FRUITS.—The weather has been a little cold, yet business is brisk and certain lines are still on the upward move. Bananas still are high, and it is evident that prices will go further. A better class of strawberries have come to hand recently, and have fetched better prices.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 00	2 50
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	6 00	6 75
Jamaica, case	....	3 50
Lemons	3 00	3 25
Limes, box	....	1 50
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 00
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 14	0 20

VEGETABLES. — Montreal dealers are badly in want of carrots, and prices are going up rapidly. They have no trouble in getting $2.50 now, and it is more than likely that $3.00 will be had as easily if supplies are not forthcoming. Here again we have the old complaint—short crop.

There are few Canadian red onions left, what there are remaining being of a poor quality.

Bermuda celery is selling at a good figure, the Florida variety being exhausted. Green peppers are now quoted in crates of 6 baskets.

Potatoes are selling well, though some feel that the imported goods are not up to mark, and are interfering with sales of the better grades on hand here. Green Mountains are scarce and fetching two dollars a bag.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Carrots, bag	2 25	2 75
Cabbage, crate	....	2 75
Cauliflower, dozen	....	3 50
Celery, Bermuda, crate	....	9 00
Cucumbers, basket	....	3 00
Garlic, 2 bunches	....	0 45
Peppers, green, crate of 6 baskets	....	4 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Canadian reds, 100 lbs., per lb.	....	0 05
New Egyptian, per lb.	0 03	0 03¾
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Potatoes, Green Mountains, bag	....	2 00
New potatoes, per bbl.	7 50	8 00
Spinage, per bbl.	....	4 00
Parsnips, bag	....	2 50
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	4 00	4 75
Turnips, per bag	....	1 00
Cuban onions	....	5 00

TORONTO.

GREEN FRUITS.—There has been a more active swing to fruit trade this week by reason of Victoria Day. Early in week retailers were anticipating their wants, while even up to Thursday belated orders were coming in.

It was pointed out last week that further easiness could be expected in pineapples. Prices are lower this week, and larger quantities are arriving and being taken up well. Prevailing price is around $3 per crate.

Bananas are in good demand, and prices continue steady. Red bananas are quoted at $3.75 to $4.50 per bunch. Oranges are in plentiful supply, and general trend is easier. Refrigeration now required makes cost of goods laid down here about 15c per box more than usual.

Strawberries of fair quality are coming in carlots at 15 to 17c per box.

Bananas	1 50	2 00
Red bananas	3 75	4 50
Lemons, Messina, new crop	3 75	3 25
Oranges—		
California navels	2 75	3 50
Tangerines, box	1 50	2 00
Grapefruit—		
Cuban, case	6 00	6 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Apples, fancy imported, box	....	4 50
Pineapples, case of 24	....	3 00
Pineapples, case of 30	....	3 00
Pineapples, case of 36	....	3 00
Strawberries, quart	0 15	0 17
Rhubarb, per dozen	0 50	0 60

VEGETABLES. — The holiday this week brought a better demand for fancy lines of vegetables. There is an extensive list of new goods that should appeal to appetite on the market now.

Tomatoes are steady to a shade easier. There has been one car of West coast stock arrive on this market, and quality was quite good. Florida has also sent along some new potatoes which are quoted at $7.50 per barrel. Trend will be downward as supplies increase.

Old potatoes show little or no change. While visible supply is small, most local dealers have fairly large quantities booked. At some provincial markets on Saturday last, farmers somewhat sprung a surprise by offering large quantities of potatoes which they have been holding and prices declined. This was not general, however.

New cabbage is lower at $3 per crate.

Asparagus, dozen	1 00	1 25
Cabbage, new, per crate	....	3 00
Turnips, bag	0 65	0 70
Boston cucumbers, dozen	....	1 50
Cucumbers, Florida, hamper	1 75	2 00
Boston head lettuce, dozen	....	1 75
New radish, per dozen	0 40	0 50
New radish, hamper	....	1 25
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 85
Onions—		
Green onions, dozen	....	0 25
Green onions, hamper	....	1 50
Egyptian onions, 110 lb. bags	....	3 00
Bermuda onions, 50 lb. crate	2 50	2 75
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new Bermuda, bbl.	....	9 00
Potatoes, new, Florida, bbl.	....	7 50
Green peas, 1 bush. boxes	....	3 50
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	....	1 00
Green and Wax Beans, hamper	....	3 00
Green peppers, case	....	4 50
Green peppers, basket	....	0 65
Egg plant, case	....	5 50
Egg plant, each	....	0 20

WINNIPEG.

GREEN FRUITS. — Fruit trade is fair, but has been much affected by untoward weather conditions of past two weeks. Some new lines are on the market:

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower	....	4 00
Cucumbers, doz.	....	1 50
California celery	....	8 50
Cherries, case	....	3 75
Florida tomatoes, crate	....	5 50
Grape fruit	....	7 50
Limes, box	....	2 25
Messina lemons	....	4 50
Oranges, navels	3 25	4 50
Strawberries, case	....	5 50
Washington apples, box	3 00	3 50
Australian onions, per cwt.	....	5 00
Peppers, basket	....	1 25
Potatoes, per bushel	....	0 99
Carload lots, F.O.B.	....	0 75
Egyptian onions, sack	....	4 00
Pineapples, case	....	6 00

Where Over-Confidence Meant Large Loss

Grocery Clerk Admitted Thefts Amounting to $700 From Cash Till—Was Daughter of a Friend, Too—Dealer Wondered Why Showing at End of Year Was Poor When Business Appeared to be Good—Thefts of Groceries.

By A. H. Harvey.

It is not wise for merchants to be too suspicious of their employes or fail to trust them to the extent they should. The work of the store may be carried on with much greater success if the proprietor has absolute confidence in those employed by him.

Nevertheless, it is not advisable that the merchant place too much dependence in the trustworthiness of his clerks unless he has made sure of their honesty. Some men are inclined to take too much for granted. Undoubtedly, there are many merchants to-day losing money for just this reason. The unfortunate feature is that most of these men continue on in ignorance of their loss unless they happen by chance to stumble across some evidence of it. Here is one case that may contain somewhat of a warning to those inclined to be careless in this regard.

Comes Out From England.

A young man with some experience in the grocery business in England came out to Canada to seek a future. He brought with him a small amount of money which, by marked economy, he had manged to get together in the Old Country. After a short period at clerking in this country, he opened a business for himself. His amount of capital was limited, but he considered that by dint of hard work and proceeding economically in regard to his personal expenses, he would in time be able to establish himself on a sound footing. He went earnestly to work and early morn until late at night found him at his labors. In a room behind the store he slept, and cooked his own meals in an attempt to save as much money as possible.

Business progressed nicely. He employed one clerk, but as trade became somewhat more substantial he felt it was necessary to have another. He knew of a young woman in the Old Country, a daughter of a friend, who wished to come to Canada. Negotiations proceeded and she came out to take the position. Being a friend of her family he naturally placed every dependence in her, and frequently left her in charge of the store.

The End of Year Reckoning.

He considered he was progressing well. Sales at least were on the increase. However, at the end of the year, when the time of reckoning came, things were by no means as rosy as had been expected. He summed up things a short time after, and although sales kept up, situation was no better. He was going behind, and puzzle his brain as he would, he could not determine the reason. He did not see that expenses were too high for business being done, while he was getting a normal profit on his goods.

The fact that his feminine clerk was dressing in a much better manner than he considered her salary warranted, was the first thing to arouse his suspicions. Even then he had no idea she was dishonest, but the fact that the till contained less money than he expected on a couple of occasions led him to ascertain with a certainty. He marked three bills in the till one day and went out. He watched the store for ten minutes. No customers had gone in, but when he returned, the marked bills had disappeared. Confronted with the evidence she acknowledged her guilt, and finally confessed that since she had entered his employ she had taken about $700 from the till. Here was the solution of why he had not been making any money. He had been putting forth his best efforts and all in vain.

He might have had the girl arrested, but what good would that have done? She finally promised she would pay him back so much per month, but his chances of ever recovering what he lost are not very bright.

Trouble From Another Source.

Nor was this the only case in which this grocer was losing money. Having his faith in the honesty of humanity thus shaken, he became suspicious of his other clerk, who lived above the store. He had reasons for these suspicions, having noticed that he was buying fewer groceries every week. He naturally began to wonder if this clerk were also dishonest, and was taking groceries without charging them. He left the store one day and returning suddenly found his suspicions to be true. The clerk had a whole box of groceries packed, ready to take to his dwelling above the store. He was caught and owned up to the truth.

Here was a young man in business striving as hard as possible to succeed, and all his efforts of no avail. Probably $900 had been stolen from him by dishonest clerks. Considering the net profit in the grocery business as 8 per cent., it would mean that he would have to sell $11,250 worth of goods to make up this deficit. Truly, the life of the groceryman is not always one of sunshine. The honest clerk, and there are many of them, is a big asset to any business, and should be recognized by his employer.

In the United States, 43 States have a Bulk Sales Act on their statute books requiring that five days' notice shall be given to creditors of intention of selling a stock in bulk.

The Pure Food Department of U.S. seized 10,000 bottles of catsup at Buffalo, N.Y. Government officials contend that the bottles contain "filthy, decomposed vegetable matter."

Cornmeal Prices Continue Steady

With Slight Increase Noted at Some Centres — Manitoba Wheat Somewhat Easier—Manitoba Flour Maintains Steady Position—Winter Wheat Holds Firm Front — Export Trade Dull.

Cornmeal continues to maintain a steady position, and during past week some slight advances are recorded at some centres. While the upward move is not large, nevertheless it indicates the trend of the situation. At some centres there appears to be some difference in quotations of different firms, which may be due to some extent to quality of raw material used in the manufacture.

Although Manitoba wheat has eased to some extent during past week, flour is regarded as holding a secure position. Demand for Manitoba flour cannot be described as brisk. One reason for present lull is probably the fact that country buyers have for some time been taking goodly quantities of flour in order to get mill feed and have still good sized stocks on hand.

Manitoba wheat has weakened during past week. United States markets have also been somewhat easier. Splendid growth, due to abundant rain and faultless temperature, especially in the northwest, sent wheat prices downward in Chicago on Monday. Winter wheat under small supplies on this side of line holds a firm front.

For this reason winter wheat flour holds a steady position with advances noted from Maritime provinces. Domestic trade may be normal, but export business is decidedly slack, there being a wide gap between bid and ask prices. "While winter wheat has gone up about 8 cents, equal to 40 to 50c per barrel more for flour," said one exporter, "we are only able to get about 10 cents per barrel more."

Wheat seeding in West is well to an end. Wheat area in Manitoba is less than last year, but it is estimated that there is a 20 per cent. increase in Saskatchewan acreage.

MONTREAL.

FLOUR. — No further change to be noted since last week, prices for all grades being firmly maintained. It is interesting to note that present prices are 50 cents per barrel higher than a year ago for spring wheat grades, and 30c to 60c for winter wheat flour, the cause being the fact that raw material is at present higher. The demand for spring wheat flour has fallen away during the past week, as country buyers having been obliged to take a quantity of flour during the winter in order to secure supplies of mill feed, have still a fair amount on hand. Until this surplus is worked off no heavy demand can be looked for from the country.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags	....	5 30
Manitoba strong bakers, in bags	....	5 10
Manitoba second, in bags	....	4 70

CEREALS.—Business in rolled oats and cornmeal is quiet still, but raw material is quite high, so that prices of cereals are well maintained.

Fine oatmeal, single bag lots	....	2 90
Standard oatmeal, single bag lots	....	2 90
Granulated oatmeal, single bag lots	....	2 90
Bolted Cornmeal, 100 bags	....	2 25
Rolled oats, jute bags, 90-lb., single bag lots	....	2 65
do., cotton bags, 90-lb., single bag lots..	....	2 70
Rolled oats, barrels	....	5 55
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—Manitoba flour shows no change for the week, and although wheat has shown some concessions of late, flour market is regarded as holding a steady position.

A steady feeling is noticeable in Ontario flour, although quotations show no alteration. Domestic wants appear to be pretty well supplied at present, retailers having made provisions when prices were more favorable to buyers than they are at present time.

Manitoba Wheat.		
1st patent, in car lots	....	5 70
2nd patents, in car lots	....	5 30
Strong bakers, in car lots	....	5 10
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller, domestic consumption ..	....	4 80
Patents, fancy, domestic consumption...	4 90	5 10
Patents, 90 p.c. domestic consumption..	4 60	4 70
Blended, domestic consumption	5 00	5 40

CEREALS.—There may be a normal demand for season, but trade cannot be described as brisk. Retailers at present are attempting to work supplies of heavy goods down to a safe margin, and have not as yet really got under way with lighter varieties.

Cornmeal continues to maintain a firm position, and is slightly higher again this week at around $2.35 per cwt. Other lines are steady.

Rolled oats, 25 bags to car lots	....	2 55
Standard and granulated oatmeal, 98-lb. sk.	....	2 80
Rolled wheat, small lots, 100-lb. bbls. ..	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	....	2 35

Rolled oats in cotton sacks, 5 cents more.

WINNIPEG.

FLOUR AND CEREALS. — Flour prices are now firm and are not liable to immediate change.

Flour—		
1st patents, cwt.	....	3 05
2nd patents, cwt.	....	2 75
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 65
40 lb. sack	....	1 25
80 lb. sack	....	2 25
Corn Meal—		
98 lb. sacks	....	2 25
49 lb. sacks	....	1 15

THE GOVERNMENT ON COLD STORAGE.

"Judicious handling and careful refrigeration of perishable products are the two things most necessary for the conservation of food," says the Census and Statistics Monthly. "The one and the other are alike indispensable, and without both it is not possible to get good results.

"Cold storage, as we have it in Canada, is not as good as it should be. Especially is this the case as regards poultry and eggs. Some of us were born in the country and we know what a fresh egg is, and also a good chicken; and the cold storage man often causes us to regret that he has taken up a business which he does not understand. Every food product should be given clean and honest treatment.'

Smoked Fish Are Still in Good Demand

This is Report From Several Centres — Haddies and Fillets Favorite Lines—Major Portion of Business in Fresh Varieties, However—Receipts of Lake Fish Will be Heavier in Near Future.

A feature reported from several centres this week is that smoked fish continue to hold an important position on the stage of demand. It is not an unusual thing for dealers to drop the handling of smoked fish at the same time as frozen varieties make their exit. However, the big dealers continue to handle them and find an appreciable demand as will any grocer who stocks and displays them. Producers of smoked fish report a good business, with finnan haddie and fillets among the favorites.

Major portion of business is, however, in fresh varieties, although supplies were somewhat held up last week by stormy weather both at coast points and on in land waters. Fishing season on lakes has not yet reached its height, and supplies are not as heavy as they will be a week or so hence, but there is a good assortment available.

Lake trout and white fish are in good demand. Cod and haddock have been in liberal supply along the eastern coast, but shad as well as salmon remains scarce and high. Mackerel are expected to strike in along Nova Scotian coast shortly.

QUEBEC.

MONTREAL.—A fair trade is passing for season. Haddock and cod are in good supply, while buck and roe shad are fairly reasonable in price. Dressed bullheads and perch are arriving more freely than has been the case, and prices are quite low. New lines which are offered on the market are new Gaspe salmon and brook trout, the latter bringing 25 cents per pound. Lake trout and whitefish are good sellers, although trout at present is rather scarce. There are two fish days this week. Friday and Saturday.

In smoked lines, haddies and fillets are selling well.

FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 18	0 20
Fancy shad bucks, each	....	0 30
Fancy shad roe, each	....	0 50
Large shad herring, each	....	0 02
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	....	0 05
Halibut, per lb.	0 09	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	....	0 08
Steak, cod	....	0 06
Mackerel	....	0 10
Dressed perch	....	0 09
B.C. red salmon	0 10	0 11
Gaspe salmon, per lb., new	....	0 10
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 12
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 09

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50 8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal., $1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Generally speaking, demand for fish is on fair scale for season. This is the report handed out by majority of local dealers. Greater portion of trade is in fresh varieties with smoked still making a fair bid for honors.

However, the fishing season has not as yet reached its height, and supplies are not on as large a scale as will be the case in a week or so. Still supplies so far have been next to ample, although there was a shortness last week of both coast and inland fish, due principally to windy weather.

FROZEN FISH.

Gold eyes	0 05

FRESH CAUGHT FISH.

White fish, per lb.	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08 0 09
Haddock	0 07 0 08
Halibut	0 12
Flounders	0 07½
Lake Ontario herrings, basket	1 00
Lake Erie herrings, per lb.	0 06
Pike	0 08 0 09
Perch	0 07
Suckers	0 05

SMOKED.

Bloaters, per box	1 00 1 15
Finnan Haddie, per lb.	0 08 0 09
Fillets of haddie	0 13
Ciscoes, basket	0 90 1 00
Ciscoes, per lb.	0 09 0 10
Scotch kippers, per box	1 05

PICKLED.

Pickled trout, per half bbl.	7 25 7 75
Shrimps, 1-gallon cans	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	3 20
Cod in loose strips, 25-lb. to box, lb.	0 05½
Pure cod tablets, 20 1-lb. tablets	1 20

NEW BRUNSWICK.

ST. JOHN.—Catch of shad is the matter of chief interest in St. John at present, but up to present run has been none too good. Owing to early scanty supply, prices have been rather high for this district, wholesale prices prevailing being about twenty-five to thirty cents. This is expected to be lowered considerably within a few days. Only a few lots have been thus far received. but quality of fish could hardly be excelled. Some fine large salmon have been caught already, although season is young and these have sold at from twenty-five to thirty cents a pound. Halibut ranged from eight to ten cents wholesale, but supply was limited owing to the rough weather. The wet weather has interfered, but the freshet is expected to prove beneficial.

NOVA SCOTIA.

HALIFAX.—Some splendid catches of cod and haddock were landed last week. Demand for fish at present time is light on local market. Lobsters are now plentiful, but price continues firm, especially for large sized lobsters. Shipments to Boston from Nova Scotia are heavy.

Smoked fish business continues quite brisk. There is a good supply of stock for smoke houses, and exports to Quebec and Montreal market are being well maintained.

Fresh trout are coming on market

fairly plentifully, but salmon are scarce and price high.

MANITOBA.

WINNIPEG.—Business in fish is seasonably active. Frozen halibut is out of the market. Limited supplies of fresh trout and salmon are coming in. Fresh whitefish will soon be on market.

Fish—	
Lake Winnipeg whitefish, lb.	0 08½
Fresh pickerel	0 08
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 08
Sea herring, doz.	0 10
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Bloaters, per box	1 50
Mackerel	0 11
Smelts	0 12
Extra smelts	0 15
Smoked goldeyes, doz.	0 50
Norwegian herrings, per case	5 75
Labrador, per half barrel	4 40
Holland, kegs	0 65
Halibut	0 11
Fresh salmon	0 18
Fresh trout	0 12

Hot Weather Does Not Kill Fish Sales

Splendid Opportunities for Sales by Those Who Have Meat Shops Adjoining Grocery—Long Narrow Showcase Useful — Cleanliness in Fish Department Should be Sought — Show Cards Prove of Advantage.

"You might as well say there is no business to be done in certain goods which our customers do not know as say that we cannot sell fish in hot weather," recently remarked an up-to-date Montreal grocer. And his remarks are well worth consideration, as he has made an entire success of business, his success being due in great part to his always eluding obstacles which some of his nearby competitors evidently feel are unavoidable.

The volume of business done in fish naturally must decrease some during the hot months as large stocks carried so easily in the fall and winter cannot be kept as well during the summer without chances of loss. Nevertheless a large percentage of the average grocers do a most satisfactory business the whole year round and the method of some are interesting.

For those who have a separate meat department, in fact a meat shop as part and parcel of their grocery, there are splendid opportunities as long as attention is given to careful display. Customers naturally give their orders for meat as they stand before the large logs which serve for counters in almost all meat markets. Consequently a long show case stretching all along the front of these logs not only adds to appearances but also serves as an unfailing object of attention.

Dimensions of Showcase.

The show case in question should be about one foot and a half deep and a shade less in width as customers generally prefer to examine the meat they are purchasing and a wider case would therefore act as an obstacle rather than an attraction.

Along the bottom of the case can be arranged different varieties of fish both large and small and as the interior is lined with galvanized iron a generous supply of lettuce leaves, parsley, radishes and ice make a most inviting and tempting show. That customers may know the different names, etc., neatly printed cards, small of course, can be gummed on the inside of the glass over the variety lying directly beneath. This class of case has been used with great success by a leading Montreal merchant, and he finds that the contents of the case are frequently examined by customers before he has a chance to take their meat orders.

Fish in the Grocery Store.

While the latter class of case could also be used to advantage in the purely grocery department, yet leading dealers think it loses part of its magnetism when taken away from the centre of meats, and therefore attribute better results to a large display of choice lines on a large marble slab. And after all what is cleaner looking than a bright stretch of white marble fitted neatly on the counter, carrying partly cut salmon, halibut, haddock, with plump haddies and other smoked and prepared varieties.

Catchy Show Cards.

In whatever corner of the store the fish department is placed (it should be in a bright and clear position if possible), a long show card containing something catchy such as: "Our Brain Food Specials," should be hung on a string over the fish clerk's head, so that no customer can miss it and so that curiosity may be aroused. When new and old customers do approach this counter it is up to the man in charge to sell the goods and surely it is reasonable to state that any clerk should be in a position to put up a good strong talk on the nutritious properties of all classes of fish.

TRAVELERS' HOLIDAYS.

Ontario Wholesalers Decide on Dates Between July 22 and August 3.

The Ontario Wholesale Grocers' Guild have already decided on the dates for travelers' holidays. The salesmen will be withdrawn from the road from July 22 to August 3 and wholesalers have agreed not to send out substitutes to cover the territory west of, but not including, Toronto, as far north as, but not including, North Bay and as far west as and including Windsor. They have also agreed not to solicit business by telephone.

The following are the firms in the agreement:—

BERLIN.—Randall & Roos.

BRANTFORD.—Geo. Foster & Sons, Ltd.; Geo. Watt & Sons, Ltd.

COLLINGWOOD.—T. Long & Bro., Ltd.; Telfer Bros., Ltd.; G. Stephens Co., Ltd.

GUELPH.—The Simpson Co.

HAMILTON.—Balfour, Smye & Co.; Geo. E. Bristol & Co.; W. H. Gillard & Co.; Macpherson, Glassco & Co.; James Turner & Co., Ltd.; Lumsden Bros.; Robt. Simpson Co.

NIAGARA FALLS.—Marland Woolnough Co.

LONDON.—Ed. Adams & Co.; Elliott, Marr & Co., Ltd.; T. B. Escott & Co.; John Garvey & Sons; M. Masuret & Co. A. M. Smith & Co.

OWEN SOUND.—McLaughlin & Sons Co., Ltd.; T. B. Escott & Co.

SARNIA.—T. Kenny & Co., Ltd.

STRATFORD.—The Stratford Wholesale Grocery Co., Ltd.

ST. CATHARINES.—The W. H. Merriman Co., Ltd.; John Ross.

TORONTO.—The Davidson & Hay, Ltd.; Eby-Blain, Ltd.; Groceries, Limited; John Sloan & Co.; T. Kinnear & Co.; Medland Bros.; Parsons, Brown & Co.; H. P. Eckardt & Co.; James Lumbers & Co., Ltd.; Warren Bros. & Co.; F. W. Humphrey.

WINDSOR.—Jas. F. Smythe & Co.

A CHAIN OF STORES.

The Capital Grocery Company, of Toronto, is working on the formation of a joint stock company to enter business in Oshawa, Bowmanville, Port Hope and Cobourg. The object, they claim, is to reduce the cost of living to the public. The promoters state these stores will materially lessen the cost of the necessities of life, as they claim they will buy in large quantities and that business will be run by superior methods.

Produce & Provisions

Butter and Eggs Steady to Shade Easier

This Seems to be General Situation — Evidently Scarcity of Butter in West—Pastures Good and Increase in Make Expected—Eggs are Easier in U.S.—Some Stocks Coming From Across the Border.

While butter prices at more than one centre have shown slight downward tendency during past week, at other places a steady tone has been maintained. If we continue to take Cowansville, Que., as a gauge, we will find little change. Last Saturday prices ruled at 26¾ cents, while 26⅜ was the price one week before. On most markets, decks have been kept pretty well cleared, supply and demand measuring up almost equally. There is evidently a scarcity of butter in the Northwest, as is shown by orders received by Eastern markets.

One explanation of why butter continues at rather high level at this season is because the market was completely bare of stock when new make began coming forward, whereas last spring a good supply of old butter was left over, and when new make commenced prices toppled. Pastures have been making good prospects, and large increase in production will probably follow.

As in case of butter, while egg prices have eased just slightly at some centres, at others there has been no change, although majority of wholesalers are still looking for lower prices. Fact that prices across the border are easier and that with warm weather liberal offerings are expected from that direction, has a tendency to weaken prices. As pointed out last week some Canadian markets have been supplied with U. S. goods. Canadian wholesalers have been taking U. S. eggs for storage purposes also, a large number of dealers in Toronto having made contracts. It seems that the Canadian hen is not present in large enough numbers to produce enough eggs for even the home consumption.

Hogs and provisions maintain a general steady tone, with a normal demand for season reported. Smoked and cooked meats will be in greater favor from now on.

MONTREAL.

PROVISIONS.—A fair trade is being done in lard, there being a steady demand for small lots to fill actual wants. Packers are all busy, and report a most satisfactory business passing.

Long clear bacon, heavy, lb.	**0**	**12½**
Long clear bacon, light, lb.	**0**	**13½**
Hams—		
Extra large sizes, 28 to 40 lbs., per lb.	**0**	**14½**
Large sizes, 20 to 28 lbs., per lb.	**0**	**15½**
Medium sizes, 15 to 19 lbs., per lb.	**0**	**16½**
Extra small sizes, 10 to 14 lbs., per lb.	**0**	**17**
Bone out, rolled, large, 16 to 25 lbs., per lb.	**0**	**16½**
Bone out, rolled, small, 9 to 12 lbs., per lb.	**0**	**17½**
Breakfast bacon, English, boneless, per lb.	**0**	**17**
Windsor bacon, skinned, backs, per lb.	**0**	**18½**
Spiced roll bacon, boneless, short, per lb.	0	14
Boiled ham, small, skinned, boneless	**0**	**26**
Hogs, live, per cwt.	9 25	9 50
Hogs, dressed, per cwt.	13 00	13 25
Pure Lard—		
Boxes, 50 lbs., per lb.	0	14½
Cases, tins, each 10 lb., per lb.	0	14½
Cases, tins, each 5 lbs., per lb.	0	14⅝
Cases, tins, each 3 lbs., per lb.	0	14¾
Pails, wood, 20 lbs. net, per lb.	0	14½
Pails, tin, 20 lbs. gross, per lb.	0	14⅝
Tubs, 50 lbs. net, per lb.	0	14¼
Tierces, 375 lbs., per lb.	0	14
One pound bricks	0	13½
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0	10⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0	10¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0	10⅞
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0	10¾
Pails, wood, 20 lbs. net, per lb.	0	10¼
Pails, tin, 20 lbs. gross, per lb.	0	10
Tubs, 50 lbs. net, per lb.	0	10½
Tierces, 375 lbs., per lb.	0	10¼
One pound bricks	0	11
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces	**26**	**00**
Bean pork	17	50
Canada short cut back pork, bbl., 45-55 pieces.	**25**	**50**
Heavy short cut clear pork, bbl.	23	00
Clear fat backs	25	50
Heavy flank pork, bbl.	24	00
Plate beef, 100 lb. bbls.	8	75
Plate beef, 200 lb. bbls.	17	00
Plate beef, 300 lb. bbls.	25	00
Dry Salt Meats—		
Green bacon, flanks, lb.	0	11

BUTTER. — Local market remains quiet, and lower prices are expected. But prices must come well under 28c before it will be safe to operate on any large scale. The receipts for the week show an increase of 1959 packages, compared with previous week, but these figures do not nearly equal those of corresponding period last year. As a large amount of butter was imported from the United States during opening period of May, 1911.

Creamery blocks	0 28	0 28½
Dairy tubs, lb.	0 21	0 22½
Fresh, dairy rolls	0 22	0 23

EGGS.—Increased supplies of eggs are coming forward, but prices are still on high side, and will have to come down if demand is to be as strong as dealers would like to see it. From present indications, however, we are safe in stating that a 2c drop will soon take place in the country. The countinued cool weather has brought about an increase in the finest early spring eggs, the amount to hand at present being equal to that of last year, but prices are about 5 cents a dozen higher, so that outlook is not healthy.

New laids	0 25	0 27
Selects	....	0 25

CHEESE.—Strong feeling continues to prevail in cheese situation, and prices are steadily working higher, as at all country boards a slight increase was made. The local market is unchanged, as far as prices are concerned, but the feeling is undoubtedly stronger. A fair volume of business is passing in finest Westerns. Receipts for week show a decided increase over last week.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY. — Supplies are coming along comparatively freely, and turkeys are selling at slight advance. Volume of business passing is not large enough to warrant any particular comment.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 23	0 24
Ducks	0 18	0 20

HONEY.—Honey news is scarce, as business is quiet and little passing. Dealers are buying simply in small quantities, but it is expected that before long things will pick up and prices may become more interesting.

White clover, strained	**0**	**12**
White clover, in comb	0 14	0 15
Buckwheat, in comb	**0**	**12**
Buckwheat, strained	**0**	**08½**

TORONTO.

PROVISIONS.—A half cent increase on roll bacon and shoulders is made by some firms this week. Long clear is slightly firmer, and general tone of pork products is steady. Dealers say demand for lard is still keeping at good level, notwithstanding high prices.

Run of hogs has only been normal, and

prices are somewhat higher, while dressed product is also firmer.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 13	0 13¼
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13½	0 13¾
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14¼
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points	8 50	8 60
Live hogs, local	8 80	8 90
Dressed hogs	12 00	12 50

BUTTER.—Creamery butter is quoted slightly lower by number of firms, but dairy shows little or no variation. Majority of dealers are looking for still lower prices, but all do not hold this opinion. "Butter at outside points is quite firm," said one wholesaler, "and I am finding it difficult to get supplies."

"Demand and supply is running pretty even with our firm," said another, "but I am looking for lower prices."

"Prices are still too high," said a third. "I expect them to go lower, but don't look for any big drop."

June butter is generally in demand for storage purposes, providing, of course, the price is right.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 26	0 27
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

EGGS.—Egg prices during week show no change, although wholesalers are still looking for those lower prices which are so tardy in making their appearance. There are still some supplies coming from across the line, and reports from there would indicate easier tendency. With warm weather U. S. offerings are expected to be large. Certain quantity of eggs are being stored even at present price.

New laid eggs	....	0 23

CHEESE.—Some dealers would raise quotations on old cheese another ½ cent. "Small stocks," as pointed out before is the reason.

New cheese is fairly steady. Full grass cheese will be arriving from now on.

Old Cheese—		
Large	0 17	0 17½
Twin	0 17½	0 17¾
Stiltons	0 18½	0 19
New Cheese—		
Large	0 14½	0 15
Twin	0 14¾	0 15¼

HONEY.—There is not much new to report in honey. Prices are unchanged but steady. Trade is rather inclined to quietness.

Honey—strained—	
White clover, 10-lb. tins, per lb.	0 12½
White clover, 6-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 08
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07

Poultry.—Trade is quiet. Fowl and spring broilers constitute the greater portion of business.

Fowl, dressed, per lb.	0 18
Turkeys, dressed, per lb.	0 22
Spring broilers, each	0 50

WINNIPEG.

PROVISIONS. — Further advances are recorded in lard and cured meats. Other lines are cheaper. The market generally is in an unsettled condition.

Lard—		
Tierces	0 13¾	
50 lb. tubs	7 00	
20 lb. tubs	2 85	
10 lb. cases	8 70	
5 lb. cases	8 90	
3 lb. cases	8 85	
Cured Meats—		
Hams	0 17¾	0 18
Bacon	0 18½	0 19
Smoked shoulders	....	0 14½
Long clear	....	0 13¾
Butter—		
Creamery butter	....	0 34
Dairy prints	....	0 25
Eggs—		
Strictly fresh	....	0 21
Cheese—		
Ontario, large, new		0 14
Twins, new		0 14½

Selling Provisions for the Past 38 Years

How One Dealer Considers the Importance of This Branch of The Grocery Business—Sell Best Parts of Cooked Hams for Higher Prices Than Others—Use Display Refrigerator for Butter, Eggs, Etc.

The big season for smoked and cooked meats is now opening up. There is a much greater demand for these lines during the summer months, and the sales of many stores reach an extensive figure. The success of this department is generally in proportion to amount of effort directed to it by the dealer.

One man who finds sales for these lines expanding during the summer months is C. Zurhorst, provision and grocery dealer at 333½ Yonge street, Toronto. This firm make a speciality of cooked meats and impress this fact on customers by store signs and newspaper ad.

Show Meats in Window.

A good deal of business in provisions is created by window display. Different lines of meats are shown separately on white platters and a plentitude of price cards is used in the display. Especially during the warm weather some lines of meats have to be kept in refrigeration and the dealer finds it impossible to show them in the window.

This store has overcome the difficulty by the use of a glass front refrigerator at the rear of the window. In this, perishable varieties may be shown so that the passerby will notice them. At the top of the refrigerator is a sign, "Noted for cooked meats." Besides cooked ham, they handle a big range of jellied meats.

Keeping Out the Sun.

Their store is on the east side of the street and in the afternoon as the sun circles to the west, it shines into the window. The awning shades it to some extent qut not completely and it would not do to allow the sun to shine on meats. To prevent this a sheet of cotton is stretched across the outside of the window. It is just two feet wide and protects the meat from the sun but does not completely shut off the display as pulling down a blind would do. The sheet of cotton is also made use for blazing forth the fact to those who pass, "Noted for cooked meats."

In the interior of the store, display is made an important point. Meats are shown extensively on platters on the counter. A big variety of cheese is shown. On one side hams hang down from a rod.

Display Refrigerator Used.

There is also a display refrigerator showing butter, lard and cooked meats. Price tickets are used extensively in all displays so that at a glance a person may see the selling price of any line.

"In selling a ham," says Chas. H. Zurhorst, "we always charge a higher figure for the most desirable portion of it. Of course, we always charge more for meat when we slice it. We try to sell the shank end of the ham in a piece."

In Business 37 Years.

This firm which does an extensive meat business, has been in business in Toronto since 1875, and for the past 28 years has been in business in the present stand. "Proper attention has to be given to details if any profit is to be made," states Mr. Zurhorst. "Since we have been here 30 stores within four or five blocks have come and gone."

EASTERN CREDIT MEN MEET.

Toronto, May 23—(Special) — The Canadian Credit Men's Association held their monthly meeting at McConkeys, Toronto, on May 16. The membership of the Ontario division has now reached 150.

John J. Dauphin, of Buffalo, was the speaker of the evning. A strong point made by him was that over six million dollars was lost in Canada in 1911 by failures and wondered how much of this might have been averted by more careful allowing of credit. Incompetence, as shown by statistics, stands high as a cause of failure. Others are lack of capital, extravagance, neglect, competition, speculation, fraud and failure of others.

Mr. Leith, of Balfour, Smye & Co., Hamilton, spoke of the work being done in that city. A. G. Malcolm presided.

QUALITY, RESULTS AND PRICE.

THE most essential principles in lard making, are not overlooked in **EASIFIRST SHORTENING.**

Figure the saving as compared with pure lard and remember our guarantee goes with every package.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners,

WEST TORONTO

PON-HONOR GUNNS FOOD PRODUCTS

CANADIAN, U.S. AND FOREIGN MANUFACTURERS get in touch with

The Largest and Most Progressive WHOLESALE COMMISSION HOUSE in CANADA

Nicholson & Bain, Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

P.S.—DO IT NOW.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	Per case $6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs. White Moss	0 26

MORE BUSINESS

We Solicit business from live dealers who are not now customers and can safely promise in exchange prompt and faithful service.

Give us a trial—test us in any way you like, and we feel confident that we can measure up to your highest expectations.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

¼-lb. pkgs. White Moss .. 0 21
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case
Eagle Brand, each 4 doz.. $6 60
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.
Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.
(Sweetened.)
Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
(Unsweetened.)
Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20

COCOA

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.
Prices—
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha.. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19
Package Coffee.
Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.
AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices

MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL
Ontario Prices per doz.
Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) 1 35
Large (each 1 doz.) 2 40

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, $7.60.
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, $11.50.

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz. ...	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case.....	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2½-lb. bars,lb 0 08½
Case 25 lbs., 11-lb. bars, lb 0 07½
Case 50 lbs. ¾-lb. bars case 3 50
Case 200 lbs. 3½-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2½-lb. bars, lb 0 08
Case 50 lbs. ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 80
Case 200 lbs. 3½-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q	5 00
Champagne de Pomme, 24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70
Force, 36's 4 50
Gusto, 36's 2 85

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small, case 4 doz., per doz	0 45
Medium, cases 2 doz., doz.	0 00
Large, cases, 1 doz., doz..	1 35

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	11½
Tubs	11¾
Pails	12
Tins, 20 lbs.	11½
Cases, 3 lbs.	12½
Cases, 5 lbs.	12⅝
Cases, 10 lbs.	12¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 10½
Tubs	0 10¾
20-lb. pails	0 11
20-lb. tins	0 10½
10-lb. tins	0 11¼
5-lb. tins	0 11½
3-lb. tins	0 11½
1-lb. cartons	0 12

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 80

YEAST ROYAL CAKES

ROYAL YEAST CAKES

AVOID TROUBLE.

GROCERS: In ordering Yeast Cakes, always be careful to specify ROYAL YEAST. If you neglect to take this precaution you are liable to be imposed upon and put to needless expense by having your order filled with one of the poor imitations for which there is little or no demand. We know of some houses that might do this. The original good kind with the blue label is the kind the consumers want. Avoid imitations which are known and represented as the "just as good" kinds.

ROYAL YEAST CAKES

BLUE LABEL

Most Perfect Made

E.W. GILLETT COMPANY LIMITED
TORONTO, ONT.
WINNIPEG MONTREAL

BLUE LABEL

LARD

Demand for pure Lard has been very good and indications are that prices will be higher. In the Summer of 1910 Lard sold at 16½c. per pound in tubs and it looks to us like history repeating itself. "Star Brand" Lard is nothing but pure Lard from good, well fed Canadian pigs and is made under Government inspection.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL
Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06
Globe Brand.
5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 50
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross .. $10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box $3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases $5 00
Five cases or more 4 05

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. ..... $ 2 00
¼ gall., doz. 4 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz $1 50
No. 2, 1 and 2 doz. crates, per doz. $3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons, ...	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	.07½
40 lbs. Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c. higher.)	

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.....	.05¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case....	.08¼
6 lb. toy drums, with drumsticks, 8 in case..	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c. higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case..	2 55
5 lb. tins, 1 doz. in case ..	2 90
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 75
Barrels, 700 lbs.	3½
Half Barrels, 350	3¾
Quarter Barrels, 175	4
Pails, 38½	$1 90
" 25 lbs. each	1 35

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case..	2 90
5 lb. tins, 1 doz. in case..	3 25
10 lb. tins, ½ doz. in case	3 15
20 lb. tins, ¼ doz. in case	3 10

(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz.	93
3's—2 doz. to case	1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz.	1 20
3's—Tins, 2 doz. cases, per doz.	1 75
5's—Tins, 1 doz. cases, per doz.	3 20
10's—Tins, ½ doz. cases, per doz.	5 30
20's—Tins, ¼ doz. cases, per doz.	10 40
Pails—1's each	0 65
Pails—2's each	1 12
Pails—5's, each	2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ...	$1 25
3's. 2 doz. case, per doz ..	1 85
5's, 1 doz. case, per doz...	3 75
10's, ½ doz. case, per case..	3 40
20's. ¼ doz. case, per case..	3 65

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz..	1 60
3's, 2 doz. case, per doz. ..	2 35
5's, 1 doz. case, per doz ..	4 00
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 80
H. P. Pickles—
Cases of 2 doz. pints ... $3 25
Cases of 3 doz ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	60
Cut Smoking — Great West Pouches, 8s	50
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholsale R't'l.
Brown Label, 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s.	.36 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s ...	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s	.24 .30

GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

PERFECTION COMPLETE.

THE PERFECTION WAY

Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL.
A glass shield and splitting wire free.

Perfection Cabinet

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

Perfection Pedestal

Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada

Hamilton, Ontario

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1's.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ..	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c..		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies —Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.· pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen $0 90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Strawberries

Car arriving daily. Fruit is fine and price reasonable.

Oranges

California Navels, Mediterranean Sweets, Ovals, in Half Boxes.

PINEAPPLES — Cubans and Porto Ricos.

BANANAS, LEMONS, LIMES, TOMATOES, ASPARAGUS, SPINACH, LETTUCE, ETC.

Car extra heavy COCOANUTS in sacks of 100.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS
Tomatoes
Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

For

Summer Weather

When it Comes

Specify

"St. Nicholas"

The Lemon with The "Juice."

J. J. McCabe

Agent

Toronto

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

Fresh
Strawberries

Arriving in car lots daily from North Carolina. Let us have your daily orders.

ALSO

Bananas, Pineapple, Cucumbers, Cabbage Tomatoes

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

Pineapple Week

The last week of May will be the best week for pines. They will be at their best for preserving then. Let us have your orders early. We repack and make sound all pines before shipping.

STRAWBERRIES

Fresh arrivals every day. We expect Maryland berries to start this week. They should be very fancy. The nearer home, the better they are.

TOMATOES BANANAS CABBAGE
ORANGES LEMONS

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

D.W.C.

SPANISH OLIVES

is a brand that represents the highest quality in this famous, delicious and nutritious edible.

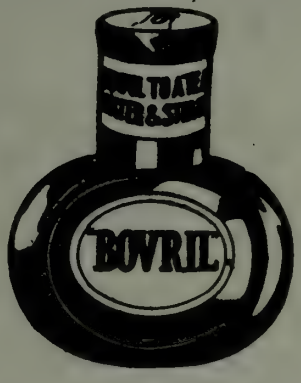
For years particular pride has been taken in turning out this brand of Olives which are all selects in sizes and flavor, packed in most carefully prepared brine.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



BOVRIL

WILL INCREASE YOUR PROFITS

It is no more trouble to handle an 8 oz. or 16 oz. bottle than a small one. But the large one brings you a better profit.

If you tell your customer the price of a 2 oz. and the price of a 16 oz., the economy is obvious. You make the better profit and please your customer too.

Bovril Limited, Montreal

The Grocer Who Can Supply and Who Pushes

SNAP

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—"***Success***," and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner--cleans the hands of all kinds of soil, paint, grease, tar, etc.

Snap Co.
Limited
Montreal, - Que.

Ideal Summer Beverages

A few leading lines that you require for your summer trade.

Lemon Cordial,
Lemon Squash,
Lime Juice Cordial,
and Orangeade,

10 oz. size, $10.80 per gross, quarts, $27.00 per gross.

If your local wholesaler cannot supply you, order direct.

GREEN & CO. Manufacturers TORONTO

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

BUGGY EGG CRATES

THE BEST YET
SO HANDY
ABSOLUTELY ACCURATE
NO MISCOUNTS
NO BROKEN EGGS
NO LOSS

FOR PARTICULARS WRITE
WALTER WOODS & CO.
HAMILTON - - WINNIPEG

Lets Look at it From This View-point--- Quality of the Fish of

Brunswick Brand Sea Foods

which stand pre-eminent for cleanliness. Our factory employs only skilled and expert packers and each department seeks to excel—and succeeds.

What character of custom do YOU think such a high quality product will have?

Isn't it quite reasonable that such canned fish stock APPEALS to the buyers of families' foods and others? IT DOES —and to a greater extent than any other brand of canned fish.

Handle the line, Mr. Grocer, that SELLS and also gives good profit.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. DeCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson
Limited
WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

HOUSEWIVES' FAVORITE

WHITE DOVE Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

Are You Handling These, Mr. Grocer?

They represent something new in their line. They are just a little different and a little bit better, crisper and more toothsome than any other sodas you may have stocked in the past. That's why the people are asking for them. They are a good article to push.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

I make the demand for

WILSON'S FLY PADS

and Retail Grocers make a profit of

66⅔ to 80%

Archdale Wilson
Hamilton, Ont.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TRY A
Condensed Ad.
IN
This Paper

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers.
Advertised in the leading magazines.
Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention this paper.

Wonderfully Good Value!

Are you selling the kind of soap that makes the housekeepers think yours is the store for good value? You can do this by selling

WONDERFUL SOAP

AND

SOAP CHIPS

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled. As for Soap Chips—their equal in efficiency and economy for large washings has yet to be discovered.

We Pay Freight on Five Case Lots.

Write us for quotations.

The Guelph Soap Co.

Guelph, Ontario

by Special royal permission

The Food That Serves the Appetite

Sardines preserved in the whole state in pure olive oil are precluded from contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure olive oil.

They produce satisfaction and incidentally profit. **GET A STOCK TO-DAY.**

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON, :: :: ONTARIO

A MODERN METHOD

NO WASTE SPACE—every inch of shelf room available where our system of PATENT ADJUSTABLE BRACKETS is installed.

Adjustable Shelving is adaptable to any line of goods, from the most delicate to heavy merchandise. It is the modern method of store Shelving. Each shelf may be of a width and distance to accommodate the goods it carries.

NO OBSTRUCTIONS—EASILY ADJUSTED

THE PIQUA BRACKET CO.

SOLE MANUFACTURERS

PIQUA, - - - - - OHIO

WARNING!

Crescent BM&Co. Brand

TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED

WINN & HOLLAND, Agents

MONTREAL

A choice article to offer Campers and Summer Widowers is REINDEER CONDENSED COFFEE, which is combined with Reindeer Brand Milk und Sugar. Will keep in same can after opening. Rich and Ready. Costs consumers about one cent per cupful. Packed two Dozen Tins or Glass Jars in a case.

Manufactured only by

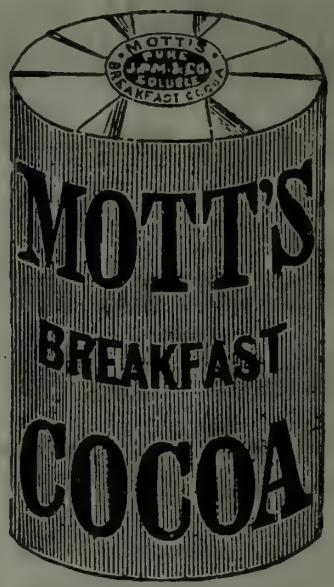
REINDEER LIMITED

TRURO, Nova Scotia.

CHILDREN

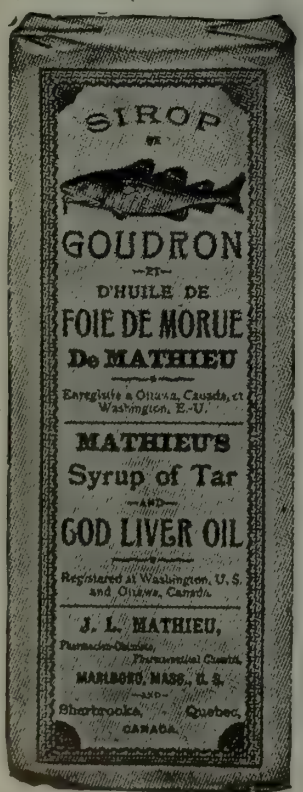
grow sturdy and strong on

ABSOLUTELY PURE



It's full of nourishment and easily digested.
Order a box from your jobber to-day.

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines which are both new and good.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax,

J. Malcolm & Son, St. George, Ont.

ACT NOW

Ask our agents to call on you and let you see samples of our jams. **KING BRAND** certainly stands for quality goods and you will make no mistake in having a look at them. Besides, the profit is reasonable, just enough to pay you handsomely.

KING BRAND

Ask about it.

Labrecque & Pellerin
MONTREAL

Agents—
W. H. Escott & Co., Winnipeg
MacGreegor Specialty Co., Toronto
J. Hunter White, St. John, N.B.

To The Newcomer

With the first order always let it be understood that you place every confidence in and sell

WINDSOR Table Salt

in preference to any other. It will mean a satisfied housewife and a confidence in you that will result in a continued patronage—just what you want.

THE CANADIAN SALT COMPANY, LTD.
WINDSOR, ONTARIO

PUREST IN PICKLES IS WHAT IS MEANT BY STERLING PICKLES

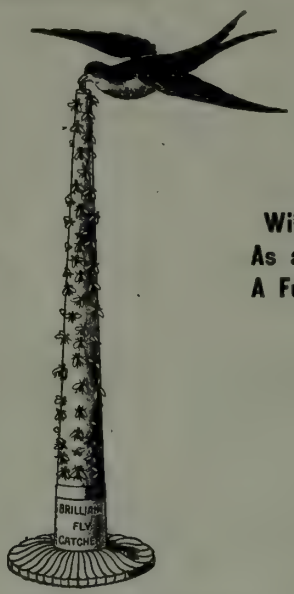
It's not the profit on a single sale of a product that determines the merchant's success. It's the quality, purity and satisfaction that will bring the customer back. These points are prominent in STERLING fruit and vegetable products.

THE T. A. LYTLE CO.,
LIMITED
STERLING ROAD, TORONTO

You Can't Get Any Cheaper. You Can't Get Any Better.
So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?



The Most Reliable Glued Catcher On The Market.

Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

Listen to a

Fellow Merchant

G. J. MELHUISH
Dealer In
FINE GROCERIES

Toronto, Ont., Jan. 26, 1911

S. F. Bowser & Co., Inc.
Toronto, Ont.

Dear Sirs,—Your self-measuring oil tank is a great time saver, also clean and handy. Would not be without one.

In the first place, about twelve years ago I put in two of your outfits, one fifty and one one hundred and twenty gallon, and five years later saw you had improved them and I said we must have the best of the best so I am still using the improved Bowser Oil Tank.

Yours truly,
(Sgd.) G. J. Melhuish

After using a Bowser tank five years Mr. Melhuish decided to buy another Bowser. Can you ask for a stronger test of their good qualities? If the Bowser wasn't everything he expected it to be and all we claim for it, it is hardly possible he would have repeated his order,

Most of your competitors in business are using Bowsers—Ask them.

Send a Card TO-DAY for our free illustrated book No. 5, it shows the outfits in colors.

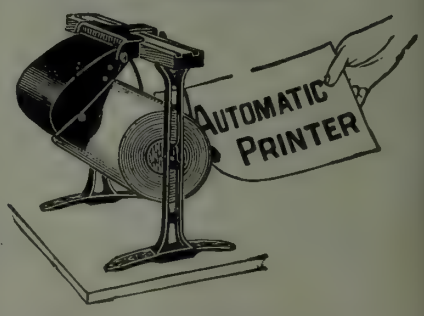
S. F. BOWSER & CO.
(INCORPORATED)
66-68 Fraser Ave. Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures Dry Cleaning Systems, etc.

Judicious Advertising

Advertising is the life of your trade, but when you do advertise, do it judiciously. See that you are GETTING RESULTS.

The Automatic Printer
(It's a Marvel)



will help you cut down, in fact WILL CUT DOWN your advertising account and yet get you better returns.
Familiarize your customers with your store, service and methods.

WRITE US

UTILITIES LIMITED
73 Bank of Ottawa Bldg., - MONTREAL

THE DEMAND FOR

Elgin Brand

SMOKED MEATS

is increasing all the time, which proves that the public are exacting in their taste and know choice meats.

LARD

Our Elgin Brand Lard is as pure as lard can be made, and our other grades are Pure Lard, Lard and Beef Shortening and Baker's Friend. We also make a specialty of Yellow Rose Cooking Oil.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants

Pork, Pork Products and Beef, Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books

You Want to Earn More, Don't You?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for $7.00 or $8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from $25.00 to $50.00 per week.

Write for full particulars to

THE MACLEAN PUBLISHING CO.

143-149 University Ave. Toronto, Ont.

Think What This Means!

There is no flavor equal to that of nature, and nature's flavor is the only flavor in every bottle of

E D S

JAMS AND JELLIES

Pure fruit and finest sugar scientifically blended and packed in airtight packages, etc., without any addition of preservatives—this is how the E. D. S. brand is made. They are government approved and the dealer who does not handle these is loosing money.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

CLASSIFIED ADVERTISING

AGENCY WANTED

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

BUSINESS CHANCES

TO PURCHASE OR ON LEASE IN OSHAWA, Bowmanville, Port Hope and Cobourg, first-class store to carry on Grocery, Butcher, Confectionery and Crockery business. Must be in a central location or will consider taking over any large stock to procure the store and pay spot cash for same. Answer at once. State lowest price, all information strictly confidential. The Capital Grocery Co., Box 427, Canadian Grocer, Toronto.

FOR SALE—RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about $125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary brands and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about $25,000.00. Cash preferred, but would consider 50 to 60 per cent. cash with reasonable arrangement for balance; or would sell as retail concern, taking out surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 425, Canadian Grocer.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

FOR SALE

CASH REGISTER FOR SALE—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

SITUATION VACANT

WANTED—FIRST-CLASS GROCER — MAN capable of buying for two fair-sized retail stores; to look after costing and pricing, and oversee underhelp. First-class opening for the right man. Apply, stating salary, experience and reference, to Box 429,, Canadian Grocer.

WANTED—A TRAVELLER TO REPRESent a leading Grocery House in one of the most promising territories in British Columbia, salary $150.00 with prospects of advancement. No one but a really first-class, up-to-date man need apply. Reply Box 428. Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c.. 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies

The Turnbull Company

Winnipeg, Manitoba

For British Columbia: The Standard Brokerage Co., Vancouver.

BLACK OLIVES

Here is a line which offers you a splendid opportunity for specialising. Your customers, will be quick to appreciate the nutritious and health-building properties of these olives, and you should waste no time about putting in a supply.

BLACK OLIVES

Allow you a good profit and look very inviting when properly displayed.

H. E. VIPOND & CO.

MONTREAL

ITALIAN AND EUROPEAN GOODS

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturer, Jobber and Retailer.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

Master Mason

King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce **repeats** and profitable enough to make the **dollars** come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are **bound to please.**

DROP A LINE

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

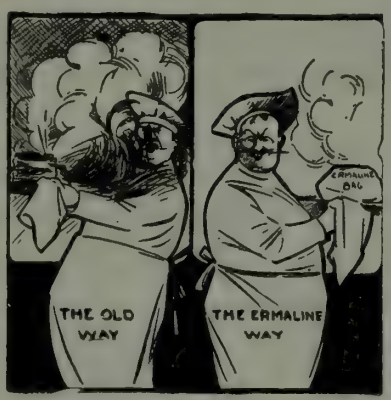
TUCKETT LIMITED

Hamilton, - - - - Ont.

Ermaline Cooking Bags Make a Fine Display——

Just Think

what a crowd you would draw to your window by having a real up-to-the-minute display of these time and gas saving devices. Can't you arrange one of your windows with a small stove and a supply of bags and make a reasonable sum on your investment? Certainly you can.



The Ermaline Bag is the most satisfactory on the market to-day. It has proven itself a regular boon.

Ask Your Wholesaler, Or Write.

EDWARD LLOYD
LIMITED
MONTREAL

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.
183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

WONDER FLY KILLER

gets the little mischief makers every time. It is thoroughly efficient—kills three times as many flies as the old-fashioned sticky paper and lasts throughout the entire season.

Goods that sell the quickest make the most profit. Wonder Fly Killer sells rapidly because people know its effectiveness and a big demand has long been created.

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

Quaker Soap

100 double wrapped Bars to Box

No prizes
No premiums

Just Soap

At the Lowest Price Good Soap Can Be Sold.

Mathewson's Sons
MONTREAL

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

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OWING to the steady increase in our business, we have been forced to move to larger premises, and have secured a new and up-to-date building at

291 ARTHUR STREET

where we will be pleased to meet any of our patrons. We wish to take this opportunity of thanking you for your many favors, and trust that we shall continue to share your patronage in the future.

With best wishes, we are yours very truly,

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Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

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437 Cases of Currants

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INDEX TO ADVERTISERS

A

Allison Coupon Co. 21
Am. Comp. Co. 57

B

Baker, Walter 62
Balfour-Smye & Co. 18
Benedict, F. L. 23
Bickle, J. W., & Greening 63
Borden Condensed Milk Co. 3
Bovril, Ltd. 59
Bowser, S. F. 66
Brand & Co. 8
British American Assurance 20
Brown Mfg. Co. 23

C

Campbell Bros. & Wilson 61
Canadian Cocoanut Co. 24
Canadian Salt Co. 65
Cane, Wm. 29
Carter, W. H. 66
Catelli, C. H. 25
Chase & Sanborn 26
Clark, W. 9
Clawson & Co. 22
Clements Co., Ltd. 23
Coles Mfg. Co. 16
Common Sense Mfg. Co. 23
Connors Bros. 61
Cowan Co. 13
Cox's Gelatine 1
Crescent Mfg. Co. 62

D

Dalley, F. F. Co. 14
Dela Rond Business Chance Broker 23
Distributors, Ltd. 22
Dominion Canners, Ltd. 7
Dominion Match Co. 8
Dominion Koko Nut Butters 25
Dominion Molasses Co. 2
Dominion Salt Co. 24
Downey, W. P. 62

E

Eby-Blain, Limited 5
Eckardt, H. P. 53
Edwardsburg Starch ..... Outside front cover and 30
Eno, Ltd., J. C. 12
Escott & Harmer 22
Eureka Refrigerator Co. 14
Ewing & Sons, S. H. 27

F

Fairbank, N. K. 26
Fearman, F. W., Co. 55
Foster-Clark Co. 15
Furuya & Nishimura 20

G

Gaboury, L. Emile 23
Gillard, W. H., & Co. 60
Gillett, E. W., Co., Ltd. 55
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 18
Gray, John 6
Granger Freres 66
Green & Co. 60
Gunns, Ltd. 51
Guelph Soap Co. 63

H

Hargreaves Bros. 27
Hillock, J. 6
Hotel Directory 24
Hudon-Hebert Co. 4

I

Irish Grocer 23
Island Lead Mills Co. 24
I. X. L. Spice Co. 20

J

James Dome Black Lead 19

K

Kessel Co., F. 23
Kilgour Bros. 24
Kops Breweries 28

L

Labrecque & Pellerin 65
Lambe, W. G. A. 22
Laporte, Martin & Cie 72
Lake of Woods Milling Co. ..... Outside back cover
Lascelles de Mercado 19
Laurentia Milk 6
Lawrason, S. F. & Co. 27
Lemon Bros. 58
Lind Brokerage Co. 22
Lindner & Benner 72
Litster Pure Food Co. 25
Lloyd, Ltd., Edward 70
Lytle Co., T. A. 65

M

MacLaren Imperial Cheese Co. 22
MacNab, T. A., & Co. 22
McCabe, J. J. 58
McDougall, D., & Co. 23
McLeod & Clarkson 23
McWilliam & Everist 58
McVitie & Price 16
Magor, Son & Co. 30
Major, L. H., & J. Soubliere 23
Malcolm, Jno. & Son 58
Marshall Brokerage 22
Mathewson's Sons 71
Mathieu, J. L., Co. 64
Meadowsweet Cheese Co. 25
Merriman & Co., W. H. 16
Methven, James 18
Minto Bros. 3
Millman, W. H., & Son 22
Mooney Biscuit & Candy Co. 62
Morton & Sons, David 10
Mott, John P., & Co. 64

N

Nelson, Dale & Co. 16
Nicholson & Bain 51
Nickle Plate Stove Polish Co. 24
Nuggett Polishes 28

O

Ontario Peoples Salt & Soda Co. 24
Ocean Mills 20

P

Packer, H. J. 14
Patrick, W. G., & Co. 22
Parker Broom Co. 17
Peek, Frean Co. 11
Perrin, D. S. 21
Pickford & Black 58
Pique Bracket Co. 63

Queen City Oil Co. 62

R

Ramsays', Ltd. .....Inside back cover
Reindeer, Ltd. 64
Richards & Brown 57
Robinson & Co., O. E. 23
Rock City Tobacco Co. 69
Rowat & Co. 59
Ruttan & Chipman 22

S

St. Charles Condensing Co. 18
St. Thomas Packing Co. 67
St. Lawrence Sugar Refining Co. 19
Salada Tea 29
Sanitary Can Co. 12
Sapho Mfg. Co. 10
Smith, E. D. 67
Smith & Proctor 19
Silver, H. R. 22
So-clean Mfg. Co. 73
Snap Co. 60
Spurgeon, H. G. 22
Stewart, I. C. 23
Stahr, C. F. 62

T

The Turnbull Co. 68
Thum Co., O. & W. 58
Tilton, J. A. 22
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 22
Toronto Salt Works 23
Tuckett, Geo. E., & Son Co. 69

U

Utilities, Limited 66
Upton Co., T. .....Inside front cover

V

Vipond, H. P. 68

W

Walker Bin & Store Fixture Co. 18
Walker, Hugh & Son 59
Warren, G. C. 22
Watson & Truesdale 22
Wellington Mills 58
Western Assurance Co. 24
Western Distributors, Ltd. 22
Wethey, J. H. 55
Western Brokerage Mfg. Dis. 22
Winn & Holland 63
White & Co. 59
White Swan Spice & Cereals, Ltd. 16
White, Cottell, Ltd. 28
Wiley, F. H. 22
Willis Mfg. Co. 24
Wilson, Archdale 62
Wilson, Jos. R. 71
Woods & Co., Walter 60
Woodruff & Edwards 64

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CONTENTS

Chapter
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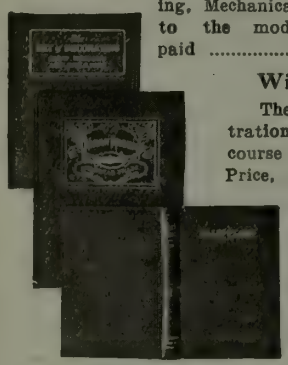

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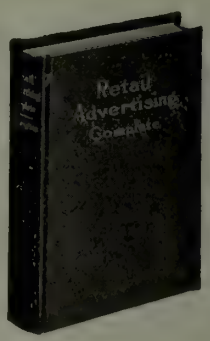

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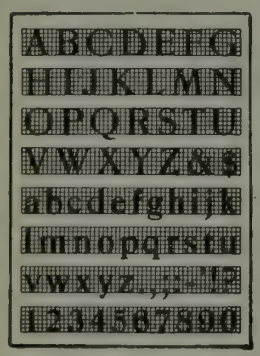

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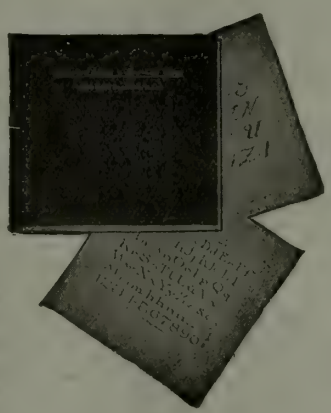

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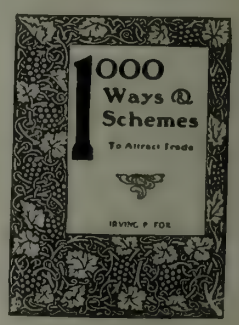

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Quality Figures Biggest

in the selection of soda biscuits by most buyers. The number of biscuits in a box is but of minor importance—it's quality that counts—and that's just where you corral the biggest trade for your store by stocking

RAMSAY'S FARM CREAM SODAS

RAMSAY'S FARM CREAM SODAS will do more to bring back lost trade than any other stock you have. It's the delicious quality again that makes them such good missionaries.

RAMSAY'S FARM CREAM SODAS are growing in popularity daily. Our efforts at perfect cleanliness and our policy of using nothing but the best ingredients are being justly rewarded.

For family use Ramsay's have so far attained the highest marks, simply because they combine quality and economy in buying. Why not give your trade a chance. You will be agreeably surprised.

RAMSAYS LIMITED

330 Nicolet Street, Montreal

The FIVE ROSES flour package has kept many a merchant from shipwreck. When others have gone under, it has kept buoyant.

It has ignored the reefs of Unreliability, braved the winds of Dissatisfaction, avoided the deadly iceberg of Competition. Why shouldn't YOU enjoy steadily increasing sales—permanent growing profits?

Just think how successful our customers must be when the output has grown from 800 barrels in 1888 to 10,500 barrels a day.

Ask YOUR jobber for FIVE ROSES, or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"—Capacity, 10,000 bbls. daily

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Duck Mountain, Man.
Dec. 18, 1911

"We both use FIVE ROSES flour and sell it too. We sold 2 or 3 sacks of it to people who told us they had never used it till they bought it from us, and they said they had never had such good bread in their lives as they had with it out of what they had bought from us."

(Name on Request)

Burnhamthorpe, Ont.

"My father keeps a store and sells your FIVE ROSES flour. Its sale is constantly increasing and satisfactory."

(Name on Request)

"We use and sell FIVE ROSES flour and think it all right."

(Name on Request)

Five Roses Flour

Not Bleached Not Blended

THIS IS THE 1,277th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, MAY 31, 1912 No. 22

OCEAN BLUE

**Cheap enough for the Million,
Good enough for the Millionaire.**

FIRST of all, it's quite British—Comes from Hull, away over the "Ocean blue." Then it's the most economical. It readily adapts itself to any water—hard or soft—so long as the water is clean. Never spots, or flecks, and may be used with safety when washing the most delicate materials. To linens, laces, curtains, etc., it imparts a beautiful snowy whiteness, that suggests everything of spotless purity.

ALL STORES SHOULD SELL "OCEAN BLUE"

BECAUSE it is an article that satisfies, and satisfied customers are your best customers. It is made in bags packed in cartons and squares in packets. The retail price is 5 cents, on which you see a good profit.

ASK YOUR JOBBER ABOUT
"OCEAN BLUE."

ONTARIO AGENTS:
F. E. ROBSON & CO., 25 Front Street East, Toronto.

Hargreaves Bros. & Co. Ltd
Hull England

SCOTCH FISH HAS THE FINEST
REPUTATION IN THE WORLD.

MACONOCHIE'S

ARE ALL SCOTCH

MACONOCHIE'S FRESH HERRING

FLAVOR PERFECT

FIRM AS A ROCK

MACONOCHIE'S HERRING IN TOMATO SAUCE

A TREAT FOR

AN EPICURE

PAN-YAN

PICKLES AND SAUCE

SUPERIOR TO ANYTHING SIMILAR ON THE MARKET. IF YOU ARE NOT ALREADY HANDLING THEM WRITE FOR SAMPLES, IT WILL PAY YOU.

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLaren Imperial Cheese Co., Ltd.

TORONTO MONTREAL DETROIT NEW YORK CHICAGO
FACTORIES: WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

If "Time is Money" Then Why Not Save It?

Lost—one golden moment, on the Road of Endeavor! Lost, because your brain cells worked overtime when you tried to persuade that customer to experiment with those nameless goods you bought, thinking more of the extra profit therein than the dependable quality thereof.

Lost, too, because her time and yours was idly spent. Lost again because of the misplaced confidence that must prevail hereafter 'twixt you and her. "Time is money," gentlemen—why not save it by selling, pushing or recommending only "quality goods"?

"Griffin" Brand Seedless Raisins

The choice of "finicky" folks and therefore of critical judges of quality, has never fallen upon other brands of Seedless Raisins in such generous measure as on the famous "Griffin" trade-marked product.

Grown, cured and packed in the largest vineyards on the Pacific Coast, and never tampered with en route.

The Standard

Nourishing
Palatable

Coco Fruitine

Vegetable
Butter

From the view-point of economy alone, a woman will be interested to investigate the merits of Coco Fruitine in her cooking and pastry.

Its matchless purity, rich yet delicate flavor and evident superiority to butter, oil or lard, commend it at once to the housewife who is anxious to save.

Made in Marseilles with scrupulous care!

Economical

ARTHUR P. TIPPET & CO.
Agents
Montreal Toronto

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

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SODAS

D. S. Perrin & do., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK

Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

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WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

Order by Name "PYRAMID"

This the Original and Genuine

"Pyramid" must only be shown to be sold. Packed in a neat and attractive display box.

"Pyramid" Registered.

Beware of imitations—Fly-catchers claimed to resemble the genuine in appearance.

WM. H. DUNN

Sole Agent and Importer

Montreal Toronto Vancouver

MASON & HICKEY

Agents for: Manitoba Alberta Saskatchewan

Concentrated Fresh Cow's Milk

The care given in the preparation of

"Canada First" Evaporated Milk

and the absolute purity and efficient sterilization of each can, make it the line for you to stock and recommend. The safest milk to sell for infants and invalids. A steady business-bringer and profit-producer. Also

"Canada First" Sweetened Condensed Milk

Why pay higher prices for other brands of equal quality?

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Co., Limited

AYLMER ONTARIO

Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—THE VERY BEST.

Samples and prices from

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John Gray & Co., Ltd.

Glasgow

You Can Increase Business

Don't you believe your better customers would buy a great deal more of certain articles if you observed the highest points of refrigeration.

THE ARCTIC REFRIGERATOR

from outside appearance has "merit" stamped on it and as a means of refrigeration it is without a peer. It is a handsome piece of store furniture that you should have, not only for refrigerator qualities, but for its attractiveness in drawing sales.

Send for new catalog now

JOHN HILLOCK & CO., LTD.

Toronto, Ontario

Representatives in the West—Donnelly, Watson & Brown, Calgary, Alberta.

"Simcoe" Brand Baked Beans

are the choice of carefully selected beans, prepared by the latest methods. They have that rich nutty flavor of the "Old New England" dish. Simcoe Baked Beans are packed plain, and in Tomato and Chili Sauces in different sized cans.

Simcoe Brand Baked Beans are an economical, healthful and wholesome food, very popular with all classes.

Recommend that 3's family size contain more (by actual weight) than flats, and a lower price.

Your select trade wants "Simcoe" Brand

They put money in the pocket of the dealers

DOMINION CANNERS LIMITED

HAMILTON, CANADA

The Best Of All

No. 75

The Scale that Weighs and computes to 100 lbs.

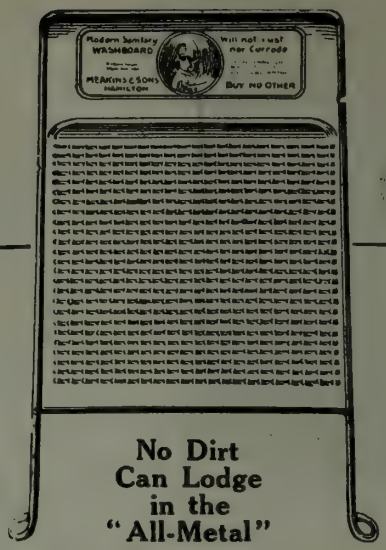
COMPUTING SCALES

Do you wish to know the reason why? Ask a user or write us.

Users everywhere. Offices in leading cities throughout Canada.

Stimpson Computing Scale Company

Factory, DETROIT, Mich.



No Dirt Can Lodge in the "All-Metal"

A Really Cheap Washboard

Is the only board that gives perfect satisfaction. A washboard that satisfies every housewife and saves its own cost by its perfect working qualities is the washboard for you to stock.

THE MEAKINS Sanitary Washboard

is made in one piece, of all metal and has no wooden parts or joints to corrode or rust. Therefore they are sanitary and merit the buying good-will of every housewife.

Send for Prices, etc.

MEAKINS & SONS
HAMILTON, ONTARIO

CLARK'S

Baked Pork and Beans

The Greatest Picnic Meal on the Market.

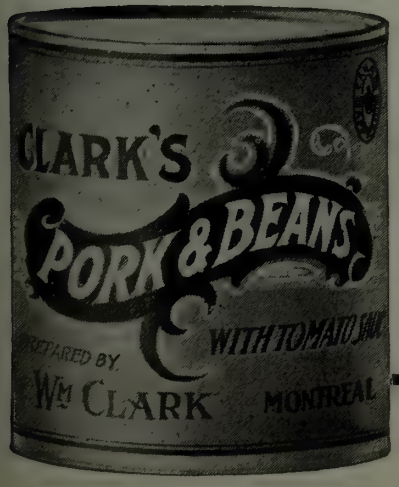
Keep your stock of CLARK'S PORK AND BEANS well in hand.

The daily increasing demand for CLARK'S PORK AND BEANS is due to their inimitable flavor and all round quality.

THEY ARE THE PEOPLES' PORK AND BEANS, and as a business man it's to your interests to cater to the public taste.

CLARK'S PORK AND BEANS

Plain Sauce	Tomato Sauce	Chili Sauce
Pink Label	Blue Label	Red and Gold Label
6 sizes	6 sizes	3 sizes



W. CLARK, MONTREAL

Manufacturer of High Grade Food Delicacies

Try This Plan When Preserving Starts

Just as soon as the strawberries come in dress up a strong "preserving" window display.

As the centre use one or two 100-lb. bags, several 20-lb. bags, and plenty of the new 5-lb. Cartons of

Redpath

Extra Granulated SUGAR

In the front of the window put a good showing of the choice berries. Then fill in with fruit jars, rubber rings, blocks of paraffin, add a few pairs of rubber gloves, even if you have to buy them specially, and complete the window with plenty of price tickets and a set of the new REDPATH Pennants on the glass.

You cannot too strongly recommend REDPATH Sugar for preserving, for its superior purity is essential in making the finest jellies, jams and preserves.

The Canada Sugar Refining Co.

MONTREAL LIMITED

A RECORD

has been created by

White-Cottells Malt Vinegar

The building up of a large Vinegar Business generally takes many decades. Our immense turnover has been reached in a very few years.

THE REASON

is that our Vinegar gives the utmost satisfaction both sides of the counter i.e., when it is a question of quality and prices we win fairly and squarely. Put us into competition, and see for yourself.

Write us to-day for samples and prices.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Ave, Winnipeg.

L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.

Schofield & Beer, St, John, N.B.

CANADIAN AGENTS:

Standard Brokerage Co., 1640 First Ave., West, Vancouver, B.C.

W. L. Mackenzie & Co. 606a Centre St., Calgary,

WHITE-COTTELL'S MALT VINEGAR

CAMBERWELL, LONDON, ENG.

WHITE-COTTELL'S MALT VINEGAR

GILLETT BUILDING
KING, DUNCAN AND PEARL STS.
TORONTO, ONT.

THE OLD PLANT

E.W. GILLETT COMPANY LIMITED
TORONTO, ONT.

THE NEW PLANT

The largest, cleanest and most up-to-date plant of the kind in the British Empire

GROCERS :—Note the size of our new plant. There will be no trouble in future to fill orders for Magic Baking Powder, etc. Besides making the various articles comprising our well-known line of goods we will make everything required in connection with our business ; such as paper boxes, tin cans and other containers.

We have three railroad sidings, and therefore unlimited shipping facilities. All goods will be loaded direct into cars.

Push the sale of the goods that are known and wanted.

Now is the time to benefit by our big $150.000 advertising campaign covering 1912.

Quality Food Products at Lowest Prices Consistent with Quality

Not how cheap, but how good has always been the policy of this Company. The too frequent tendency to sacrifice quality, and to insidiously offer an article for what it is not, in the effort to overcome the increased cost of production, may to the unreflecting seem shrewd merchandising, but meets with no favor with a house whose constant aim it is to improve standards, to elevate qualities and to encourage superiority.

To live up to this creed, to be able to back the quality of Gillett's Goods with every dollar the concern possesses, it has for years labored untiringly, unceasingly and successfully to create standards and establish brands that stand for unexcelled uniformity, each the best of its class.

All dealers are authorized to guarantee Gillett's Goods as being the best and purest that it is possible to produce, and to be just as represented. Gillett's Goods are the most extensively advertised goods of their kind in Canada. Every dealer should take advantage of this fact, and share in the benefits of our 1912 Advertising Campaign.

THEY ARE BEST BY EVERY TEST.

E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg Montreal

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S GOLDEN PUFF

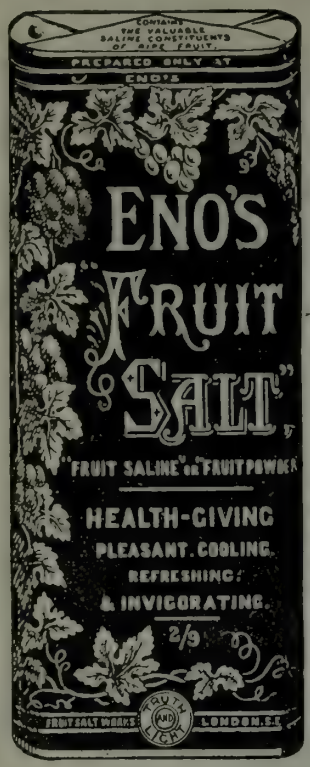
PRICES AND SAMPLES ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND



There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

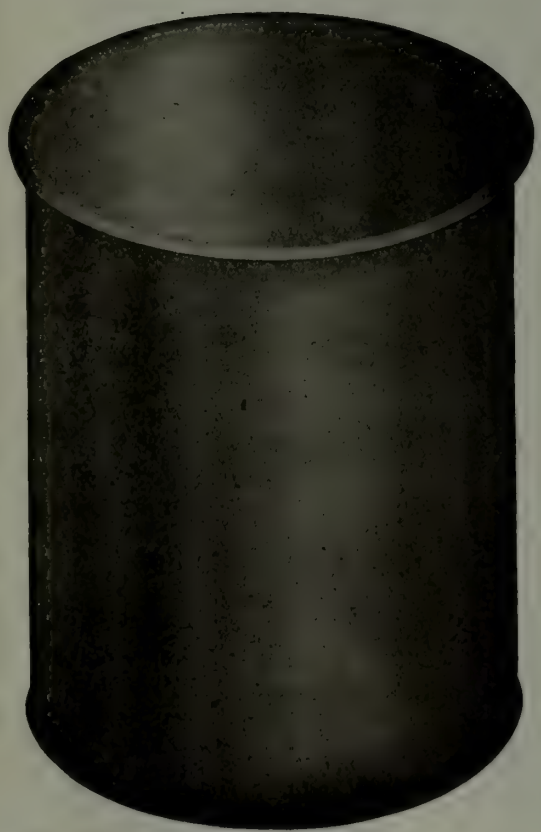
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.



SANITARY CANS

"The Can of Quality"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

2 — 2

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F F Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1.** It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.
LIMITED
Hamilton, Canada Buffalo, U.S.A.

2 — 2

Eureka Canada's Sanitary **Refrigerator**

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

J. F. EBY,
President

HUGH BLAIN,
Vice-President

EBY-BLAIN, LIMITED

STANDARD BLENDS

We appeal to the wide awake Grocer of to-day ***to look*** into his Tea Trade: for he is the best judge, as to whether he is experimenting or not.

Are you satisfied with selling certain Packet Teas, which only show you a profit of 5c per lb., when you can make 8c per lb., and give your customers better value for their money.

We have an Expert who knows the real value of Indian Teas, as well as those of Ceylon. ***Who knows how to combine*** the choice growths of each ***to perfection.***

Take for instance our 4 Star at 27c. per lb, it is a thick, rich, juicy blend with superb flavor and excellent second cup.

It is meat and drink compared with the wishy-washy teas that are being forced upon the public in many packets.

Do you suppose for one moment that we could make this offer if we were not positive as to the superior merit of the standard blends offered herein.

We will take back goods at our expense if not perfectly satisfactory.

		Cost Grocer	Retail
2 STAR	Black, Green or Mixed	19c	25c
3 STAR	" " "	22c	30c
5 STAR	" " "	27c	40c
4 STAR	English Breakfast	27c	40c

EBY-BLAIN, LIMITED

Importers and Manufacturers TORONTO, ONTARIO, CANADA

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.: L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a **COLES** mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

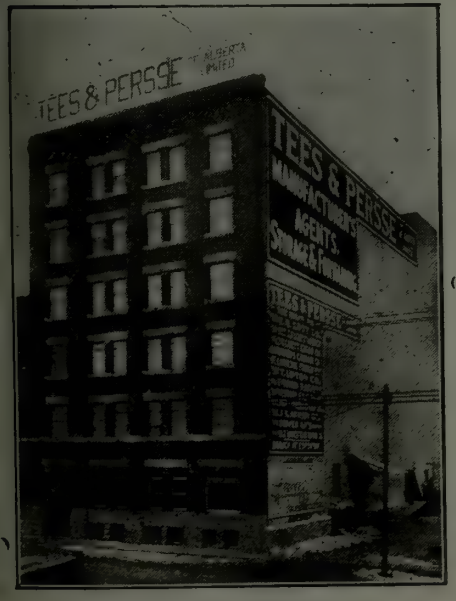
is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

TEES & PERSSE LIMITED

WINNIPEG WAREHOUSE

SASKATOON WAREHOUSE



CALGARY WAREHOUSE

ESTABLISHED 1884

MANUFACTURERS!

For Western Representatives we have pleasure in recommending

TEES & PERSSE, LIMITED

who have assisted us for many years in distributing

Durham Starch
St. Lawrence Starch
Canada Starch
Ivory Gloss Starch
Akron Starch
Bee Hive Corn Syrup

Their warehouses at

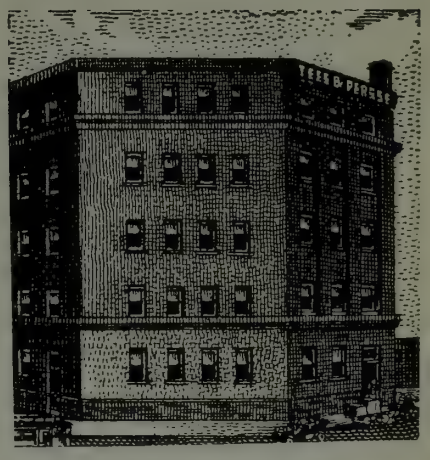
FORT WILLIAM
WINNIPEG
REGINA
MOOSE JAW
SASKATCHEWAN
CALGARY
EDMONTON

were erected and are maintained to look after manufacturers interests as they should be. Their operations extend

"From the Great Lakes to the Rockies"

and all jobbers are canvassed daily.

St. Lawrence Starch Co., Limited
PORT CREDIT, ONTARIO



REGINA WAREHOUSE

MOOSE JAW WAREHOUSE

EDMONTON WAREHOUSE

Tartan BRAND

THE SIGN OF PURITY
THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale Winnipeg Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver B.C.: W. W. Burke & Co. 334 Cordova St. W.

Berlin, Ontario

Sells on its Merits

25 Years the Standard

Forest City Baking Powder satisfies your customers because of its reliability. Satisfies you because it holds trade and sells with profit.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

FRUIT CROPS

This is ideal weather for growing fruit crops, there will soon be a heavy demand for sugar. You can guarantee your customers success with their preserves by supplying only

St. Lawrence Granulated

PRODUCED ONLY FROM CANE RAWS.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co

SWEEPING IS A DAILY NECESSITY IN MOST HOMES

You need but to explain the advantage of using Anti-Dust when sweeping to make it a large selling stock.

The selling points of Anti-Dust Sweeping Powder are: It positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens oilcloths and floors, and is the only combined Germicide, Insectide, Disinfectant Sweeping Powder. When ordering, "Remember the Green and White Tin," the only genuine.

The Sapho Mfg. Co., Limited
MONTREAL

WHY YOUR CUSTOMERS WILL BUY

SOCLEAN

Soclean is economical.
Soclean lays dust.
Soclean saves scrubbing and dusting.
Soclean brightens and preserves carpets.
Soclean is a disinfectant.
Soclean leaves a fragrant odor.
Soclean is a moth killer.

Seven good rersons why you should stock it—each one sufficient enough to command the respect of customers for Soclean and to ensure their repeat orders.

Put up in pails to sell at 25c., 50c. and $1.00

SOCLEAN LIMITED, Toronto, Ont.
The Originators of the Dustless Sweeping Compound of Canada.

JOBBERS

Before purchasing EARLY PICKED JAPAN TEAS see FURUYA & NISHIMURA'S samples through their agents.

By Special royal permission

Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

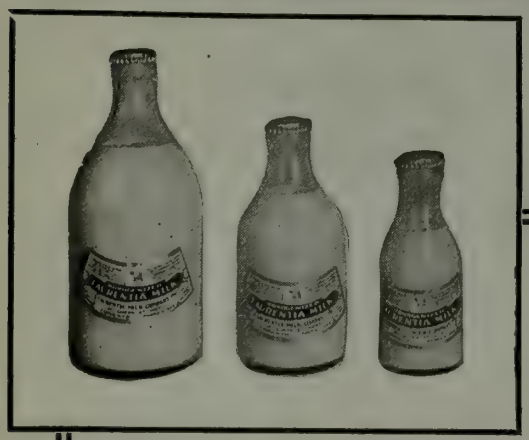
In so doing you are sure that every atom of health-giving quality in which the sardine abounds will reach your customer in the best form.

Pure olive oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON, - - - ONTARIO



Laurentia Milk Tastes Like Cream

The little membrane which, in ordinary milk, envelopes the globules of cream, are broken by the mechanical process of homogenization, the flavor of the cream is absorbed by the entire liquid and one has the sensation of drinking thin cream.

The delicious creamy flavor, of Laurentia Milk, its edible qualities and its immunity from germs, renders it the best food for all.

The dealer can easily create a large demand by stocking and displaying this "boon to mankind."

LAURENTIA MILK CO., Limited

371 Queen Street West TORONTO

Good Matches Always Sell!

There is always constant demand for matches. Your customers want matches that light every time without spluttering. They want the Dominion.

DOMINION MATCH CO., LIMITED

DESERONTO, ONTARIO

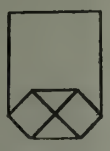
Or The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt, Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)



Labelling

Wrapping

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

[M.E.]

---

5 Cases at $4.15
with 20 bars Naptha free.

10 Cases at $4.05
with 40 bars Naptha free.

25 Cases at $4.05
with 150 bars Naptha free.

FREIGHT PREPAID
Net 30 days. 1% Cash.
Assorted or otherwise.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

The best 5c. line with an extra good margin of profit.

A fifty-year old favorite—Quality counts

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

When writing advertisers kindly mention having seen the advertisement in this paper.

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It dries them up **Common Sense** *KILLS* { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Mfg. Co.
Creston, Iowa, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

OPPORTUNITY
Stores of all kinds, Refreshment, Variety and Groceries, Lunch Rooms, Barber Shops, Cigar Stands, Pool Halls, Rooming Houses, Etc., from $175.00 up. Any kind paying business. If you wish to buy or sell, call or write.■
DELA RONDE BUSINESS CHANCE BROKER
10-16 McGill College Ave., Montreal

Make the Credit Customer Your BEST Customer

Hold him down—and yet keep him PLEASED. You can do it with

ALLISON COUPON BOOKS

They make credit business practically same as cash.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For Sale Everywhere by Jobbers.
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

OTTAWA

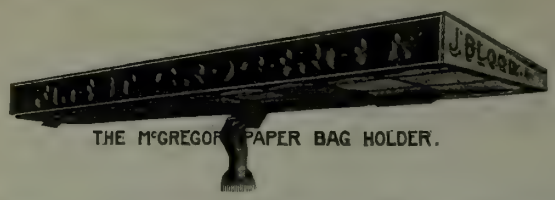
L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited.
Sussex Street, Ottawa, Canada

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.



THE McGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

OTHER BRANDS

We have a larger and thicker circle of friends around us than all other brands together. Don't guess why? Try the goods.

CANADIAN COCOANUT CO., Montreal

Tea Lead

(*Best Incorrodible*)

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

SALT

A stock of good dependable salt holds the steady family trade and in so doing adds to the grocer's profits.

ONTARIO PEOPLE'S SALT is pure as salt can be and is exceedingly popular.

SEND FOR PRICES

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

May 20th, 1912

T. H. Estabrooks Co., Limited
St. John, N.B.

Dear Sirs:—

Please ship at once 80/1 lb. packages and 30 lbs. in ½-lb. packages of Red Rose Tea.

Please include some advertising matter.

Your 30c. tea certainly is "good tea." We find it has entirely displaced our regular 25c. bulk tea.

Yours truly,

.....

The above letter shows the strong trend of the tea trade.

Head Office, St. John, N.B.
Western Branches: Winnipeg, 156 Lombard St. / Calgary, 322-326 Ninth Ave. W.

T. H. Estabrooks Co., Limited
7 Front St. E. - - TORONTO, ONT.

Lines That Will Sell Well Right Now!

Successful dealers everywhere, who have promoted the sales of QUEEN QUALITY BRAND Goods, declare that they are much superior to the ordinary, always giving satisfaction to the puchaser with fair profits to the dealer.

Queen Quality Pickles, Sweet, Mixed and Chow. Bulk Pickles. Tomato Catsup, Worcestershire Sauce, Pure Apple Cider, Cider Vinegar. Non-alcoholic wines, in pints, quarts, etc.

TAYLOR & PRINGLE CO.
LIMITED
OWEN SOUND - ONTARIO

CENTURY SALT

TRADE MARK

You Will Always Find

the same uniformity of pure white crystals from the top to bottom of each bag or barrel of Century Salt. It is refined with the best care and makes it the salt for all household or dairy uses: The profits are good.

THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

LOOK!

Bigger Sales and Better Goods

This covers the following lines:—

Bull Dog Ammonia Powder
Bull Dog Chloride of Lime
Bull Dog Borax
Bull Dog Liquid Blueing
Bull Dog Liquid Ammonia

Sold from Coast to Coast

Manufactured by

The John B. Paine Co., Ltd.
TORONTO

AGENTS:

J. W. Gorham & Co., Halifax, N.S.
W. S. Clawson & Co., St. John, N.B.
W. and F. P. Currie, Montreal, Que.
Marshall Brokerage Co., London, Ont.
Dodd & Reid, Saskatoon, Sask.
W. Lloyd Lock & Co., Winnipeg, Calgary and Vancouver, B.C.

DOUBLE YOUR SALES OF MARMALADE

Most of the marmalade that is sold is bought by those **who come into the store and ask for it.** A little **creative salesmanship would easily double the sales** of marmalade.

For instance you could double your sales of

Shirriff's Marmalade

by instructing your salesman to tactfully suggest to customers that Shirriff's Scotch Marmalade is very appetizing, delicious and healthful. That it is made of selected Seville oranges and best granulated sugar. And has the keen, stimulating tang of the bitter Seville orange blended most deliciously with the sweet of the granulated sugar.

They could suggest that Shirriff's marmalade spread on toast or crisp soda crackers tastes very good at breakfast. And some people enjoy it spread on hot biscuits. Others with pancakes.

They could suggest, too, that marmalade steam puddings, marmalade pies and marmalade tarts are delightful.

Just try the above suggestions and see how quickly you will double your sales of Shirriff's Marmalade. It's to your profit to do so.

Imperial Extract Co.
Toronto

23

Don't Lose Profit In Spoilt Stock

With careful refrigeration the loss by spoils is almost eliminated. Poor refrigeration, such as dampness, corroded metal, etc., are of little or no benefit to the preservation of perishable grocery stock.

THE NORTH STAR REFRIGERATORS

are scientifically constructed to give you the full benefit of the ice, an absolutely dry air circulation—so dry that a match can be lighted on the interior walls at any time—thus preventing wood from rotting and disallowing all odors that would arise, without absolute dryness.

WRITE NOW FOR PRICES AND CATALOGUE. SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON
OTTAWA, ONTARIO

Cold Springs Lemonade Powder Makes Cool and Refreshing Drinks.

COLD SPRINGS

Stands in a class by itself, having a peculiar nip and piquancy.

The hot weather at hand will see it sell well.

Just display it. It will move.

Has a large sale throughout the colonies. Quality.

Write

S. H. EWING & SONS
MONTREAL

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA

ANCHOR BRAND TRADE MARK REGISTERED

The brand with a reputation for QUALITY—

"ANCHOR" Brand TABLE SALT

The best value
The largest package

To retail at **10c.**

Finest in grain—best in color
WILL NOT HARDEN

WRITE FOR OUR QUOTATIONS

WHITE BEANS—

Arriving about June 15th one carload Hungarian Pea Beans.
Quite equal to Canadian hand-picked at a lot less money.

CASTILE SOAP—

SHELL and la VIERGE brands. We have a complete stock — all styles.

PASCALLS —

King & Queen
BUTTER SCOTCH.
A rattling good seller in a 10c. line.

You will make money on the above lines at our present quotations.

EBY-BLAIN, LIMITED

Wholesale Grocers
TORONTO

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

"SALADA"

and what it means to you

Consistent high quality is absolutely necessary to the permanent success of any article.

"SALADA" has won its way into the public confidence because the public has been convinced of its reliability in quality, purity and flavor.

This conviction has grown—grown in spite of opposition, competition and imitation—until now "SALADA" is the word that signifies the highest standard of excellence in Tea.

"SALADA" quality is specified by the Canadian Government when calling for tenders for tea.

You can recommend "SALADA" with confidence—it is unequalled for goodness, freshness and fine flavor.

Every pound you sell advertises you as a dealer in **"Quality."**

You are protected against peddlers and price-cutters who cannot buy "SALADA" —and the sale is guaranteed.

"SALADA" TEA COMPANY

TORONTO MONTREAL

PUT AN END TO ACCOUNTING TROUBLES

The

Ullman Account Register

IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.

The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant, The only real step to stop the worry and work of incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.

HAMILTON :: ONTARIO

For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

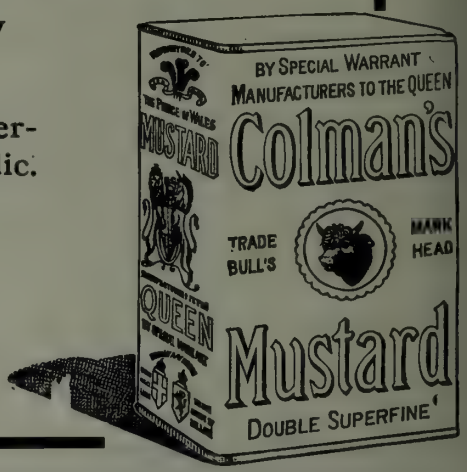
COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality
In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



Every Woman in Canada Knows
BENSON'S PREPARED CORN
The purest and finest corn starch obtainable

They know what delicious and satisfying desserts it makes.
They know what snap and piquancy it gives to sauces and gravies.
They know how indispensable it is in baking and pastry making.
Therefore let your women customers know that you have it
Display it on your counter and shelves.
Quick sales will follow.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Co-operative Store Statement Analyzed

Business of Nearly $275,000 a Year Apparently Being Handled with Liquid Capital of Only $15,500—Further Information Required for Intelligent Review.

*By Henry Johnson, Jr.

Co-operative societies are a great success in Britain and in Europe generally. There are, of course, good reasons for this. Otherwise the movement would have petered out long ago. The prime reason on which the movement is founded is economy in the purchase of the necessaries of life. A secondary reason lies in the desire to make money for the members, or investors. The British and Continental societies have accomplished both purposes; hence are permanent and successful.

This movement has not generally been successful in Canada, so far as I know, nor in the United States. Many reasons are given. I incline to the idea that hitherto the need for co-operative buying and selling has not been perceptible; we, on the American continent, have not yet felt the pressure of penury such as exists in those older countries. It has been cheaper to hire the work done than to do it ourselves.

Better Luck at Glace Bay.

It seems, however, to be firmly established in Glace Bay, Nova Scotia, if I may judge from the healthy looking report to which I referred last week, and which is now before me, only partially intelligible to me. This business seems to be founded on solid principles. It also looks as if it were well conducted.

Here is the concise Report for the 22nd Quarter, ending January 17, 1912:

TO THE MEMBERS:

The Report and Balance Sheet for the 22nd Quarter is herewith submitted for your approval.

The total business for the quarter .. amounted to $63,119.22, as compared with $48,126.49 for past quarter and $45,689.72 for the corresponding quarter of a year ago.

After providing for all charges and depreciations there remains available for dividends the sum of $7,730.80, which will allow the Society to pay a dividend of 8% on $96,610.34 members paid purchases, leaving a small balance to the credit of Profit and Loss.

(One branch has not paid. The loss was a trifle of $260. Reasons are given for the hope of better things in future.)

Our New Bond Issue is now ready, and the Committee would urge every member to subscribe for a few of these. Only some $6,500 are available and distributed among our present membership they would not average $10 per member. The Committee again urges upon members the necessity of having more capital invested in their business. Our total Capital and Deposits are $33,003.62. We have invested in Real Estate over $11,000, in Fixed Stock and Equipment about $5,000, standing on our Books in Members' Balances over $12,000, a total of over $28,000. This leaves about $5,000 of our Capital and Deposits available for financing our Merchandise Account, or with our Reserve Fund of $8,000, and $2,500 from our Bond Issue, $15,500. This amount is too small to handle successfully the amount of business we are required to do, and which is now averaging about $20,000 per month. Every member is urged to help their Society out in this matter by increasing their Deposits with the Society.

(Then follows some administration news, recommendations, etc.)

Some Information Wanting.

I am, as I say, not familiar with the method of accounting. I shall have to ask a lot of questions. For instance, I cannot get any set of figures from the various reports to correspond with that item of $96,610.34 of "members paid purchases." I can, however, see that $7,730.80 will pay 8% on that sum and leave a little over. If this 8% is a six months' dividend, as I suppose it is, the members are getting dividends on their annual purchases of 16%.

This is an astonishing accomplishment when you think of a business of $20,000 per month, which is growing so fast that it will reach more than $275,000 for the year, being handled on $15,500 liquid capital. The Society now has 510 full paid members, so that an investment in the new bonds of only $13 average per paid-up member would absorb the entire $6,500 still available. A little over $25 per member, if only half of them participated, would absorb the remainder of the issue.

Is Bond Issue Necessary?

With the showing this management has made it seems astonishing that any appeal has to be issued at all for this support. Seems as if the bond issue should have been over subscribed five or six times. It must be obvious to the members that if such a showing can be made with $15,500, more than double the record could reasonably be expected if the working capital were $30,000. Right here is the element of weakness. A body of members tend to have this character. They seem to be actuated by the idea that "what is everybody's business is nobody's business," hold back, sit tight, let the thing struggle along and someday go broke, maybe, for want of cordial support. When this happens, they blame the management, of course. It looks as if this particular management will pull through anyway. In that event, the credit will naturally go to the people who put in the money! Human nature is surely a funny thing.

The Operating Account.

Now, I must ask for explanation of some parts of the accounting, for it is Greek to me, but will surely prove interesting and instructive to all of us. Operating Account No. 1 is given as follows:—

To Invent. of Mdse. stock, July 5, beginning 21st Quarter	$ 7,799.08	
To Mdse. supplied, 21st Quarter	6,583.17	
To Mdse. supplied, 21st Quarter	5,464.65	
By Sales, 21st Quarter		$ 5,023.52
By Sales, 22nd Quarter		5,877.96
By Transfers, etc., 21st Quarter		1,029.11
By Transfers, etc., 22nd Quarter		286.33
By Mdse. necessary to balance		7,629.88
	$19,846.80	$19,846.80
Invent. Mdse. at stock taking Jan. 17	$10,629.95	
Less amt. necessary to balance	7,629.88	
By gross Profit for 6 months		3,000.07
To Genl. Expense, 21st Quarter	97.07	
To Genl. Expense, 22nd Quarter	14.46	
To Frgt. Charges, 21st Quarter	200.92	
To Frgt. Charges, 22nd Quarter	105.88	
To Wage Charges, 21st Quarter	385.89	
To Wage Charges, 22nd Quarter	371.07	
To Rent Charges, 21st Quarter	62.00	
To Rent Charges,		

(Continued on page 38.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

Fall Wall Paper Samples Now Going Out

General Dealers Who Handle This Line May Expect Travelers Along Any Time Now—Good Profits in Wall Papers, if Given Some Attention—Too Much Business Now Going Over Dealers' Heads to Mail Order Houses — Something About Designs.

Although spring with its accompanying demand for wallpaper has not yet been left far behind, this line is once more about to become of interest to the merchant. During June, wall paper houses will be sending out their salesmen with fall samples and it is time the grocer and general merchant commenced to give some thought to his plans for the fall campaign. It is well to remember that it is the carefully planned campaign with purchasing done well in advance, when there is a good assortment to choose from, that is productive of best results.

Be Ready for the Traveler.

The dealer should give some thought to plans before the traveler calls, so that he will be able to do his purchasing to the best advantage. Having made his selections at an early date he is able turn his thoughts to his selling campaign as he knows exactly what he is getting and that he is sure of getting what he wants.

Something might be said as to why wallpaper is an advantageous line to handle. Given the proper attention, it returns a good profit to the dealer. Besides this, it is found to possess a considerable factor as a "feeder," acting as a magnet that attracts other business to the store.

In some lines handled by the merchant the total demand remains stationary from year to year. However, this is not true in wallpaper for the total sales of this line are showing big increases. An enormous influx of population is taking place, resulting in thousands of more homes being opened throughout the Dominion, and this means a great deal to the wallpaper business. Besides this, the country is prosperous and when times are good it is natural for people to turn their thoughts to the improvement of the home, and wallpaper is one of the lines to benefit.

Although the demand for wallpaper has been and is steadily on the increase it is unfortunate but nevertheless true that the general merchants have not been receiving their full share of this increase. The mail order houses have been taking to themselves no little proportion of this business and it behooves the general merchant to do his best to make a bid for it. As long as people send to the catalogue houses for wall paper, they will continue to order other lines of goods as well.

As in most every other line, in paper there are low and high grade goods. It is to the latter class that the merchant should direct greatest attention. Most dealers are beginning to realize that trading exclusively in cheap papers to the sacrifice of the good trade is not only short-sighted but small profited as well. The paper which one can recommend with confidence and which will give satisfaction to customers, should be pushed. It will cost customers a little more but the good salesman will find no trouble in convincing them it is worth it. People do not want paper that is cheap in appearance. The country is well-to-do and high grade goods are being demanded.

Some dealers handle a few of the lower priced papers as leaders. Their price is no doubt an attraction to those who are in search of bargain goods; but it is not well to treat them as the basic foundation of the wall paper business.

In selection of quality and price, as well as to designs to a certain degree, the class of people dealt with should be taken into consideration. What might be a good line for one dealer to stock might be a poor one for another but regarding price, the quality of other goods purchased may be taken as a gauge by the general merchant. It should always be his endeavor to raise the standard of goods sold because it means greater satisfaction to customers.

Selecting New Designs.

In selection of patterns and designs, many dealers are backward about breaking away from set lines. It must be remembered that most housewives aim to have something distinctive and it should be with this in view that paper should be selected. Of course there are the styles to be followed as well by the man in charge of the purchasing.

Western Reader Takes Up Cost Problem

Sends Article Which Appeared in a Western Canadian Paper Showing Expenses Figured on Invoice Cost—Selling Price Basis Much Safer—Goods Sold at a Loss.

A reader in Western Canada sends The Grocer an article on figuring profits and cost of doing business, which, he maintains, contains some discrepancies. The article appeared in a Western paper, and dealt with the writer's reasons for claiming that the retail grocer was not getting a profit on many staple articles, and therefore was justified in asking a fair-sized profit on others.

Some Show Little Profit.

It is no doubt correct that on some lines such as sugar, bread, and sometimes butter and eggs, etc., the profit is little or nothing after cost of doing business to turn them over is concerned. But one must be careful to figure cost of doing business properly, and herein lies the error of the computations made by the writer of the article in question. He assumed that 18% could cover cost of doing business.

Here is the table he set down to show profits and losses on certain goods:—

	Cost.	Add 18 p.c.	Total	Sells.	Loss.	Gain.
Sugar	$6.60	$1.18	$7.78	$7.00	.78	...
Canned Foods	3.75	.67	4.42	4.70	...	.28
Canned Peas	2.60	.46	3.06	3.60	...	.54
Canned Corn	2.60	.46	3.06	3.60	...	.54
Bacon	.17	.03	.20	.25	...	.05
Corn Flakes	2.90	.52	3.42	3.60	...	.18
Soda Biscuits	.18½	.05	.23½	.25	...	.01½
Coffee	.30	.05	.35	.40	...	.05
Bread	.06¼	.01⅛	.07¼	.07 1-7	3-28	...
Butter	.40	.07	.47	.45	.02	...
Rice	.04¾	.01	.05¾	.06¼	...	.0½

It will at once be observed that the percentage of cost of doing business was figured on invoice cost, which, it is maintained by the best business men, is wrong. In the calculations above, even on this basis, some errors have apparently crept in Eighteen per cent. of 18½c—the invoice cost mentioned on soda biscuits—is 3 1-3 cents rather than 5 cents, and on 6¼c (bread) it would be 1⅛ instead of 1 cent.

A Transformation.

It has been the custom of many in the past, and not far back either, to calculate percentage of cost of doing business on the invoice cost. But since the pros and cons have been sifted, it has been clearly proven that this method is not safe. Reasons have been given in various articles recently in this paper, so that clearly the method of figuring in the above table is not conducive to safety in business.

Take the case of sugar. Invoice cost is $6.60. It sells for $7, and cost of doing business is 18 per cent. Figuring this percentage on the selling price we have a cost of $1.26 for turning it over, or a total actual cost of $7.86. This makes a loss of 86 cents instead of 78. In the canned corn item the cost is $2.60, and selling price $3.60. Eighteen per cent. of the selling price is 64

cents, making the total cost $3.24 instead of $3.06, and a gain of only 36 cents instead of 54.

Worse Off Than At First.

If we continued further on down the line it would be observed that the gain column diminishes, while the loss column increases, and the dealer is therefore still worse off than the table would indicate.

Calculating profit percentages and cost of doing business on turnover is the only safe method, and it should be closely adhered to. One may know where he is at by doing it the other way, but never sure.

First Prize Moose Jaw Carnival Window

Dressed by Member of Staff of Kent & Brown For Spring Carnival Held There in April—Moose Head Makes Appropriate Setting—Attracted Large Crowds.

Moose Jaw, Sask., May 28.—In April a Spring Carnival was held in Moose Jaw, which developed considerable new business for those retailers who made it a point to go after it.

Was Attractively Arranged.

That it is deserving of more than passing recognition is easily observed from the accompanying cut. The big moose head projecting out among the articles on display is, to begin with, most appropriate for any such occasion where home spirit is emphasized. The canned goods, packages of tea, tins of coffee, spices, etc., were arranged artistically, and certainly attracted a lot of attention. The red labels on the gallon apples, which were prominently in evidence, gave a color effect that was quite effective in drawing onlookers.

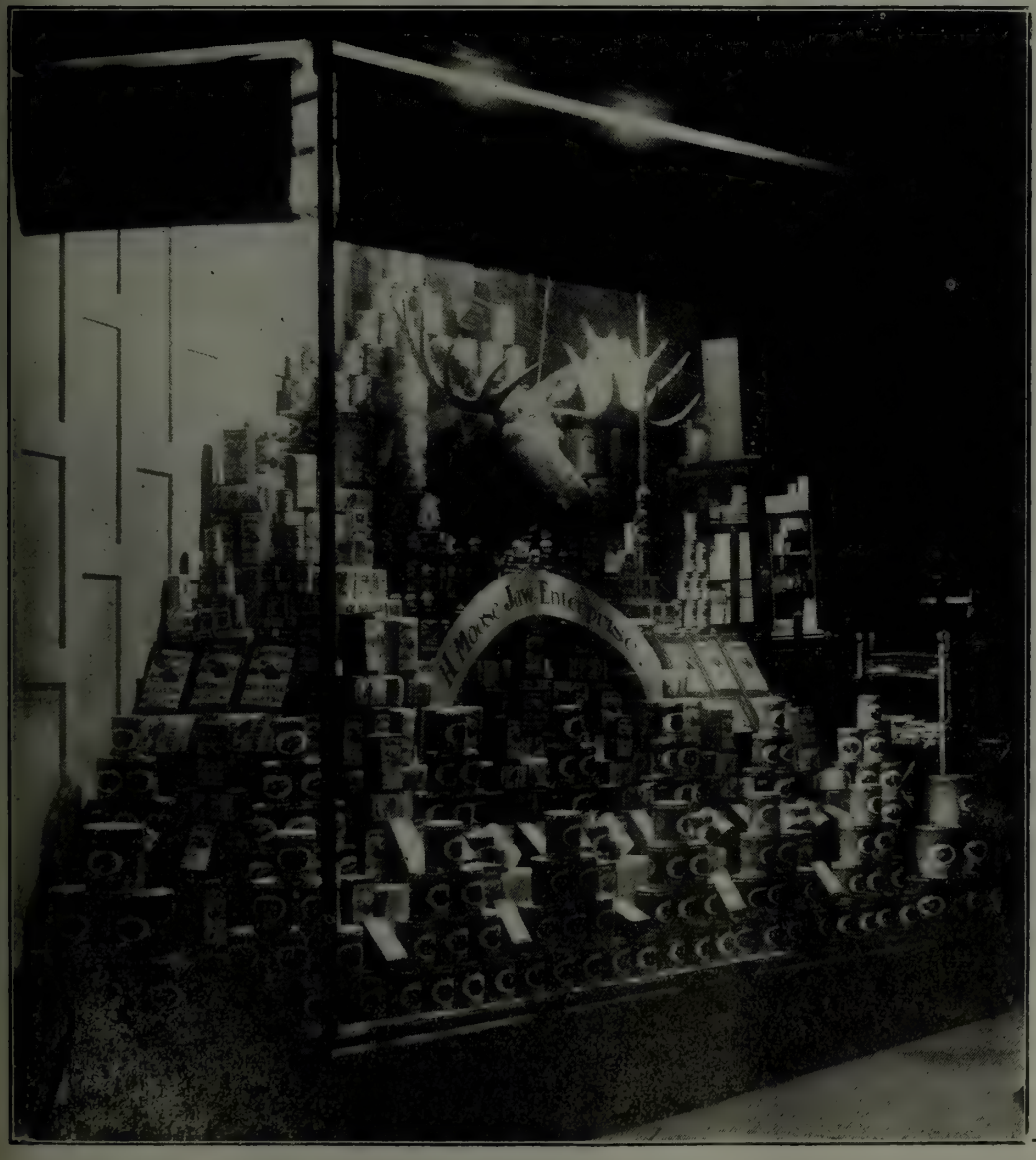
Photographed at Night.

The window, which is a corner one, is susceptible to a good display, and the best was made of it by Mr. Crone. The photograph was secured at night by pulling the blinds down a short distance and turning on the lights, as this seems to be about the best method for preventing reflections.

The prize accompanying the best dressed window amounted to $20, which was worth while going after.

A Good Advertisement.

On such occasions as this it pays to produce something better than the average. At a carnival of this character, the streets of a town attract a lot of people who are out to see everything. They make mental notes of what strikes them most, and a good window undoubtedly carries with it considerable advertising value.



Kent & Brown's window, Moose Jaw, Sask., which captured first prize in Spring Carnival Competition.

Prizes were offered by the committee in charge for various competitions, among them window dressing. The prize for the best dressed window went to Harold Crone, of Kent & Brown's grocery staff.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York. Telephone Rector 2009.
Western States Representative—A. H. Byrne, 140 South Dearborn St. Phone Rand 3234

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, MAY 31, 1912

CANADA'S RAPID PROGRESS.

Figures issued from Ottawa on Canada's trade for the past fiscal year demonstrate conclusively the sound commercial state of the country.

The total trade for the year amounted to $862,699,732, an increase of no less than $103,605,343, as compared with the preceding fiscal year. Imports totaled $547,382,582, an increase of nearly $86,000,000; exports totaled $315,317,250, an increase of nearly $18,000,000. The year's increase in trade, over fourteen per cent., is one of the largest, if not the largest, in the history of Canada. According to present indications the Dominion's trade for the current fiscal year will run very close to the billion-dollar mark.

Of the total imports for the past year $335,204,452 were dutiable goods, while $186,144,249 were free goods. The Customs revenue totaled $87,548,452, an increase of $14,250,908.

Exports of domestic products for the year totaled $290,223,857, the principal items being: Agricultural products, $107,143,375; animals and their produce, $48,210,654; mines, $41,324,516; forests, $40,892,674; manufactures, $35,836,284; fisheries, $16,704,768.

The increase in agricultural exports was approximately $24,500,000. In manufactures the increase was not quite half a million. Fisheries exports increased by a little over a million. On the other hand, there were decreases of a little over four millions in the exports of animals and their produce; nearly five millions in the exports of the forest, and a million and a half in mineral exports.

During the year Canada imported coin and buillion to the value of $26,033,881, as compared with only $10,206,210 for the preceding year.

No better indication of the prosperity of the country can be brought forward than what is represented in the above figures. With the rapid peopling of Western Canada and the development of our vast natural resources no other result could be expected.

DISPLAYING DECAYED FRUIT.

Carelessness in neglecting to get rid of decaying stock around the store has often been the means of turning away customers. How frequently does one see fruit and vegetables going bad in the window, doorway or on the counter, and no attention apparently being given them!

Recently a housewife was heard expressing her opinion on this very thing. She called at a certain store for fresh fruit and vegetables, but came away empty handed. Inside the door was a box of tomatoes, with two or three over-ripe and decaying fruit exposed to view on the top. Decomposed oranges on an open box nearby also greeted her eyes, while withered and partly decayed strawberries were being shown on the counter.

It is sometimes impossible to sell all perishable goods while they are fresh, but it is not an impossibility to remove decayed fruit and vegetables from the store. This should be attended to as occasion arises, for if not, there is every likelihood of a customer or two being lost.

There are many dealers who take every precaution to keep vegetables and fruit in fresh condition. Display fountains and tile windows are among the methods, and these, besides maintaining freshness for a long time, produce increases in business.

THE VALUE OF AN EMPLOYE.

Editor Canadian Grocer.—Being a subscriber of your valuable trade paper, from which I have derived a great many benefits, I take the liberty of asking you a simple question, to you no doubt.

What salary should a man be worth who is manager of a grocery, the trade of which has increased from $10,000 cash to $20,000 cash in six years under his management?

SUBSCRIBER.

Here is a difficult question to answer. In fact, a definite answer is impossible because it would depend on many different circumstances not mentioned in the letter, and which would be difficult to get at.

There is no doubt that the manager who doubled the business in six years is a valuable man for that location. But there is no means of getting at the amount of business secured through increase of population in the district, bringing with it a demand which almost any dealer could supply.

Again there is the question of what percentage of the $20,000 turnover is net profit. While in this case it is quite unlikely, yet a dealer who does not obtain profits equal to his competitors might easily secure a larger volume of trade, quality of goods, service and other things being equal. The real test of a merchant's ability is the size of the net profit after all expenses have been paid. For instance, the manager of a store who could secure a net profit for his employer of 6 per cent. on a $20,000 turnover after all expenses, including his (the manager's) salary, had been deducted, would be worth more than the man who could get only 4 per cent. The difference to the owner would be $400.

If, too, the manager made 6 per cent. on a $10,000 turnover, he would be worth nothing extra to the employer providing he only made 3 per cent. on the $20,000.

In the case in question, it is safe to assume that the earning power of the manager has increased, but to what extent, no one not fully acquainted with the ins and outs of the business, could even guess.

SELL COOKED AND SMOKED MEATS.

The season is here when cooked and smoked meats sell readily, and every opportunity should be seized to turn these stocks over. With the warmer weather, the housewife is anxious to do with as little fire and work as possible, and is susceptible to arguments that will tend to make her labor lighter.

Cooked meats should, therefore, be constantly kept before customers during the summer months. A special counter with a clean marble top on which meats can be given a prominent display, has helped to build up many a dealer's cooked and smoked meat business.

The gentle art of persuasiveness should also be brought into commission at all times when there are any prospects of making sales. Frequently the mere suggestion that many a woman is saving time and fuel by purchasing these goods, will bring the customer to the point of buying herself.

GOOD FRUIT CROP PROSPECTS.

The first fruit crop report issued from the Department of Agriculture, Ottawa, indicates a splendid fruit year. The yields will, of course, depend on the weather to come.

Prospects for a good apple crop are so far excellent. There has been little bud or twig killing reported, and a favorable showing of bloom is anticipated. In the counties of Hants, Kings, Annapolis and Digby in Nova Scotia, which bore so well last year, again give promise of a good yield. In Ontario similar conditions prevail.

Pears share in the good conditions shown in the apple crop. In the commercial orchards of the Niagara district, all conditions are favorable. The acreage though is decreasing year by year, so that the aggregate of the crop may not be as great as the present conditions of the individual trees would indicate.

The extremely low temperature of January and February seriously injured the peach bloom, and in certain orchards the trees have even been injured. This is particularly true in parts of Essex and Kent and on the higher ground in the Niagara district. It would seem that the blossoms are more seriously injured in the west part of the province than in the eastern. Niagara district fruit growers report that, though a large percentage of blossoms have been injured, there are still more than sufficient left for a medium crop, if no further casualties occur. In British Columbia the number of trees is too small to materially affect the crop, but the winter and spring conditions so far have been favorable, and the yield promises well.

The "stand" for small fruits in 1911 was poor, many plantations being so nearly a total failure that they were ploughed up and the ground devoted to other crops. Neither strawberries nor raspberries made a large or vigorous growth during the summer and fall, but such growth as there was, appeared to be well matured and healthy. Speaking generally, strawberries are now in good condition, except that they are not as robust in growth as usual. Owing to the good snow cover, the extreme cold of the winter did not materially affect them. The raspberry canes have been injured slightly, but not to the extent that was anticipated. The acreage in Eastern Canada is much less than usual. Blackberries have in some cases been injured, but not enough to seriously affect the crop. Currants and gooseberries have wintered well.

Plums, grapes and cherries have wintered well, and high hopes are held out for good crops. The all important feature is, however, the weather, and if it behaves properly, the fruit crops will not be disappointing.

WHEAT ROUTE TO THE OCEAN.

In spite of the fact that grain is supposed to follow the channel offering the lowest freight rates from the interior to the ocean, yet some 43 per cent. of the wheat brought down from the Canadian West last year took the higher of two routes.

The Department of Railways and Canals has just issued a report on Canadian canals, and the above fact is one of the features. There were 63,000,000 bushels of Canadian wheat transported through the Canadian canal at Sault Ste. Marie during the year. About 57 per cent. of this went via Montreal, which port is favored both as to freight rates and distance over the port of Buffalo, which received the other 43 per cent.

Other things being equal the natural supposition would be that the route allowing the cheaper freight rate would get practically the entire trade. But in this case, cheaper insurance combined with other considerations diverted almost half of the wheat through a United States port.

But why didn't it all go by way of Buffalo, if "cheaper insurance and other considerations" favored that port? The report does not answer this pertinent question.

EDITORIAL NOTES.

June 3 is the King's Birthday. What about a window for the occasion?

* * *

Egg raisers should be educated to the fact that most people prefer boiling their own eggs.

* * *

With the hot June sun again with us, an awning over the show window would soon pay for itself.

* * *

In June the wallpaper salesman takes up the trail again. He will have fall samples when he calls.

* * *

"Grocer held up" reads the heading in a newspaper. This is nothing new. He is being held up every day.

* * *

Pineapple season is now here in earnest. Fruit for preserving purposes should be prominently displayed.

* * *

The merchant who masters his expense account and profit figuring problems has overcome a multitude of difficulties.

* * *

The open season for June brides begins on Saturday. The setting up of a new household usually means extra business for the man who first goes after the new account.

* * *

Business is good. Canada's trade shows more than $100,000,000 increase. A merchant whose trade is running behind should look around for the trouble and rectify it.

* * *

Pineapple preserving preparations in the home are productive of good profits to the dealer who uses his persuasive powers properly. Don't worry; the writer is still alive.

Lesson 16--Course in Card Writing

Deals With the Slant Lettering as Executed With the Square-Pointed Pen—A Speedily Made Letter, Used for Price Tickets and Show Cards and Readers.

By J. C. Edwards, Copyright, Canada, 1911.

AS with other slanting or italic letters, the slanting pen lettering is much more speedily made than the straight. This brings it in for a big share of use among cardwriters of today. For small, neat cards or price tickets this style of lettering is unequalled and is very effective and not altogether inornate when the eccentric lines are worked in nicely.

Eccentricities Not Necessary, But—

In glancing down the plate you will notice that a few of the letters are exaggerated to very good effect. Letters such as A, B, D, E, L, etc., may be made plain or as shown in the plate which, when nicely executed, add greatly to the relief of a card. Letters such as A, V and Y may also be given an eccentric or irregular touch without detracting from the legibility of the inscription. The right hand stroke of any one may be given a graceful, sweeping curve over the top of the rest of the word.

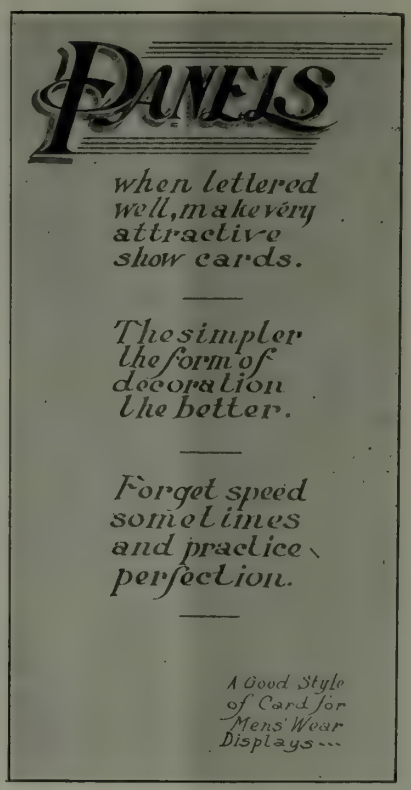
Similar to Brush Script.

The style of the short pen work is not unlike brush script in general lines, but varies some in details and the letters must never be connected as the script is, but a nice, uniform letter kept at all times, with the letters always on the same slant. Some practice will be required to get the letters to slant the same. Letters such as A, W, X, Y and V, that already having slanting strokes are the most difficult to get right; however, if you follow the plate and practice them there should be no difficulty.

The Panel a Pen Card.

A favorite card with stores of the better class is the long panel, and being long and narrow it is adapted to pen-lettering more than brush work. Pen lettering is neater than that made by a brush of a similar width.

The pane,, when well lettered and an illuminated capital or a fancy corner piece used, makes an effective sign and


PANELS
when lettered well, make very attractive show cards.
The simpler the form of decoration the better.
Forget speed sometimes and practice perfection.
A Good Style of Card for Mens' Wear Displays

Panel card demonstrating the paragraph idea in show cards.

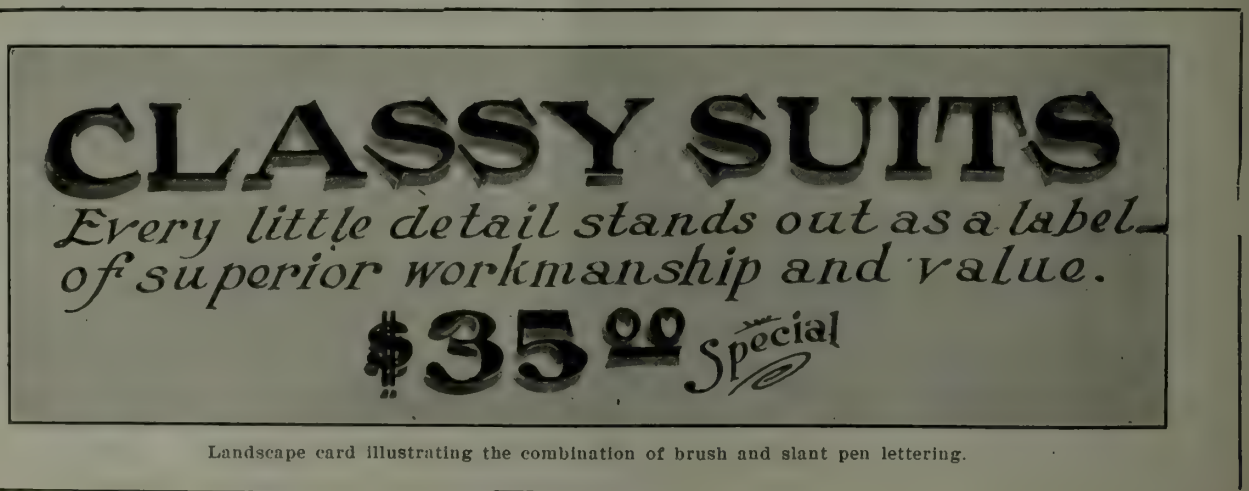
is much more refined in appearance than the larger card with heavy black face lettering. This card is particularly adapted for use in men's wear displays. The panel as shown here shows the adaptation of the first word heading, i. e., the first word forms the heading and reads right on without breaking. The paragraphed idea is also used in this card as it is recommended for use in all kinds of advertising. Each paragraph should contain a well defined thought, so that if only one is read it will convey a meaning and not depend on the others. People will read a series of short, crisp paragraphs and get the whole story in a nutshell, whereas, if the same matter were written in solid, the tendency is for them to overlook it. For instance, the statement, "the simpler the form of decoration the better." You at once get the meaning and it is simply this, the use of elaborately decorated cards is not convincing, for the mind is taken from the wording and centred on the decorative parts, which should be avoided.

Forget speed sometimes and practice perfection. The great tendency to-day is to try to get the speed before the real formation of the letters is mastered. This leads to the indifferent appearance of cards so often seen in our stores—it promotes carelessness.

The Landscape Card.

An effective style of window card is the landscape panel. This is cut in a length about 18 inches and not more than 8 or 9 inches wide. It must be lettered small and in the centre, leaving a good white margin around. This card shows a sample of refined price-quoting. The heading and price stands out strong while the descriptive reader points out the style features. The landscape card must be placed on the floor of the window resting against a hidden

(Continued on page 39)



Landscape card illustrating the combination of brush and slant pen lettering.

Plate No. 16 ~ Slanting Pen Lettering

Capitals, Lower Case, Numerals

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 $ ¢ 100

The Short Cut To Success-Practice

This plate describes the the various strokes used in the formation of the popular slanting pen lettering.

Window Dressing for the June Bride

Striking Design Should at First be Thought Out — A Number Suggested — Housecleaning and Washing Lines, Such as Washboards, Clothespins, Cleansing Powders, etc., Could be Shown—Canned Goods and Dessert Window Also Applicable.

The display window can be made good use of during June. This is the month of many marriages and countless new homes will be established throughout the length and breadth of the land. The newly married people cannot live for long on the proverbial love supposed to take the place of food. At an early date they must call upon the grocer to provide the necessities of life, and it is the grocer who makes a bid for their patronage who is going to get the permanent trade.

Many Wants of June Brides.

It means much to secure the trade of the June brides. Just setting up in housekeeping they require an extensive list of groceries covering all lines. Besides if cultivated they become regular customers. Certainly it is worth while courting the favor of the June bride. This trade is worth going after and going after strongly.

One of the best methods to use in making a bid for this business is by attractive and appropriate window displays. A dealer may not be able to make a person canvass for this new business, nor yet be able to get them within the store, but he may attract the attention of a goodly number by a proper window display. Although arranged primarily with the idea of getting the trade of the June bride, such a window will be of interest to everyone, thus possessing a general advertising value. Not only will it get business from those just entering the realm of housekeeping, but those who took the same step in years gone by.

Good General Design Required.

One of the important features to such a window is the setting. It must be appropriate, but still anything over-sentimental or possessing a touch of the ridiculous, hat the new bride might be liable to resent, should be guarded against. One suggestion, which is perhaps one of the best, is the use of a bridal arch of evergreens trimmed with roses at the rear of the window. From the centre of this might be hung a wedding bell. Such a setting could be easily arranged. If available, it would be a good idea to place life-sized dummy figures of a bride and groom under the arch, with the usual wedding regalia.

However, this is not essential. The goods to be shown could then be arranged in the foreground to the best advantage. There should be a show card: "Suggestions for the June bride," or some similar inscription.

A Table Set for Two.

Another suggestion put forward by an experienced window trimmer is the use of a miniature table at one side of the window set for two. Then at the other a display of the goods suggested could be made. Another idea for a background is two large hearts cut out of cardboard and covered with red tissue paper. Some objection is offered to this idea on the score that it is too sentimental, and the bride and groom would not take kindly to it.

Housecleaning Suggestion.

Having decided on the setting, the trimmer must next determine on the goods to be shown. Starting in housekeeping a full set of housecleaning articles will be required. One display might contain such lines as soap, cleansers, ammonia powder, laundry tablets and soap powders, with which might be associated clothespins, clotheslines, brooms, scrub brushes and washboards.

Another assortment of goods might contain the several lines of canned goods in demand at this time, desserts, such as jams, marmalade, jelly powders and custards, while fancy biscuits could be worked in. These lines should appeal because they are easily prepared, although it would not be well to hint at this, as the bride might take it as a reflection on her capabilities as a cook.

Cooked Meats Handy.

Another line of goods that could be shown is hams, cooked meats, butter and eggs. They are all essentials. The same background could be used and a series of displays of different lines made. Jumbling should be avoided. Only associated lines should be shown in the one display.

However, one of the main points is that the grocer realize the possibilities at hand in this regard and to decide on a window or series of windows of "Hints to the June Bride."

Co-operative Store Statement Analyzed.

(Concluded from page 31.)

22nd Quarter	65.00
To Depreciation, Fixed Stock	45.02
To Bal. Net Profit to P. & L....	1,652.76
	$ 3,000.07 $ 3,000.07

There is some slight error in the figures here given, probably a mistake in proof-reading; because the debit column above foots up $19,846.90—10c more than the footing indicates.

Dividend is Large.

Sales are given as a total of $10,901.48, and all expenses foot up to $1,347.31. This shows practically 12⅜%. Wages foot up to $756.96, just a trifle under 7%. These would be very moderate figures in my business or the general run of private business, but they would not admit of any such earnings as would pay 16% per annum on sales, nor 8%. Nor are these figures in keeping with the low rental of approximately 1 1-6% on sales.

Operating Account No. 2 shows up Expenses of 11 1-6% and Wages of a little less than 6⅜%, with a rental of 1%.

On the other hand, Operating Account No. 3, with very much larger business than either of the other two, show Expenses of approximately 14.44% while the Wages and Rent are only about the same as the other two.

Wants Statements Analyzed.

What we must find out about is that item of "Transfers, etc.," and "Transfers & Credits," which run into all the accounts. I hope that these people will analyze their accounts for me along the lines indicated, stating what the average percentage of expense—general—is, and also what their average wages expense is. This is one crucial question, because one ostensible advantage of co-operative trading is the reduction in the handling cost; and we want to know whether this reduction is actually accomplished.

Is the 8% dividend paid on what members buy only? How long a period is covered? From what amounts are those figures accumulated to make the aggregate of $96,610.34?

I know we shall all be interested in pursuing this subject further, so I hope to hear from my friends again in the near future.

AN AD. SUGGESTION.

Our grocery store is a busy place because we sell only foods that are guaranteed pure, fresh, and of very highest quality.

Current News of the Week

Quebec and Maritime Provinces.

Jos. Normand, a broom manufacturer of Quebec City, is dead.

Alf. Cloutier is opening a grocery store in Montreal.

Gagnon & Gagnon, grocers, have opened a grocery store at Viauville (Montreal).

The window dressing competition of the St. Croix Soap Co., St. Stephen, N. B., was closed last week and all photographs have been passed over to the judges. The awards will be made shortly.

Contrary to the expectation of a large number, the commission council in St. John, New Brunswick, have repealed the Early Closing By-law, and unless the united action of the merchants and clerks interested, with the public, can affect the ruling, there will be no compulsory closing of business houses this summer in that city. It has been thought by those concerned in the early closing movement that the council would coincide with their views, but there was some opposition to the scheme, and therefore there will be grounds for the promoters of the idea to do as they are planning now, namely to circulate a petition and have it widely signed and presented to the council to revoke their decision and reconsider the early closing question. Some of the more active workers in the matter, who are keenly disappointed at the action of the commission, are threatening to petition for the recall to be used.

Western Canada.

Ross & Brawnstein, general merchants, Lipton, Sask., have succeeded Ross & Cumonow.

Larson & Qualle, general merchants, Weldon, Sask., have taken over the business of Larson Bros.

H. G. Turpin and Walter Rounds, Nanton, Alta., have taken over the business of Dawson Bros., of that town. The firm name will be the Nanton Trading Co.

Mullen & Johnson have opened a grocery and dry goods store at Pennant, Sask., near Swift Current.

The Customs Department, Ottawa, is investigating alleged fraudulent undervaluations by custom officials in Western Canada of shipments of fruit from the United States for consumption in the prairie provinces.

Ontario.

M. Hinchy, a Cornwall, Ont., grocer, is succeeded by P. St. Thomas.

The Victoria grocery at 1218 Victoria Ave., Fort William, Ont., has been taken over by Wm. Johnson.

Andrew Munroe, Paisley, Ont., has sold his grocery and bakery business to Fred S. McLachlan.

Bursting of a tank at Gunns Ltd., West Toronto, caused the loss of 30,000 lbs. of refined oil. Loss is estimated at about $2,500.

The Finnish Co-operative Merchants, Limited, Sault Ste. Marie, Ont., have received a provincial charter. The company is capitailzed at $40,000.

Owing to the death of Wm. Thomas, one of the partners of Thomas Bros., of Campbellford, Ont., the business after June 1 will be carried on by G. W. Thomas.

Out of 151 samples of ground ginger examined recently by the Inland Revenue Department, 84 per cent. were found to be genuine, 9 per cent. adulterated, and 7 per cent. doubtful. This is an improved showing to that of 1909, when only 65 per cent. of those examined were genuine, 21 per cent. being adulterated, and 14 per cent. doubtful.

The Prize List of the Canadian National Exhibition, Toronto, August 24th to September 9th, has been issued. It shows the usual liberal prizes in all departments of live stock, agriculture and home work, amounting to a total of $55,000. A few of the innovations are provision for competition in breeding horses for strings of five horses; a number of sections added to provide for the newer breeds of poultry; $100 in prizes for onions, tomatoes and celery in baskets. The last named is a Government suggestion meant to encourage export of these commodities.

A UNIQUE SPORTSMAN'S WINDOW.

Vanwart Bros., St. John, N.B., recently had a show window dressed so cleverly as to attract practically every passerby.

The window was meant to attract the early sportsman, the fisherman, and all the essentials in the line of groceries were displayed so as to be the centre of interest. Three little ornamental men, a mechanic, a farmer, and a fisherman, were shown in the window. These were brought by J. W. Vanwart, the proprietor from Holland, last year, and he is using them to distinct advantage. The farmer with his spade and the mechanic with his pick are seen preparing to procure bait, while the fisherman is about to take a trout from a pool in which several others are swimming about.

A well arranged assortment of canned goods and package articles advertise the fact that Vanwart Bros. are in a position to supply the fisherman not only with every necessity, but with little dainties and luxuries which tend to make a spring fishing trip enjoyable.

LESSON XVI.—SHOW CARD WRITING.

(Concluded from page 36)

support, or held on a low easel stand to give the best effect.

Little or no decoration is necessary in a neat, well written show card. One thing that should be avoided is the combination of slanting heading, slanting reader and slanting price.

If the heading is lettered with a straight style, as the accompanying landscape card, the price, if any, should be the same, but the reader can stand to be written in the slant style.

Good Pen Practice.

A practice which is beneficial to the beginner is the series of scrolls as shown in the lower right hand corner of the plate (No. 16). Hold the pen firmly, but not cramped, and try a right to left motion, giving quick, sure strokes. Then try the reverse and you will find that it will instill confidence in yourself. Note the position of the pen in the hand as illustrated in the corner of the plate. Use Letterine slightly reduced with water if too thick to work freely.

For further information re pens, inks, etc., write the Editor, The Canadian Grocer, 140 University avenue, Toronto.

According to the Honolulu Bulletin, the pineapple pack of the Hawaiian Islands will amount to 1,500,000 cases annually by 1914. Thousands of acres of pineapple lands are to be opened up in the island of Main.

Sugar Declines Ten Cents Per Cwt.

Weak Market at Last Develops Into Decline — Stocks of Sugar in Retailers' Hands Small—Corn Syrups Down in Montreal — Raisins Easier in Montreal—Shading Peas in Toronto—Summer Goods Coming Into Demand.

QUEBEC MARKETS.

POINTERS:—

Raisins.—Easier.

Sugar—Down 10 cents.

Cream Tartar—Slightly easier.

Montreal, May 30.—The season has had a good opening and is expected to be a healthy one, at present there being an active demand for all classes of groceries. The demand is indeed encouraging, considering the high prices quoted for various lines.

The decision rendered about the valorization coffee scheme is awaited with interest, as it is generally believed that even if the decision is unfavorable for the interests, the Brazilian Government can easily secure the necessary money elsewhere. Indeed, it seems that it would not take much to write up the whole amount in France.

SUGAR.—There is no change in the refined market as yet, though everything points to a decline, even admitting that the late Cuban outbreak has somewhat stiffened the situation

Since above report was written, sugar declined 10 cents.

Granulated, bags		5 35
Granulated, 20-lb. bags		5 45
Granulated, 5-lb. cartons		5 65
Granulated, Imperial		5 20
Granulated, Beaver		5 20
Paris lump, boxes, 100 lbs.		6 10
Paris lump, boxes, 50 lbs.		6 20
Paris lump, boxes, 25 lbs.		6 40
Red Seal, in cartons, each		0 35
Crystal diamonds, bbls.		6 00
Crystal diamonds, 100-lb. boxes		6 10
Crystal diamonds, 50-lb. boxes		6 20
Crystal diamonds, 25-lb. boxes		6 40
Crystal diamonds, 5-lb. cartons		6 90
Crystal Diamonds Dominoes, cartons		7 10
Extra ground, bbls.		5 75
Extra ground, 50-lb. boxes		5 95
Extra ground, 25-lb. boxes		6 15
Powdered, bbls.		5 55
Powdered, 50-lb. boxes		5 75
Powdered, 25-lb. boxes		5 95
Phoenix		5 35
Bright coffee		5 30
No. 3 yellow		5 20
No. 2 yellow		5 10
No. 1 yellow, bags		4 95

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—Syrups continue strong and trade in every particular is satisfactory.

Molasses is also in good demand, being one of the few cheap foodstuffs remaining on the market. The weaker feeling which developed in the sugar market has had no effect whatsoever on the molasses situation, which, in fact, has gained strength. Barbados is reported to have disposed of the whole crop.

Fancy Barbados molasses, puncheons	0 36	0 38
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 31	0 33
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38¼-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 [illegible]
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS. — Trade is reported as fairly good, and a few declines are noticeable. Raisins have dropped one half cent, owing to surplus stocks held, the high prices asked by holders resulting in a smaller quantity being used.

The new currant crop is said to be now progressing favorably, but should rains prevail followed by warm weather, the crop may be damaged. Opinions as to estimate of new crop differ and it is too early to form any idea.

The new crop of Oregon prunes is reported as damaged fully 50 per cent., and holders of this grade have stiffened prices considerably, so that an advance is expected. Californias are also held firmly at quotations named, and as the weak holders are gradually disappearing on prunes, a higher range of prices is looked for.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 15½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 08½
Choice fancy seeded, 1-lb. pkgs.	....	0 09
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¼
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07⅜	0 08
Sultana raisins, loose, per lb.	0 12	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine, off stalk, per lb.	0 06¾	0 07½
Valencia, select, per lb.	0 07¼	0 07¾
Valencia, 4-crown layers, per lb.	0 07½	0 08

[illegible] the market was quiet at the close of the week but there is considerable inquiry for Japans. Cables from [illegible] are firm, [illegible] prices are unchanged and steady.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—As already stated roasters are pursuing a waiting attitude, and there is no inclination to take supplies in advance of requirements until the decision regarding the valorization scheme has been rendered and its effect upon the market noted, prices will remain unchanged.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Cloves are mentioned as strong. The last crop was admittedly a good one, but it came on a bare market, so that conditions point to higher values. Pepper, both grades, are also reported firm, but cream of tartar for some time on the strong side, is now becoming easier.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 30
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Walnuts and filberts remain unchanged. The S. S. Christopher has arrived in New York with a large cargo of Brazils. The crop of Brazils has been unusually large this year, and the last shipments will come along before the end of July. Spot cocoanuts are dull, but California almonds are held more freely.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

RICE AND TAPIOCA.—Conditions in the rice market continue exceeding strong with distributors showing more inclination to anticipate requirements as a result of small stocks, and the probability of a small and late new crop. Prices are well maintained at the advance and show an upward tendency.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 60	3 70
Rice, grade B, bags 100 lbs.	3 60	3 70
Rice, grade B, bags, 50 lbs.	3 60	3 70
Rice, grade B, ½ pockets, 12½ lbs.	3 80	3 90
Rice, grade B, pockets, 25 lbs.	3 70	3 80
Rice, grade C.C., bags, 250 lbs.	3 50	3 60
Rice, grade C.C., bags, 100 lbs.	3 50	3 60
Rice, grade C.C., bags, 50 lbs.	3 50	3 60
Rice, grade C.C., pockets, 25 lbs.	3 60	3 70
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—

Peas.—Some shading in prices.

Corn—Quoted at 97½c to $1.00.

Pot Barley—Now $3.75 cwt.

Shelled Walnuts—Quoted 28c to 30c.

Toronto, May 30.—Looking back over the month of May, jobbers appear well pleased with volume of business, and believe that when totals are compared with the same month of past years that showing will be very satisfactory. Farmers are generally busy on the land during this month, which may detract from trade, but a great deal of rain gave breathing spells that allowed occasional trips to town. Orders coming in this week have been mostly for small lots, as during last week of month retailers generally buy sparingly to keep the month's accounts as low as possible.

Refined sugar is now $5.35, as compared with $4.70 one year ago. There is an average amount of business under present conditions, and it is generally believed that stocks of sugar are on decidedly small scale, as there has been no heavy purchasing since early in year. With the preserving season not far distant, if there would come a turn that would start a buying movement, a big business would undoubtedly follow.

Dealers are feeling a change in the lines in demand, summer and picnic goods now moving to the fore. Retailers should not be slow to turn with the demand, and to lend their assistance in getting the trade in these lines started. Pickles, olives and sauces are moving well now, while canned goods and all those prepared lines which mean less work to the housewife during the warm weather or which are in request by campers and picnickers should soon begin to go out.

SUGAR.—The weakness apparent in the sugar market mentioned last week developed into a 10 cent decline on Wednesday afternoon. The present price is now $5.35, as compared with $4.70 at the corresponding period in 1911. (As the change was announced too late to have corrections made, the quotations below should be read 10 cents less in each case.)

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 85
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUP AND MOLASSES.—Demand for corn syrups continues on a good scale for season, prices showing no change. Corn has eased somewhat during the month, although showing a slight recovery during past week. Syrups are down 10 cents per case in Winnipeg, but whether this denotes any general tendency to easiness is a question, as prices are wont to vary a great deal in the Western provinces.

There is only the usual routine demand for molasses at unchanged prices.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals, 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 32
New Orleans, barrels	0 26	0 30
Barbados, extra fancy	....	0 50
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS.—There is little or no change in spot dried fruits. Figs and dates are in rather small compass and steady; evaporated apples are quiet, with stocks in few hands, while apricots and raisins offer no particularly new features. There was an easiness in prunes for a time, but it appears that bottom has about been reached, although there is some shading reported on an odd size, in which stocks are a little on large side.

A dried fruit broker in touch with situation expressed the opinion this week that stocks held by wholesalers were now well within a safe margin, and that market would be fully ready for new goods. "There was a slight overplus of large-sized prunes at one time," he said, "but I think they are in safe compass now. It appears, however, that some houses are carrying larger stocks of Bosnia and Servia prunes than they care to."

In futures, considerable damage to Oregon prunes is the chief feature. Prospects are for a good-sized crop of prunes in California, but trees being heavily loaded will prevent growth of large sizes, unless there is a June dropping.

Prunes—		
30 to 40, in 25-lb. boxes	0 12¼	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
Halloween Dates—		
Full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA. — There are no prominent changes in tea, either here or on primary markets. Steadiness appears to be the rule, and while attention is being directed to opening of new crop, purchasing by wholesalers and distributors is not large. The tea being produced at this season is not in great demand here.

COFFEE.—Coffee situation does not show any great change. Deliveries are still running ahead of estimates, so that it appears that the new crop shall be entered with a good deal more visible than was thought probable some weeks ago. Interest is directed to the United States Government's action in suing for an injunction against the valorization committee's agents to move or dispose of 950,000 bags of coffee in store, and for a declaration that the valorization plan be declared illegal, being in restraint of trade, and asking for a receiver to sell the stored coffee. The outcome is being awaited by the coffee world.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—As pointed out last week, general steadiness prevails in spices. Peppers and cloves are strong on primary markets. Celery seed is well maintained at the unusual high figure to which it has been boosted in past two months. Wholesalers say they are hardly able to buy it at all. Cream tartar, after a high range, has a somewhat easier tendency.

Demand for spices is quite normal for season.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15—19	60—0 70	70—0 80
Cassia	20—32	85—1 15	95—1 25
Cayenne pepper	23—33	80—1 05	90—1 15
Cloves	23—29	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	60—75	.....	0—2 75
Nutmegs	30—60	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00

Turmerie	16—18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	0 35	0 37
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA. — Rangoon rice is steady at last week's advance of 15 cents per cwt. Sellers are said to be firm in their ideas regarding June and July shipment, reflecting a steady tone to market. Indeed values in general on rice are well maintained.

Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	....	3 60
Rice, standard B., f.o.b. Toronto	....	3 68
	Per	lb.
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

NUTS.—Shelled walnuts in small lots are quoted down to 28 cents. Some jobbers are asking 30 cents. "We are quoting 28 for walnuts and 25 in case lots," said one firm. Their price on shelled almonds is 35c in small lots, and 33c in cases. There is a normal trade in shelled nuts, as well as in Brazils and peanuts.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled	0 28	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Stocks are small and prices steady to firm. From $2.75 upward is being asked for primes. One year ago the quotation was $2.10, while at this time two years ago $2.30 was being asked. The high prices shown caused a large planting of beans this year.

Prime beans, per bushel	2 75	2 85
Hand picked beans, per bushel	2 85	2 95
California Lima beans, lb.	....	0 08

POT BARLEY.—This line still continues firm, with $3.75 per cwt. being asked, with 4c per pound for small lots. It has certainly been moving upward during past year. In August last pot barley was worth $2.50. Pearl barley is generally $1.00 per cwt. above pot.

CANNED GOODS.

TORONTO.—Just how the situation in canned goods stands at present, it is somewhat difficult to size up. At this season of the year, one firm may be short on a line, and another fairly well supplied, and thus a difference in their ideas of values.

As far as fruits are concerned there appears to be a general steady tone, with supplies of strawberries, raspberries and blueberries on the small side. Apples have been getting more attention of late.

In vegetables there appears to be some easiness in peas. This may not be general, but there are some firms shading prices. "The high price has cut down the sale of peas this year," said one jobber, "and some houses are carrying rather more than they care to, seeing that it will not be a great while until packing of new goods will commence." "The percentage of delivery was small last year," said another, "but you must remember that the total pack of peas was larger than the previous year." Quotations by different firms range from $1.25 upward. Soaked peas bring $1.

Tomatoes hold fairly steady, although here and there word comes in from retailers of prices being shaded to make sales.

Corn is quoted at 97½ to $1 dozen. Some houses report a good demand at present for corn. Others say that considering the low price compared with other lines, demand has not been as great as they expected.

FRUITS.	Group A.
3's—Apples, preserved	1 82½
3's—Apples, standard	1 10
Gal.—Apples, standard	3 05
2's—Blueberries, (huckleberries), standard	1 50
Gal.—Blueberries (huckleberries), standard	6 00
2's—Gooseberries, preserved	2 02½
Gal.—Gooseberries, solid pack	8 32½
2's—Grapes, white, Niagara, preserved	1 57½
Gal.—Grapes, white, Niagara, standard	3 57½
2's—Peaches, white, heavy syrup	1 92½
3's—Peaches, white, heavy syrup	2 92½
1½'s—Peaches, yellow, flats, heavy syrup	1 57½
2's—Peaches, yellow, flats, heavy syrup	1 92½
3's—Peaches, yellow, flats, heavy syrup	2 02½
3's—Peaches, whole, yellow, heavy syrup	2 12½
3's—Peaches, pie, not peeled	1 52½
3's—Peaches, pie, peeled	1 72½
Gal.—Peaches, pie, not peeled	4 42½
Gal.—Peaches, pie, peeled	5 57½
2's—Pears, heavy syrup	1 82½
3's—Pears, heavy syrup	2 42½
2's—Pears, light syrup, globe	1 37½
3's—Pears, light syrup, globe	1 77½
3's—Pears, pie, not peeled	1 42½
3's—Pears, pie, peeled	1 57½
Gal.—Pears, pie, peeled	4 57½
Gal.—Pears, pie, not peeled	4 12½
2's—Plums, light syrup	0 92½
3's—Plums, light syrup	1 32½
2's—Plums, heavy syrup	1 47½
3's—Plums, heavy syrup	1 47½
Gal.—Plums, standard	3 57½
2's—Plums, egg, heavy syrup	1 47½
2½'s—Plums, egg, heavy syrup	1 72½
3's—Plums, egg, heavy syrup	2 22½
2's—Plums, Green Gage, light syrup	1 02½
2's—Plums, Green Gage, heavy syrup	1 32½
3's—Plums, Green Gage, standard	1 92½
Gal.—Plums, Green Gage, standard	4 77½
2's—Cherries, black, pitted, heavy syrup	1 97½
2's—Cherries, black, not pitted, hy. sy.	1 57½
2's—Cherries, red, pitted, heavy syrup	1 97½
2's—Cherries, red, not pitted, heavy syrup	1 57½
Gal.—Cherries, red, pitted	8 57½
2's—Cherries, white, pitted, heavy syrup	2 57½
2's—Cherries, white, not pitted, heavy syrup	1 87½
2's—Currants, black, heavy syrup	[illegible]
2's—Currants, black, preserved	[illegible]
Gal.—Currants, black, standard	8 32½
Gal.—Currants, black, solid pack	8 32½
2's—Currants, red, heavy syrup	2 02½
2's—Currants, red, preserved	2 32½
Gal.—Currants, red, standard	5 32½
Gal.—Currants, red, solid pack	8 32½
2's—Gooseberries, heavy syrup	2 30
Gal.—Gooseberries, standard	7 05
2's—Lawtonberries (blackberries), hy. sy.	1 82½
2's—Lawtonberries, preserved	2 02½
Gal.—Lawtonberries, standard	7 07½
2's—Pineapple, sliced, heavy syrup	2 27½
2's—Pineapple, grated, heavy syrup	2 27½
2's—Pineapple, whole, heavy syrup	2 27½
3's—Pineapple, whole, heavy syrup	2 37½
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 30
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 30
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57½
3's—Rhubarb, preserved	2 32½
Gal.—Rhubarb, standard	3 57½
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 30
Gal.—Strawberries, solid pack	9 55

Group B. is 2½c lower than above.

VEGETABLES.	Group A.
2's—Beans, red kidney	1 17½
2's—Beets, blood red, Simcoe	1 02½
2's—Beets, whole, blood red Rosebud	1 35
3's—Beets, sliced, blood red Simcoe	1 37½
3's—Beets, whole, blood red Simcoe	1 42½
3's—Beets, whole, blood red Rosebud	1 57½
3's—Cabbage	1 02½
2's—Carrots	1 02½
2's—Carrots	1 32½
2's—Cauliflower	1 70
3's—Cauliflower	2 12½
2's—Corn	1 05
Gal.—Corn on cob	4 82½
3's—Corn on cob, golden dwarf	1 82½
2's—Parsnips	1 17½
3's—Parsnips	1 32½
3's—Pumpkins	1 02½
Gal.—Pumpkins	3 15
3's—Squash	1 17½
Gal.—Squash	3 37½
2's—Succotash	1 17½
3's—Tomatoes	1 55
Gal.—Tomatoes	4 82½
3's—Turnips	1 17½
2's—Asparagus Tips	2 57½
3's—Beans, golden wax	1 42½
2's—Beans, golden wax, midget, Auto brand	1 30
2's—Beans, golden wax	1 25
3's—Beans, golden wax	1 42½
Gal.—Beans, golden wax	4 27½
2's—Beans, refugee or valentine (green)	1 20
3's—Beans, refugee (green)	1 42½
2's—Beans, refugee, midget, Auto brand	1 32½
2's—Peas, extra fine sifted, size 1	1 80
2's—Peas, sweet wrinkle, size 2	1 40
2's—Peas, early June, size 3	1 35
2's—Peas, standard, size 4	1 25
2's—Spinach, table	1 02½
3's—Spinach, table	2 27½
Gal.—Spinach, table	6 02½

Group B is 2½c lower than above.

Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, dozen	....	2 65
½-lb. flats, dozen	....	1 80
1-lb. flats, dozen	....	2 65
Other salmon prices are—		
Humpbacks, dozen	....	1 35
Pinks	....	1 35
Cohoes, per dozen	2 00	2 10
Red Spring, per dozen	2 25	2 35
Northern River Sockeye	....	2 50
Lobsters, halves, per dozen	....	3 00
Lobsters, quarters, per dozen	....	1 75

CANNED POULTRY AND SOUP.

Chicken	....	4 50
Turkey	....	4 50
Ducks	....	4 50
Soup, 2's	....	2 40
Soup, 1's	....	1 00

MANITOBA MARKETS.

POINTERS—

Corn Syrup.—Lower in price.

Sugar.—Weak.

Coffee.—Strong.

Beans.—Firm.

Winnipeg, May 30.—Wholesalers continue to report satisfactory business and a good seasonable demand for all lines. There is much local interest in coffee situation and a general feeling that there is a trust or combination that is holding up prices altogether above what visible supply warrants.

Weather has now turned warm with a more settled appearance and rapid growth is everywhere in evidence. Present indications are for an excellent crop and capital and immigration are pouring into the country.

On the whole business outlook is first rate, statements made by leading bankers and wholesalers indicate that there has been satisfactory improvement in collections since the first of month and outlook in that direction is encouraging.

SUGAR.—Sugar is weak following situation in east and price changes in a lower direction are expected here.

Montreal and B.C. granulated, in bbls.	5 90
Montreal and B.C., in sacks	5 85
Montreal yellow, in bbls.	5 50
Montreal yellow, in sacks	5 45
Icing sugar, in bbls.	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 10
Powdered sugar, in boxes	6 10
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 80
Lump, hard, in half-bbls.	6 85
Lump, hard, in 100-lb. cases	6 80

SYRUP AND MOLASSES. — Corn syrups are weaker and prices have declined 10 cents per case and 15 cents per barrel.

Syrups—		
24 2-lb. tins, per case	....	2 48
12 5-lb. tins, per case	....	2 88

6 10-lb. tins, per case	2 76
3 20-lb. tins, per case	2 77
Half-barrels, per cwt.	4 20
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
½ gals., 1 doz. case	5 85
Gals., ½ doz. case	5 40

DRIED FRUITS.—Prices in dried fruits are now steady and no immediate changes are looked for. California fruit crop promises well and late season here has insured a plentiful supply of wild fruits in the prairie provinces. These conditions will have an ultimate effect towards lower prices.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 07½
90-100s, 10s, s.p.	0 07 4-5
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08¼
70-80s, 25s, s.p.	0 08½
70-80s, 10s, s.p.	0 08¾
60-70s, 25s, s.p.	0 09
50-60s, 25s, s.p.	0 09½
40-50s, 25s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 01¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 05
Fine, selected, 28s, s.p., per box	2 25
4-crown layers, 28s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 65
Ne plus ultra, 28s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Prices continue high but have not advanced here as elsewhere, probably owing to heavy stocks on hand. Coffee situation, however, has many elements tending to uncertainty and sensational changes may occur at any time.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾
Green Santos	0 19
Roasted Santos	0 24
Chicory	0 12¾

BEANS.—The market continues firm and an advance is looked for. High price of potatoes is greatly stimulating demand for beans.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—With the opening of ball games and excursions of all kinds, a much livlier demand for nuts is in evidence. Outlook is now most favorable.

Nuts—	Per lb.
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Cocoanuts, per doz.	0 90
Cocoanuts, sack	6 00
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½

NOVA SCOTIA.

HALIFAX, May 29.—Wholesale dealers report business in good volume, and collections fully up to average. New made butter is now coming in more plentifully and some good dairy butter in small tubs is being offered at 26 cents. Creamery is also slightly easier, but the drop is not so great as in case of dairy. Eggs continue to come along in good supply and demand is fair. They are wholesaling at 21 cents.

Lard is a fraction higher at 16 for tubs and 16½ cents for pails.

An advance of one cent per pound in cream of tartar crystals is also noted. Canned goods are in fairly good demand, particularly beans, peas, and tomatoes. Stocks of the latter are now low.

There has been no further change in price of flour and meal during the past week but dealers are anticipating an advance.

NEW BRUNSWICK MARKETS.

St. John, May 29.—It has been an exceptionally quiet week on local market. There has been little change of consequence, and figures quoted on practically all staple products remain about same. The feeling with many local grocers is that there will be no further change in flour, at least for the near future. Since the advance of Ontario patents on the 10th instant, feeling has been easier and because increase has not been followed by a rise in Manitoba, it is thought that the latter will not go up for a while at any rate.

Molasses still remain steady at recent advance and as crop is lighter than expected, according to reports, higher prices are looked for.

First shipments of new Bermuda onions are now arriving, and bring from 3 to 4 cents, while some Egyptian stocks are still on the market at 3½ cents. Owing to reduced consumption, pork is a little easier, but lard and other pork products remain unchanged.

In the country market there has been a drop in the price of potatoes which are much easier, while eggs, butter and cheese are all cheaper. Eggs sold retail this week for 18 cents, while butter brought from 22 to 24 and cheese 14 and 15.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 22	0 24
Butter, creamery, per lb.	0 21	0 22
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 14¾	0 15
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	....	0 22
Eggs, case	0 20	0 22
Finan Haddies	4 40	4 50
Fish, cod, dry	5 00	5 10
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 10	6 20
Lard, compound, lb.	0 12½	0 12¾
Lard, pure, lb.	0 14¾	0 15¼
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	....	6 00
Oatmeal, std.	....	6 60
Pork, domestic mess	24 50	24 75
Pork, American clear	23 75	25 75
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 04	0 04 1-10
Salmon, Case—		
Red Spring	$ [illegible]	[illegible]
Cohoes	[illegible]	[illegible]
Sugar—		
Standard granulated	5 50	5 60
Austrian granulated	5 40	5 50
Bright yellow	5 30	5 40
No. 1 yellow	5 00	5 10
Paris lumps	6 55	6 80

SUGGESTIONS FOR THE AD. MAN.

At this period of the year, when the appetite craves for something sharp, why not try a good smoked herring. We have some nice ones.

These soups are handy. Every housekeeper should keep a few on hand. A complete assortment.

Now, if you want something very satisfying, try canned pineapple—sliced, whole or grated.

Friday is the day when fish is king. Be fair with your purse and give your digestive machinery a square deal by getting the best. Every fish can look the pure food inspector straight in the eye.

Table talk—we would like to sell you more groceries than we do—we don't know why we don't because we always handle the best and never sacrifice quality for price—if you have never bought any groceries from us you are missing something.

You will be treated as courteously in buying 5 cents' worth as if you gave us a $50 order.

NO VINEGAR STANDARDS.

There appears to be no well defined standards for vinegar in Canada. Collections and testings have been made by the Inland Revenue Department with the object of ascertaining whether or not certain proposed definitions of and standards for vinegar could be enforced to the advantage of the consumer.

Vinegar is at present defined in the fifth schedule of the Adulteration Act as follows: "A more or less colored liquid consisting essentially of impure, dilute acetic acid, obtained by oxidation of wine, beer, cider or other alcoholic liquid."

"In the absence of standards," says the report, "I am unable to designate any of 151 samples taken as adulterated, except in so far as they fail to meet the requirements of 5th schedule to the Adulteration Act. Even here it is open to question whether a fermented vinegar to which acetic acid has been added, would be held adulterated by the courts."

The difference between a cluttered up window display of mixed goods and a clean cut one-idea-showing is just the difference between a billboard covered with a varied assortment of small posters and one having one big, plain, well lettered advertisement.

Many a good man has reached the top by reason of being encouraged rather than because of exceptional merit or spend ever drawn into your stare to ability.

Pineapple Preserving Season is Here

Pines are Cheaper, Flavor is Good and They Should be Pushed for Preserving Purposes—Strawberries Selling Well—Tomatoes A Little Scarce at Present—Florida Potatoes Firmer—Cherries From California—Watermelons from Florida.

Pineapples are now being pushed for preserving purposes, and a large quantity are being disposed of. Prices are lower and have now reached quite a reasonable level, and wholesalers feel that now is the time for retailers to go after the pine business strong. "We feel that now is the best time for pineapples, as the fruit is in its prime, full of flavor and in good keeping condition," reads the weekly circular of one firm. Late arrivals are somewhat better in quality. Supplies are coming from Porto Rico and Cuba but mostly the latter. Florida will later have some to offer.

Strawberries are proving good sellers at present coming from points closer at hand, being of somewhat better quality and on account of shorter transportation arriving in better condition. Prices however, remain fairly steady. Last year, the first Canadian berries were sent forth from Niagara district on June 1, but this year they will be considerably later in making their debut.

Just one year ago lemons were decidedly on the jump, because of the warm May and the big demand for this line that resulted. Lemons at the present are steady and with weather likely to become warmer, they will probably hold that position. Prospects for new crop lemons do not look particularly bright, and a fairly high summer market is expected, although much depends on what the weather man hands out.

Tomatoes are a little scarce at present, rains in Florida having interfered with shipments. There is considerable business in Florida potatoes but situation is stronger, prices at primary points having expanded about $1 per barrel. Texas is sending some stock to Canadian markets now. They are a shade lower than Florida.

Victoria Day was responsible for more life to fruits and fancy vegetables last week. The end of this week should also see a greater demand on account of the holiday spirit due to the King's Birthday on June 3.

Watermelons from Florida and cherries from California are fancy lines now being offered.

MONTREAL.

GREEN FRUITS.—Business so far is pretty brisk, there being a good call for bananas in spite of high prices. Strawberries are selling freely and the quality has been somewhat better of late. Oranges are beginning to stiffen.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 00	2 50
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	6 00	6 75
Jamaica, case	....	3 50
Lemons	3 00	3 25
Limes, box	....	1 50
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 00
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 14	0 20

VEGETABLES.—Carrots as stated last week, have made a jump owing to shortage in supplies coming to hand and it is likely, in fact certain, that a higher level will be reached unless some large quantities come forward. Cucumbers are a little dearer owing to the small quantities brought in by local dealers.

Beans, green, hamper	3 50	3 75
Wax beans	....	3 75
Carrots, boxes	....	3 50
Cabbage, crate	....	2 75
Cauliflower, dozen	....	3 50
Celery, Bermuda, crate	....	9 00
Cucumbers, basket	....	3 50
Garlic, 2 bunches	....	0 45
Peppers, green, crate of 6 baskets	....	4 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen (N.Y.)	1 00	1 25
Onions—		
Canadian reds, 100 lbs., per lb.	....	0 04½
New Egyptian, per lb.	....	0 03
Radishes, dozen	0 60	0 75
Sweet potatoes, per basket	....	3 00
Potatoes, Green Mountains, bag	....	2 00
New potatoes, per bbl.	7 50	8 00
Spinage, per bbl.	....	4 00
Parsnips, bag	....	2 50
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	....	4 50
Turnips, per bag	....	1 25

TORONTO.

GREEN FRUITS.—The holiday last week brightened up fruit trade considerably while end of this week should see greater impetus in anticipation of demand around the King's Birthday.

A new line offered this week on local market is California cherries at $2.50 to $3 per box. The first watermelons of the season from Florida are expected along this week and will probably sell around 60 cents each.

Pineapples are easier in price and having now reached quite a reasonable level and showing good quality are being pushed by dealers for preserving purposes. They are quoted around $2.90 per crate for all sizes with 5 crate lots offered at $2.80 and 10 crate lots at $2.75.

Strawberries are arriving in car lots from points closer at hand, meaning shorter transportation and better berries. The first Canadian berries from Niagara district arrived in Toronto on June 1 last year but there are no signs of any as yet this year.

Apples are fast becoming an unknown quantity. In fact they already are with most firms. There are some fancy apples from across the line quoted at $4.50 per box. Rhubarb is lower. Lines are quoted at $1.50 per hundred.

Bananas	1 50	2 00
Red bananas	3 75	4 00
Cherries, California, box	2 50	3 00
Lemons, Messina, new crop	3 75	3 25
Oranges—		
California navels	2 75	3 50
Tangerines, half box	1 50	2 00
Grapefruit—		
Cuban, case	6 00	6 50
Apples, fancy imported, box	....	4 50
Pineapples, case of 24	....	2 90
Pineapples, case of 30	....	2 90
Pineapples, case of 36	....	2 90
Strawberries, quart	0 15	0 17
Rhubarb, per dozen	0 00	0 40

VEGETABLES.—There is considerable business in vegetables just now, new goods meeting with a good demand. There is a moderate movement of Florida potatoes but they are higher at primary points. There will be some Texas stock in this week at a shade lower figure than Florida. Tomatoes hold steady. One firm is quoting hothouse tomatoes in 15 lb. baskets at 21 cents per pound. Florida are worth $3.75 to $4.50 per 6 bsk. crate.

There is lots of Canadian asparagus coming along, selling at $1.50 to $2 per basket. Both Egyptian and Bermuda onions are slightly easier. There is a fairly good demand for such lines as new cabbage, beans, beets, carrots, lettuce, onions and radishes.

Old potatoes show no great change. There are considerable Prince Edward Island stock selling at a figure 25 cents per bag below New Brunswick.

Asparagus, Canadian, basket	1 50	2 00
Beets, new, hamper	....	2 50
Carrots, new, hamper	3 00	3 50
Cabbage, new, per crate	2 75	3 00
Turnips, bag	0 65	0 70
Cucumbers, Florida, hamper	1 75	2 00
Head lettuce, hamper	....	2 25

New radish, per dozen	0 40	0 50
New radish, hamper	....	1 25
New lettuce, per dozen	....	0 50
Mushrooms, 1-lb. boxes	....	0 85
Onions—		
Green onions, dozen	....	0 25
Green onions, hamper	....	1 50
Egyptian onions, 110 lb. bags	2 75	3 00
Bermuda onions, 50 lb. crate	2 00	2 50
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, Bermuda, bushel	....	3 00
Potatoes, new Bermuda, bbl.	....	9 00
Potatoes, new, Florida, bbl.	....	7 50
Green peas, 1 bush. boxes	....	3 50
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	0 90	1 00
Green beans, hamper	2 25	2 50
Wax beans, hamper	3 50	4 00
Green peppers, case	....	4 50
Green peppers, basket	....	0 65
Egg plant, case	....	5 50
Egg plant, each	....	0 20

WINNIPEG.

FRUITS.—There is a first rate demand for fresh fruits and prospects are now excellent with advent of warmer weather and organization of summer resorts, picnics, etc.

Fruits—		
Bananas, bunch	2 50	3 50
California lemons, crate	....	5 50
Cauliflower	....	3 50
Cucumbers, doz.	....	1 00
California celery	....	8 50
Cherries, case	3 00	3 50
Florida tomatoes, crate	....	5 50
Grape fruit	....	8 00
Strawberries, case	4 50	5 25
Washington apples, box	3 00	3 50
Australian onions, per cwt.	....	5 00
Peppers, basket	....	1 25
Potatoes, per bushel	....	0 93
Carload lots, F.O.B.	....	0 75
Egyptian onions, sack	....	4 00
Pineapples, case	4 50	5 00
Florida tomatoes	....	5 50
Almeira grapes	5 50	8 00
Limes, box	....	2 25
Messina lemons	....	4 50
Oranges, navels	3 25	4 50

FRUIT MARKET NOTES.

Apples are well to an end on Canadian markets.

General trend of oranges is a little firmer last week.

New York had a few lots of new crop huckleberries from Florida last week.

Florida is sending forth some pineapples.

Canadian asparagus is plentiful and cheaper.

Rains in Florida have interfered with shipments.

Fruits should be pushed strongly

Vegetables Sell in Spite of High Prices

If Proper Displays Are Made Sales Will Increase—An Opportunity Lost to Show a Monster Cucumber as Central Feature—A Window Suggested—Now the Time to Sell Vegetables.

Montreal, May 30.—(Special.)—Although different varieties of vegetables and fruits are now quoted at higher prices than formerly, the most wide-awake dealers in Montreal have evidently made up their minds not to let sales drop away. Still it is quite evident that some are not great believers in display, as windows recently dressed are on the whole second rate, and do not present as great a show of ingenuity as we have noticed at an earlier date.

A Necessity, Not a Luxury.

Vegetables, even though prices reach a record level, will scarcely ever be regarded as a luxury, and dealers should bear this in mind, and make every effort to send a fair share of their stock into every home on their list. It would be a good idea, indeed, to make a particular study of the varieties and be in a position to talk up the medicinal value, for if there is any sales talk which will have a good effect on the mind of the housewife, it is that which contains good hard facts about the health giving and nourishing properties of different foodstuffs.

Neat Window Displays Win Out.

When great care is exercised, there is no display which has such an appealing force or which invites trade more than an elaborate show of carefully selected vegetables.

A local dealer was recently fortunate enough to secure a cucumber slightly over two feet long, which had been grown by a private individual — the length is in all probability a record one. But he was not awake to opportunities, and kept it in a back part of the store, showing it only to a few of his personal friends.

A Good Chance Lost.

Why he did not make this the central attraction of a vegetable window is hard to say. Consider the number of people who would have stopped to study this cucumber "monster," and consider what sales could have been produced, not only of cucumbers, but of other lines, such as rhubarb, etc., if, as aforesaid, he had used his brain a little and announced to his customers and strangers that he had "Something Good in Vegetables!"

A Window Suggestion.

When any particular line of goods is dear and demand is likely to fall off, then is the best possible, in fact, the necessary time to put forth a special effort to retain what might be lost. Dealers will be interested in the following dressing suggestion, which if followed out, ought to have satisfactory results.

In each of back corners of window place a pile of potatoes high enough to attract attention, with show card explaining price and quality also prominent. In the two front corners arrange a square shape of lettuce bordered by radishes and scallions, and place in the centre of each square a juicy looking bunch of asparagus. The four corners thus filled, rows of rhubarb can be arranged diagonally to the centre, which if built up as follows will be the means of adding to the attractiveness of the corners and produce a general good effect. A circle of small cabbage, all, of course, good stock, will leave enough space to allow of a fair supply of turnips inside, on top of which, namely in spaces between each, can be fixed parsnips and carrots, which in their turn will taper considerably. As it would be next to impossible to build any further than having tomatoes placed in the respective spaces between the carrots or parsnips, as case may be, the top and final touch may be added by suspending two small baskets from the ceiling or top of the window with sides cut out, containing celery, tomatoes and other small varieties.

This idea may seem somewhat difficult of execution, but if followed out carefully in small window space, will prove thoroughly attractive and a business producer.

A HOUSECLEANING WINDOW.

Spring house cleaning offers excellent advantages for window trims which will bring good business to the retailer. Here is a suggestion for a display of the several lines of house cleaning supplies.

The floor of the window is covered with some dark color cheese-cloth. In the centre at the front, place a quantity of washing soda and on this display soap and scrub brushes. At each side of this display stove polish and metal polish and back of these ammonia, lye, etc., and back of these washing powders, dustpans and brushes. In the centre at the rear, place a pyramid of buckets and at each side a display of brooms. Across the window at the rear stretch a clothesline and in the centre place a strip of linen fastened on with clothes pins. On this linen appropriate reading matter may be lettered in black.

Such a display combining as it does the several lines of housecleaning essentials should be productive of good results.

FARRINGTON PHILOSOPHY.

Persistence is of more value in advertising than brilliance, but that is no reason for being dull. Dully written advertising is no more readable than any other dull writing.

The customers who are not repelled by a dirty looking store are not customers whose trade is the most valuable. The clean store attracts the clean customers.

When were people with money to spend ever drawn into your store to spend it by seeing the clerks standing in the window or out upon the steps?

The man who gets along best with his employes is the man who does not forget that they have as many rights as he himself has.

Rolled Oat Market Not Quite So Firm

Winnipeg Oat Market Easier—Oatmeal for Export Reduced —Demand for Cereals Rather Inclined to Dullness—Bran Lower at Several Centres—Winter Wheat Crop Reports Discouraging—Texas Harvests the First Wheat of Season.

While rolled oats are unchanged, the market is not quite so steady as has been the case for some time. There does not appear to be a great accumulation of manufactured goods, but raw material is slightly easier. On April 10, when last advance in rolled oats occurred, May oats on Winnipeg market were quoted at 50⅝. To-day they are worth around 45½. Last week oatmeal for export declined 9 cents per sack, due to some extent to quiet demand. Cereals in general are rather dull at present, but such a condition is not unusual at this season. With warmer weather close at hand, demand will not be quite so heavy, while retailers always like to keep stocks within a safe margin during summer months.

One change of the week is an easier feeling in bran with prices down about $1 per ton at several centres. Shorts maintain a fairly steady position. With pastures assuming a better appearance, demand for feed will hardly be so brisk.

Flour shows little or no change, although steadiness is maintained. In view of serious impairment to winter wheat crops both in Canda and United States, winter wheat flour holds a steady position.

From now on the markets can be expected to be somewhat unsettled and uncertain, depending on the condition of crops from week to week. This is far more the case this year, as in other years a good winter wheat crop has been pretty much assured at this date, while this year it is considerably short and spring wheat an uncertainty. Conditions for spring wheat in United States have been good, but little can be said of the Canadian West as yet. The first new wheat for 1912 was harvested in Texas this week.

MONTREAL.

FLOUR.—It is reported that wheat throughout Ontario is gradually growing scarcer, and as a result a firm feeling prevails here. A large part of the crop is also reported as having been winter killed, owing to severe cold weather, and as some of the smaller mills have closed down, the offerings have materially been curtailed. The general feeling, therefore, is that prices will rule higher.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags		5 30
Manitoba strong bakers, in bags		5 10
Manitoba second, in bags		4 70

CEREALS. — A weaker feeling has prevailed during the past week and we would not be surprised to see a slight decrease in prices before long. This weakness must not be attributed to any increase in supplies on spot, but is rather a result of the weakness prevailing in the Winnipeg option market.

Fine oatmeal, single bag lots	2 90
Standard oatmeal, single bag lots	2 90
Granulated oatmeal, single bag lots	2 90
Bolted Cornmeal, 100 bags	2 25
Rolled oats, jute bags, 90-lb., single bag lots	2 65
do., cotton bags, 90-lb., single bag lots..	2 70
Rolled oats, barrels	5 55
Rolled wheat, bbl.	2 25

TORONTO.

FLOUR. — There is no particular change in Manitoba flour to report. There is apparently a fair trade for season.

There is a steady feeling in Ontario flour in sympathy with similar tendency in wheat. Reports from different sections of Canada on winter wheat are rather discouraging. According to Census and Statistics office, area sown to winter wheat last fall was 1,097,900 acres. To the end of April it is estimated that about 31.50 per cent. of this area was winter killed, the proportion being 28.72 in Ontario, and 38.50 in Alberta. This represents a total deduction from the area sown of about 345,000 acres, 229,000 acres in Ontario and 116,000 in Alberta.

Manitoba Wheat.		
1st patent, in car lots	....	5 70
2nd patents, in car lots	....	5 30
Strong bakers, in car lots	....	5 10
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller, domestic consumption ..	....	4 80
Patents, fancy, domestic consumption...	4 90	5 10
Patents, 90 p.c. domestic consumption..	4 60	4 70
Blended, domestic consumption	5 00	5 40

CEREALS.—Rolled oats remain unchanged but there is a slightly easier turn to the market in sympathy with raw material. Cornmeal is quoted at $2.35 to $2.40 per cwt. Some firms are quoting $3 per barrel for rolled wheat in small lots. New business in cereals is rather quiet at present time.

Rolled oats, small lots, 90 lb. sacks		2 65
Rolled oats, 25 bags to car lots		2 55
Standard and granulated oatmeal, 98-lb. sk.	....	2 80
Rolled wheat, small lots, 100-lb. bbls.		2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	2 35	2 40
Rolled oats in cotton sacks, 5 cents more.		

MILL FEEDS. — Demand for bran shows a falling off and prices are easier and $1 per ton lower, being quoted at $24 per ton in car lots. Shorts show no change.

WINNIPEG.

FLOUR AND CEREALS.—Prices are firm and rolled oats are slated to go up although there are no changes to report for the present.

Flour—		
1st patents, cwt.	....	3 05
2nd patents, cwt.	....	2 75
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 65
40 lb. sack	....	1 25
80 lb. sack	....	2 25
Granulated oatmeal, per cwt.	....	2 75
Corn Meal—		
98 lb. sacks	....	2 25
49 lb. sacks	....	1 15

Considerable attention has been aroused in United States by the effort which is being made by a couple of St. Louis promoters to form a mammoth amalgamation of several of the chain store systems of the United States. These would together represent some 3,000 stores. It is not considered feasible because of widely differing views of doing business held by different systems.

The man who is afraid to advertise his goods as the best is either too modest or else he has the wrong kind of goods.

Fresh and Smoked Fish are Selling Well

Supplies on a Liberal Scale—Major Portion of Business in Fresh Varieties—Smoked Doing Well for Season—Trout and Whitefish Good Sellers—Halibut, Cod and Haddock in Plentiful Supply.

The fresh fish season can now be said to be in full swing. At least supplies are on a more liberal scale, fishing on the lakes having reached quite substantial proportions, while receipts from coast points are normal in volume. The big business in fish is now being done in fresh varieties although smoked are doing remarkably well for the season.

Trout and whitefish are good sellers, although the latter line was in short supply at several points last week. Halibut, cod and haddock are plentiful, while mackerel will shortly be having its appearance on the market.

QUEBEC.

MONTREAL.—Haddock and cod are all plentiful and coming in freely. Buck and roe shad are quoted at reasonable figures. Perch are becoming more plentiful and prices are somewhat lower than at former periods.

FRESH AND FROZEN.		
Fancy spring salmon, per lb.	0 18	0 20
Fancy shad bucks, each	....	0 30
Fancy shad roe, each	....	0 50
Large shad herring, each	....	0 02
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 15
Haddock	....	0 04½
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 80	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	....	0 08
Steak, cod	....	0 06
Mackerel	....	0 15
Dressed perch	....	0 09
B.C. red salmon	0 10	0 11
Gaspe salmon, per lb., new	....	0 10
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 00
Lake trout, per lb.	....	0 12
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 09

PREPARED FISH.	
Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.		
New green cod, per bbl., 200 lbs.		10 00
New Labrador herring, per bbl.		5 50
New Labrador herring, per half bbl.		3 00
No. 1 mackerel, pail		2 00
No. 1 mackerel, half bbls.		8 00
Lake trout, kegs		6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.	....	0 06
Salt sardines, bbls.	....	5 00
Salt sardines, half bbls.	....	2 75
Lake trout, half barrel	....	6 00
Scotch herring	....	6 50
Scotch herring, keg	....	1 00
Holland herring, half bbl.	....	5 50
Holland herring, keg	....	0 75
Boneless new herring, 10-lb. boxes	....	0 12½
Salt eels, per lb.	....	0 06
Labrador salmon, bbls.	....	18 00

SMOKED.	
Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25
SHELL FISH.	
Solid meats—Standards, gal., $1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Supplies of fresh fish are arriving on a quite liberal scale, shipments being heavier than earlier in season. There is a good supply of pike, trout and herring arriving and they are in good demand. Whitefish is also a favorite but has been rather scarce of late. Lake Erie herring are lower, now being down to 6 cents per pound, while halibut is also easier under increased shipments. Roe shad are quoted at 60 cents each. Periwinkles are $1 a peck.

FROZEN FISH.		
Gold eyes	....	0 05
FRESH CAUGHT FISH.		
White fish, per lb.	....	0 12
Lake trout, per lb.	....	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	0 10	0 12
Flounders	....	0 07
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 06
Pike	0 08	0 09
Perch	....	0 07
Suckers	....	0 05
SMOKED.		
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65
PICKLED.		
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25
PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NOVA SCOTIA.

HALIFAX.—Local fish dealers report market well supplied with fish of all seasonable kinds. Halibut, cod and haddock are plentiful, and the fish are of splendid quality. Prices of mixed fresh fish are easier, some of the fishermen along south-western shore disposing of their catches for $1.50 to $1.75 per hundred pounds. Mackerel have struck in along the coast, and some small catches are being made. No fresh mackerel have as yet reached local market, but they are expected along next week. Two of the local fish firms have fitted out their own vessels for the mackerel fishery this season, the experiment is a costly one but if they get the fish they will make the enterprise pay.

So far very little news has been received from Lunenburg Banking fleet, but that at hand is encouraging. Bait is now in better supply, and this will tend to increase catch. The shore fishery so far is behind that of last season.

Lobsters are plentiful, and despite the high prices demand is good.

MANITOBA.

FISH.—There is a seasonable demand for fish but no new features to report. Prices for pickerel and whitefish are for frozen fish.

Fish—		
Lake Winnipeg whitefish, lb.	....	0 08½
Fresh pickerel	....	0 07½
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, doz.	....	0 10
Fresh goldeyes	....	0 04
Kippers, box	....	1 00
B.C. frozen salmon	....	0 10
Lake trout	....	0 07
Bloaters, per box	....	1 50
Mackerel	....	0 11
Smelts	....	0 12
Extra smelts	....	0 15
Smoked goldeyes, doz.	....	0 50
Norwegian herrings, per case	....	5 75
Labrador, per half barrel	....	4 40
Holland, kegs	....	0 65
Halibut	....	0 11
Fresh salmon	....	0 18
Fresh trout	....	0 12
Frozen salmon	....	0 10

The Board of the United States General Appraisers say "chow-chow" is not a fruit, and that it is dutiable at 40 per cent. ad valorem as a pickle. The Surveyor at Port of Memphis had assessed chow-chow at 35 per cent. under "preserved fruit."

The United States is by far the largest consumer of Japan tea. Advance sheets for 1911 show shipments to U.S. to be 39,218,720 pounds. Canada took 2,829,837 pounds.

Tasmania is the leading jam producing state of Australia. Price of jam in Australia has recently been slightly raised on account of increased wages, it is said. Strawberry is about the only kind imported.

Where and How the Anchovy is Caught

Interesting Facts About This Silvery Little Fish — Fishermen Thrive When Anchovy Shoals Appear—As Much As $400 Worth Are Often Caught in One Day.

By W. J. L. Kiehl.

It is generally supposed that the anchovy is caught exclusively in the Mediterranean sea, so it comes as a surprise to most people to hear that it is so largely caught off the coast of Holland. Dutch fishermen have been familiar for ages with the fact that the anchovy comes up in great shoals at certain times of the year and enters the Zuyder Zee to spawn.

Disappear at Times.

There have, however, been considerable lapses of time when no anchovies at all appeared, and when it was feared that the Dutch fisher folk had lost their means of earning a livelihood, then, suddenly, without any apparent reason, the shoals of fish again became regular visitors. These last few years the anchovy has been particularly plentiful. Many a Zuyder Zee fisherman has made his living for the whole year during the anchovy season, which lasts from six to eight weeks, and as much as 1,000 florins' ($400) worth have been known to be taken in a single day.

Some twenty-five years ago these fisheries were confined to the area south and east of Medemblik; now they extend all over the Zuyder Zee and along the Wadden islands—those, flat, sandy islands that stretch in an almost continuous line along Holland's coast. Sometimes the shoals of fish come as far south in the Zuyder Zee as the isle of Urk and Monniken dam and Marken.

Method of Fishing.

Formerly the method of capturing a shoal of anchovy consisted in stretching an enormous net with small meshes between two boats. This net touched the sea bottom. Then the boats hoisted sail and the more wind there was the better pleased were the fishermen. They sailed on for a while and then when the net was lifted it contained thousands of silvery fishes. Later on they preferred to fish with stationary nets, because more fish could be caught in that way. Each fisherman places his own nets in a certain part of the sea, and after a while comes to see whether they have been filled with fish. Certainly more fish are caught in this way, but there is also the risk of a heavy loss in nets, which are often damaged because of the busy traffic in the Zuyder Zee. So many boats are sailing about there that it is impossible for them always to avoid the nets, which are everywhere. Such anchovy nets cost as much as 1,000 florins ($400) with all their fittings.

Means Other Business.

The anchovy brings plenty of work for many another category of persons than the regular fishermen. For the fish have to be cleaned, salted and packed into casks. The cleaning is done almost exclusively by women and children, the salting occupies the "salter" and the making of the many casks employs a little army of coopers. Then the packing is also done by experienced hands in such a way that the anchovy can be kept for many years without spoiling.

The herring fishers also often obtain millions of anchovy near the coast of Holland. For as soon as they perceive a shoal coming their way they will fix anchovy netting into their herring nets and so often secure almost miraculous hauls.

The anchovy is a small fish, the full grown specimen being only fifteen centimeters (5.9 inches) long. The back of this fish is bluish and the under parts are white, glistening like silver in the sunshine.

LETTERS TO THE EDITOR.

Editor, Canadian Grocer:—Your Special Number of The Grocer is certainly a great number, and must have cost you considerable, considering the price of the yearly subscription. We have found a great many useful hints in The Grocer, and are only sorry we did not take it long ago.

Referring to shipments of freight to us, when anything is slow we are expected to make claim on the railway company, but when we ship anything to commission houses, if anything is slow in arriving or broken, they simply take it out of us. Do you think this is a fair rule? We have one case now of a bag of wool lost in transit, that we shipped to a firm, and up to the present no returns have been received. This shipment was made in December of last year.

Your articles on cost and selling price, etc., are very interesting. Also the window dressing articles. In fact, it is all good food easily digested if taken right.

GORRIE & CO.,

Haliburton, Ont.

STRONG FOR EARLY CLOSING.

St. John, N.B., May 30.—(Special).—Several grocers were members of a delegation from the early closing association who called upon the City Commissioners last week and interviewed them as regards their disposition towards matter of compelling under penalty of a fine all stores in the city, with one or two excepted, to close at 7 o'clock daily, excepting Saturday. The members of the association are actively engaged in interesting all concerned in promoting the early closing regulations and the outcome of the matter is awaited anxiously by the dealers and clerks particularly.

M. E. Brass, grocer, of Germain St., was one of the speakers before the commission, and he argued strongly in favor of having the doors of all business establishments closed at the hour mentioned, allowing fish departments to be kept open on Thursday evenings to a later hour. W. E. Rowley, W. S. Knowles, L. T. Nase, and W. D. Baskin were others who spoke concerning early closing. Their arguments were promised sincere consideration by the commissioners.

MAKE WHOLESALERS RESPONSIBLE.

Texas Retail Merchants' Association in convention passed a resolution condemning promiscuous extension of credit by wholesalers to inexperienced and irresponsible persons who want to enter the grocery business. This habit of wholesale grocers has been condemned as one reason why so many retailers fail, the incompetents falling down in a few months or year, and dragging others with them.

RICE ADVERTISING.

This is what one grocer in advertising a fancy quality of rice said in attempting to bring this article into favor:—

Food scientists of all nations recognize rice as one of the most valuable foods of the world.

Excellent food for all climates—hot or cold.

Rich in nutritive qualities, and easily digested—and when of good quality and properly prepared, one of the most palatable foods.

There are said to be about 1,400 varieties of rice throughout the world—and "—— quality rice" represents the very choicest selection of all.

The grains are whole, extra large, natural and white—cooks beautifully, and has the richest flavor.

After one trial you'll always want this quality.

Produce & Provisions

More Life to Smoked and Cooked Meats

These Lines Sell Better During Summer Months—Increased Demand Already Noticed—Butter is Steady But Looks Like Further Easiness Ahead—Eggs Slightly Easier — Old Cheese Strong and New Cheese Steady.

There is more activity to smoked and cooked meats of late. These are lines which always sell more freely during summer months and there is already quite a noticeable increase in the demand for them. As the weather becomes warmer, cooked meats always come into limelight, because housewife is always on the lookout for goods which will allow summer meals to be prepared with the least trouble. Again the season of holiday outings is close at hand and cooked meats is a favorite line for these occasions. Dealers who wish to work up a substantial trade for summer months should begin now to give attention to this department.

Butter shows little change at principal centres or country points, although there seems to be a general feeling that values will show some further recessions. It must be remembered that new make is coming on bare market and with situation in East relieved by shipments to West, decks have been kept fairly free from accumulations. However, the West will shortly be able to look after her own wants to a large extent at least, and with good pastures and a good flow of milk, there is a feeling that easiness is ahead if no new features crop up.

There is an easier feeling in eggs at many centres and lower prices are being paid in the country. Receipts have been on the increase, although a continued good demand has worked for a steady feeling. Weather has kept fairly cool and shipments have come in in good shape, although some loss through shrinkage will shortly be found. A report from Newfoundland says the market is glutted with eggs and prices are down to 20 cents and likely to go lower. Storage is caring for certain quantities in some parts of Canada, but wholesalers feel that prices are rather high for putting away.

The universal small stocks of old cheese makes nothing but firm prices possible. New make is also holding quite steady, receipts continuing small as compared with last year. The smaller receipts are said to be due to a decrease in the herds. Then again hay and feed have been high but improved pastures should help the situation.

MONTREAL.

PROVISIONS.—There is a steady feeling in pork products in general and prices in all lines have been well maintained. Hams and bacon have been in good demand while cooked meats will now be coming in for greater attention. Barelled pork is firm but the demand is limited.

Although cattle in general are easier, prices on hogs have been sustained under a good demand from packers.

General feeling in pork products is firmer, and hams are higher by ½ to 1 cent per pound. Long clear is also advanced about 1 cent per pound, and cooked ham is firmer.

Long clear bacon, heavy, lb.	0 13½	
Long clear bacon, light, lb.	0 15	
Hams—		
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼	
Large sizes, 20 to 28 lbs., per lb.	0 16	
Medium sizes, 15 to 19 lbs., per lb.	0 17½	
Extra small sizes, 10 to 14 lbs., per lb.	0 17½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20	
Breakfast bacon, English, boneless, per lb.	0 18	
Windsor bacon, skinned, backs, per lb.	0 19	
Spiced roll bacon, boneless, short, per lb.	0 15	
Boiled ham, small, skinned, boneless	0 26	0 28
Hogs, live, per cwt.	9 25	9 50
Hogs, dress, per cwt.	13 00	13 25
Pure Lard—		
Boxes, 50 lbs., per lb.		0 14½
Cases, tins, each 10 lb., per lb.		0 14½
Cases, tins, each 5 lbs., per lb.		0 14¾
Cases, tins, each 3 lbs., per lb.		0 14¾
Pails, wood, 20 lbs. net, per lb.		0 14½
Pails, tin, 20 lbs. gross, per lb.		0 14¾
Tubs, 50 lbs. net, per lb.		0 14¼
Tierces, 375 lbs., per lb.		0 14
One pound bricks		0 13½
Compound Lard—		
Boxes, 50 lbs. net, per lb.		0 10¾
Cases, 10-lb. tins, 60 lbs. to case, per lb.		0 10¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.		0 10¾
Cases, 3-lb. tins, 60 lbs. to case, per lb.		0 10¾
Pails, wood, 20 lbs. net, per lb.		0 10¼
Pails, tin, 20 lbs. gross, per lb.		0 10
Tubs, 50 lbs. net, per lb.		0 10½
Tierces, 375 lbs., per lb.		0 10¼
One pound bricks		0 11
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00	
Bean pork	17 50	
Canada short cut back pork, bbl., 45-55 pieces.	25 50	
Heavy short cut clear pork, bbl.	23 00	
Clear fat backs	25 50	
Heavy flank pork, bbl.	26 50	
Plate beef, 100 lb. bbls.	8 75	
Plate beef, 200 lb. bbls.	17 00	
Plate beef, 300 lb. bbls.	25 00	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	

BUTTER.—There is not much change in butter since a week ago, prices holding fairly steady under smaller receipts than a year ago and an enquiry from the northwest that has kept decks clear. That there is not much change in situation is shown by fact that butter sold at Cowansville on Saturday at 26½ to 26¾ cents, practically the price that ruled the previous Saturday. There are many who look for an easier turn ahead.

Creamery blocks	0 28	0 28½
Dairy tubs, lb.	0 21	0 22½
Fresh, dairy rolls	0 22	0 23

EGGS.—There is an easier feeling in egg market this week. Receipts have been on a good scale but a good demand has helped to keep market steadier than it otherwise would be, but lower prices are looked for in near future.

Weather during May has been much cooler than last year and receipts have been in good shape.

New laids	0 25	0 26
Selects	0 24	0 25

CHEESE.—Old cheese is firm and new cheese holds a steady position, due to small receipts as compared with those of last year. Reports from England note a firm market with stocks light. However increased production in Canada can be expected shortly.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

HONEY.—Stocks are light and market continues steady. Business is rather quiet.

White clover, strained		0 12
White clover, in comb	0 14	0 15
Buckwheat, in comb		0 12
Buckwheat, strained		0 08½

TORONTO.

PROVISIONS. — While some firms show no change in lard prices, others note firmer ideas. "We are asking 14 cents in tierces," said one firm. High prices may be affecting consumption to some extent, but butter is still rather high, and consequently the economic housewife substitutes lard for cooking whenever possible.

Live hogs are unchanged but steady. There is general steadiness in provisions, with roll bacon and long clear firmer and slightly higher. Short cut pork is quoted at $24 to $25.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 13½	0 13¾

Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13¾	0 14
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14¼
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points	8 50	8 60
Live hogs, local	8 80	8 90
Dressed hogs	12 00	12 50

BUTTER.—Butter, as indicated by local quotations, is steady and unchanged, although majority of dealers are looking for lower prices. In fact, lower prices were looked for before this, but a demand which sprang up from Western Canadian points relieved the market of any surplus, and steadied the situation. Considerable butter was sent west from Toronto, even to British Columbia points, but this demand has dropped off somewhat of late. In fact, it is expected that West will shortly have sufficient to supply its own wants, and with this demand removed and production increasing, further concessions seem probable.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 26	0 27
Farmers' separator butter	0 23	0 24
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

EGGS.—There is a somewhat easier feeling to eggs this week. At least dealers are paying lower prices in the country.

"We have been foolish and paying too high prices," was one dealer's comment when asked the reason for easiness.

"Eggs are beginning to show signs of shrinkage, too, and we must have prices so we can make an allowance for this."

A good many eggs were stored at a rather fancy figure, and there is said to be some nervousness on the part of certain holders.

"We are paying 20 cents to dealers in country this week," said one wholesaler. "I expect they will be down to 18c in two weeks."

Ideas therefore appear bearish.

New laid eggs	....	0 23

CHEESE.—Old cheese is decidedly scarce, and ideas of dealers who hold stock are higher. Around 18 cents per pound for large is being asked. New cheese shows little or no change, but lower prices are probable during June.

Old Cheese—		
Large	0 17¾	0 18
Twin	0 18	0 18¼
Stiltons	0 19	0 19½
New Cheese—		
Large	0 14½	0 15
Twin	0 14¾	0 15¼

HONEY.—There is no change in price or general situation to report. Trade is quiet.

Honey—strained—	
White clover, 10-lb. tins, per lb.	0 12½
White clover, 5-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 08
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07

WINNIPEG.

PROVISIONS. — Prices for cured meats and lard are firm, but no further advances are reported. It is expected the limit has been reached for a time. Butter is weaker and though no declines are yet reported they may be expected soon.

Lard—		
Tierces	0 13¾	
50 lb. tubs	7 00	
20 lb. tubs	2 85	
10 lb. cases	8 70	
5 lb. cases	8 80	
3 lb. cases	8 85	
Cured Meats—		
Hams	0 17¾	0 18
Bacon	0 18½	0 19
Smoked shoulders	....	0 14½
Long clear	....	0 13¾
Butter—		
Creamery butter	....	0 34
Dairy prints	....	0 25
Eggs—		
Strictly fresh	....	0 21
Cheese—		
Ontario, large, new		0 14
Twins, new		0 14½

Was Discovered Marketing Boiled Eggs

Case Where Original Seller Was Found Out—Neighbor Purchases the Eggs Shortly After Former Had Sold Them to General Merchant—The Shrinkage in Hot Weather.

A horse dealer dropped into a drug store in Eastern Ontario not long ago and purchased 50 cents worth of a certain drug. A few hours later he confided with the clerk that out of that 50 cents' investment he had made $40.

But here was his method. He wanted to sell a horse that was suffering with the heaves. He evidently had some knowledge of horse troubles. The drug purchased had the effect of allaying the disease for a few hours, allowing the dealer to sell his horse for some $75, while it really wasn't worth $35.

Questionable methods of this character are used in the egg business. A general country merchant writes regarding a boiled egg deal which, from the light of past experiences, is of no infrequent occurrence.

Were Valuable for Setting.

He purchased some eggs from a country customer who kept well-bred hens. The eggs sold for setting purposes at $1.50. But to the merchant who resold them again, they brought only the regular market price of ordinary eggs—21 cents, or 22 if trade were given. As a usual occurrence one could count on the eggs being sent away to the big city commission houses. In this instance, however, the calculations of the original seller went wrong. Shortly after they were in the store a neighboring customer came for eggs for baking purposes. The merchant handed out some of those he had recently received. He knew where they came from and was satisfied they were fresh.

Dipped Too Long.

It wasn't long after when the same customer arrived on the scene with trouble brewing in her eye. She had opened two of the eggs and both had been partly boiled, so she brought back the entire dozen. When confronted with having boiled the eggs before selling them, the woman admitted having done so, and frankly stated her reason. It was because they could not be used for hatching if perchance they might be selected for that purpose. Competition would injure her trade. The question had arisen just before she left for the store, and her husband, she stated, had suggested that she dip them. They were left too long in the boiling water, and this was the cause of all the trouble.

Keeps Up the Price.

This is one of the causes that helps to make dear eggs. Wholesale commission dealers have to cull the boiled and rotten eggs, and with the shrinkage great in hot weather, there are fewer to go to the city consumer. Country merchants should watch their egg receipts very closely and see that they are getting what they pay for. Whenever possible gentle hints should be handed out that in hot weather eggs should be gathered twice a day; that eggs from stolen nests should not be marketed, and that it is generally in one's own interests to sell only honest goods.

WOULD HAVE TO BE GIFT.

A Kingston, Ont., reader writes:—

Editor, Canadian Grocer:—Granting percentage on selling price is the correct way to figure. My goods cost me $200, and I want to sell them at 100 per cent. profit, leaving cost of selling out of the question.

Please ask your young lady at Simcoe to tell me at what price I must sell my goods.

"INQUIRER."

R. H. Davis, Strathroy, Ont., has succeeded J. E. Pedlow in the grocery business.

The total shipment of oranges from California to May 15 last year was 29,124 cars. To May 13 this year it amounted to 23,062 cars.

Some retailers loan instruments for removing eyes from pineapples to customers who purchase supplies from them.

QUALITY, RESULTS AND PRICE.

THE most essential principles in lard making, are not overlooked in **EASIFIRST SHORTENING.**

Figure the saving as compared with pure lard and remember our guarantee goes with every package.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners,

WEST TORONTO

PON-HONOR GUNNS FOOD PRODUCTS

CANADIAN, U.S. AND FOREIGN MANUFACTURERS get in touch with

The Largest and Most Progressive WHOLESALE COMMISSION HOUSE in CANADA

Nicholson & Bain, Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

P.S.—DO IT NOW.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen.....	10c	85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
½-dozen.....	2½-lb.	10 50
½-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen.....	5c	50
4-dozen.....	4-oz.	75
4-dozen.....	6-oz.	1 00
4-dozen.....	8-oz.	1 30
4-dozen.....	12-oz.	1 80
2-dozen.....	12-oz.	1 85
4-dozen.....	16-oz.	2 25
2-dozen.....	16-oz.	2 30
1-dozen.....	2½-lb . .	5 00
½-dozen.....	5-lb.	9 60
2-dozen.....	6-oz. }	Per
1-dozen.....	12-oz. }	case
1-dozen.....	16-oz. }	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. } 2 doz. ½-lb. paper pkgs. }	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs.	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case ..	$2 00
½-lb. tins, 3 doz. in case ..	1 25
¼-lb. tins, 4 doz. in case ..	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen.....	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ...	0 17
In 10-box lots or case ...	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... .. each	0 04
100 books and over..each	0 03½
500 books to 1,000 books—	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25
Pure Preserves—Bulk.	

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant.....	0 59	0 82
Raspberry	0 59	0 82

14's and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz. ..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes ...	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes ..	0 36
Lunch bars, 5-lb. boxes ..	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & Co.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

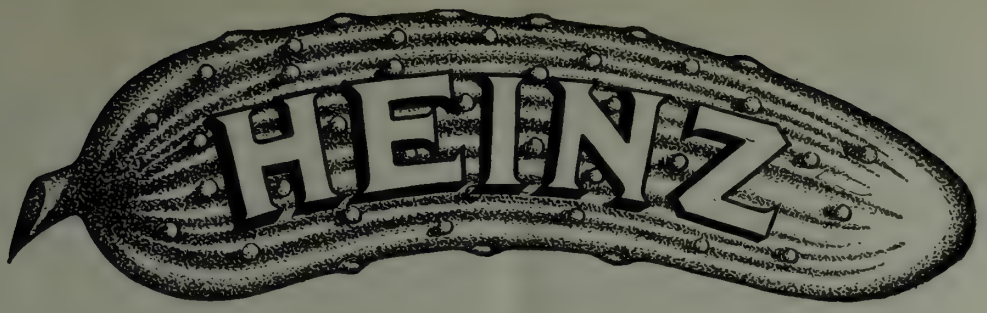
The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb pkgs. White Moss	0 26



Pickles, Baked Beans, Olive Oil, Tomato Soup, Tomato Ketchup, Preserved Fruits, Sauces, Peanut Butter, etc., are all in excellent demand now for the Summer trade, because these lines are used more extensively in warm weather than in other seasons of the year. Look over your stock and see that you are prepared for the extra business. The name Heinz in connection with these goods is first in the people's minds, and the merchant who carries a complete stock of them is the one who gets the business for these as well as other lines, for it is a well known fact that a good selling article attracts other business to the store.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Cor. Front and Scott Sts. - TORONTO

⅛-lb. pkgs. White Moss ..	0 27
¼-lb. pkgs. White Moss ..	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs., asstd.	0 27½
½-lb. pkgs., astd., in 5-lb. boxes	0 28
¼-lb. pkgs., astd., in 5-lb. boxes	0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases	0 30

Bulk—

In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	$ 21	0 17
Best shredded	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK

Wm. H. Dunn, Agent, Montreal and Toronto. Per Case

Eagle Brand, each 4 doz..	$6 00
Gold Seal Brand, each 4 dz	5 25
Challenge Brand, each 4 dz	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co. Per Case.

Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 75
Canada First Medium Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 00
Canada First Sweetened Condensed Milk	5 25
Canada First Rosebud Condensed Milk	5 15
Canada First Beaver Condensed Milk	4 50

REINDEER LIMITED.

(Sweetened.)

Reindeer Brand (4 doz. in case)	5 50
Mayflower Brand (4 doz. in case)	5 25
Clover Brand (4 doz. in case)	4 50

(Unsweetened.)

Reindeer Jersey Brand, Family (4 doz. in case).	3 75
Reindeer Jersey Brand, Medium (4 doz. in case)	4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)..	4 00
Reindeer Jersey Brand, Gallon (⅓ doz. in case)	4 60

COFFEE.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	5 00
Regal Brand (2 doz. in case)	4 50
Reindeer Brand, in glass jars (2 doz. in case)....	6 20

COCOA

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	4 80

ST. CHARLES CONDENSING CO.

Prices—

St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00
Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 80

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins, do.	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ...	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique, 1lb. amber glass jars, per doz., $4.00.

Presentation (with tumblers) $3 per doz.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

CEREALS.

Grape Nuts—No. 22, $3; No. 23. $4.50.

Post Toasties—No. T3, $2.85.

Postum Cereal—No. 0, $2.25; No. 1, $2.70

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial— Per doz.

Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices per doz.

Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25

MacLaren's Roquefort—

Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40

MacLaren's Canada Cream—

Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 35
Large (each 1 doz.)	2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case.	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case, 12 lbs. 2½-lb. bars, lb	0 03½
Case 25 lbs., 11-lb. bars, lb	0 07½
Case 50 lbs. ¾-lb. bars case	3 50
Case 200 lbs. 3½-oz., case	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs. 11-lb. bars, lb.	0 07
Case 12 lbs. 2½-lb. bars, lb	0 08
Case 50 lbs. ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs. 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q	5 00
Champagne de Pomme, 24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	11½
Tubs	11¾
Pails	12
Tins, 20 lbs.	11½
Cases, 3 lbs.	12½
Cases, 5 lbs.	12⅜
Cases, 10 lbs.	12¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 10½
Tubs	0 10¾
20-lb. pails	0 11
20-lb. tins	0 10½
10-lb. tins	0 11¼
5-lb. tins	0 11½
3-lb. tins	0 11½
1-lb. cartons	0 12

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 85
2-lb. glass, doz.	3 30
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45

	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz	0 45
Medium, cases 2 doz., doz.	0 90
Large, cases, 1 doz., doz..	1 35

Why Don't You do Like Him?

H. J. Buckley of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut cylinder extra for $94.00.

He writes that the machine is doing fine. I pay $40.00 per month rent and have four people employed and machine pays rent and help.

Now to get at his profits in this little, big business, let's do a little figuring. Rent $480 per year. Four clerks at $5.00 per week each, $1,040, total $1,520 or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from $8.50 to $350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

TRADE MARK KEYSTONE BRAND REGISTERED

"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

Stevens-Hepner Co., imited
PORT ELGIN - - ONTARIO

COOKED HAMS

This is the season for cooked meats. Your customers will appreciate not having to cook during hot weather and nothing will please them so much as "Star Brand" cooked hams.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box	0 22
8-lb. box "Special," box..	0 44
5-lb. box "Standard" box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb. bbls. per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb.	0 06

Globe Brand.

5-lb. box "Standard" box	0 30
10-lb. box "Standard," box	0 60
25-lb. cases (loose) per lb.	0 06
25-lb. cases, 1-lb. pkgs., lb.	0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Lemon (straight) contains 2 dozen	1 80
Orange (straight) contains 2 dozen	1 80
Raspberry (straight) contains 2 doz.	1 80
Strawberry (straight) contains 2 doz.	1 80
Chocolate (straight) contains 2 doz.	1 80
Cherry (straight) contains 2 doz.	1 80
Peach (straight) contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen	2 50
Chocolate (straight) contains 2 doz.	2 50
Vanilla (straight) contains 2 dozen	2 50
Strawberry (straight) contains 2 doz.	2 50
Lemon (straight) contains 2 dozen	2 50
Unflavored (straight) contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross	$10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20

SNAP HAND CLEANER.

3 dozen to box	$3 00
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼ gall., doz.	6 00
½ gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall. gross lot	20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. $1 50

No. 2, 1 and 2 doz. crates, per doz. $3 00

Liquid Bluing, 90c per doz. Liquid Ammonia, 90c per doz. Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons,	.07
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs. silver gloss, 6-lb. draw lid boxes	.08
100 lbs. kegs. silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—boxes containing 45 cartons, per case	360
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½

(20-lb. boxes ¼c. higher.)

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs.	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case.	.08¼
6 lb. toy drums, with drumsticks, 8 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 75
Culinary Starches— Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs	.07¾
"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.	.07¾

(20 lb. boxes ¼c. higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz., per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz, $1.60; Ocean cough syrup, 36 6-oz. $6.00; 36 8-oz. $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO. CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.	2 55
5 lb. tins, 1 doz. in case	2 90
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 75
Barrels, 700 lbs.	3½
Half Barrels, 350	3¾
Quarter Barrels, 175	4
Pails, 38½	$1 90
" 25 lbs. each	1 25

LILY .WHITE .CORN SYRUP.

2 lb. tins, 2 doz. in case.	2 90
5 lb. tins, 1 doz. in case.	3 25
10 lb. tins, ½ doz. in case	3 15
20 lb. tins, ¼ doz. in case	3 10

(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz.	93
3's—2 doz. to case	1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz.	1 20
3's—Tins, 2 doz. cases, per doz.	1 75
5's—Tins, 1 doz. cases, per doz.	3 20
10's—Tins, ½ doz. cases, per doz.	5 80
20's—Tins, ¼ doz. cases, per doz.	19 40
Pails—1's each	0 65
Pails—2's each	1 12
Pails—5's, each	2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz	$1 35
3's. 2 doz. case, per doz.	1 95
5's, 1 doz. case, per doz.	3 75
10's, ½ doz, case, per case.	3 40
20's. ¼ doz. case, per case.	3 65

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.	1 60
3's, 2 doz. case, per doz.	2 35
5's, 1 doz. case, per doz	4 00
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz	$0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce— Cases of 3 dozen	Per doz. $1 90
H. P. Pickles— Cases of 2 doz. pints	$3 35
Cases of 3 doz ½-pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per doz.
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz. case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per doz.
Rep. ½ pints, packed in 6-doz. case	$2 25
Imp. ½-pints, packed in 4-doz. case	3 15
Rep. qts. packed in 2-doz. case	6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$2 40
2a size, gross	2 50

NUGGET POLISHES.

	Dozen.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	50
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale R't'l.
Brown Label, 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s.	.36 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s	.24 .30

The "*Eclipse*" Line of Refrigerators

MADE FOR

GROCERS, BUTCHERS, HOTELS, Etc.
WINNERS IN THE U. S. SINCE 1856.

Now Manufactured in Winnipeg

BY

Ryan Brothers

HAVE YOU SEEN THE "*ECLIPSE*" REFRIGERATOR COUNTERS?

OFFICES AND WAREHOUSE
JAMES STREET EAST, WINNIPEG

FACTORY
ALEXANDER AND BRIGHTON

Retail Grocers

Modern Store Fixtures Multiply Your Sales and Beautify Your Store

Buy a SAFE Cheese Cutter, Beautify Your Store and Increase Your Sales. Make Every Cheese Sale a Profitable One Instead of a Loss.

What is gained and saved by it's use will soon pay for it. It's the only way to absolutely eliminate expensive mistakes in selling cheese.

The SAFE is also a great time saver which means much to you.

Don't overlook these points. Place your order now with your wholesale grocer and accept no other.

You always know the exact profit you will make on a cheese when you set this cutter. Our computing device is the most simple, mistakes with it are impossible. The SAFE is the only cutter that continues to cut accurately.

If your jobber hasn't got it, write us for prices.

COMPUTING CHEESE CUTTER COMPANY

621-625 Main Street — ANDERSON, IND,, U.S.A.

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1's.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½..	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1's, ½ or ¼	.40	.60
Purple Label, ¼ only ..	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c ...		.24
Green Label, retail at 40c ...		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c..		.42
Gold Label, retail at 80c ...		.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies —Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate 37½c per pail; No 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.· pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate. 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

PINEAPPLES

Do not forget the heaviest run is now on and they are at their best.

Delaware and Maryland strawberries are arriving in fine shape and prices are right.

Bananas, Oranges, Lemons, Limes, Tomatoes, Asparagus, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

BANANAS
Tomatoes
Celery
AND
all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

For
Summer Weather
When it Comes
Specify
"St. Nicholas"

The Lemon with The "Juice."

J. J. McCabe
Agent
Toronto

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.

Fresh Strawberries

Arriving in car lots daily from North Carolina. Let us have your daily orders.

ALSO

Bananas, Pineapple, Cucumbers, Cabbage Tomatoes

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

BANANAS

Our trade in Bananas is getting larger every week. Its the same old reason. "If you have the good stuff you can sell it." We get the best bananas procurable and our long experience in ripening enables us to put out our fruit in the very choicest condition. Our satisfied customers are our best advertisement. Ask them about Walker's Bananas and then place a standing order with us.

THE HOUSE OF QUALITY.

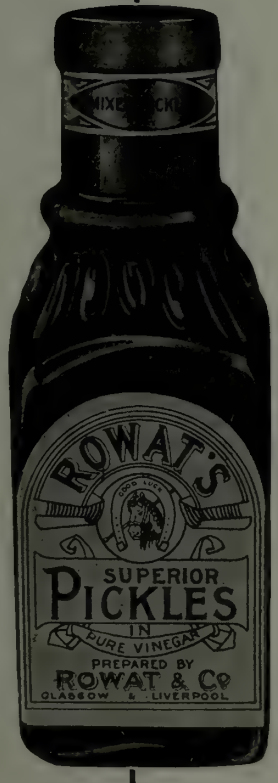
HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

PICKLES

There is a certain element of risk in buying bottled pickles, The moral is:— "Buy by the name."

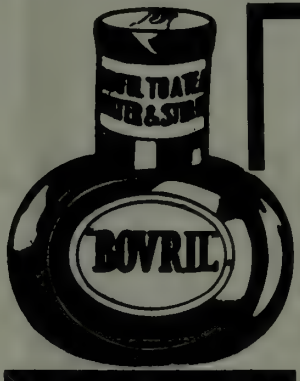
All brands of pickles look very much alike to the ordinary grocer. Safeguard your stock by getting Rowat's Pickles. The name is widely and favorably known among the particular housewives of your trade.



ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



GOODS HALF SOLD ARE A GOOD BUY

There is no dead stock in Bovril. It is half sold before the customer comes into your store.

All over the country on bill-boards, in newspapers and magazines

BOVRIL

is advertised in a way that leaves little selling effort for the grocer.

Send for show cards, etc., and get your share of the profit.

BOVRIL LIMITED, Montreal, Que.

GIVE YOUR ORDERS FOR

St. Lawrence Flour

The new flour made by the best experts in the most modern and best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY

"Regal," "National," "Laurentia" "Daily Bread"

WE GUARANTEE DELIVERIES.

THE

St. Lawrence Flour Mills Company, Limited

TEL. BELL: MAIN 7239

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily."

Ideal Summer Beverages

A few leading lines that you require for your summer trade.

Lemon Cordial,
Lemon Squash,
Lime Juice Cordial,
and Orangeade,

10 oz. size, $10.80 per gross, quarts, $27.00 per gross.

If your local wholesaler cannot supply you, order direct.

GREEN & CO. Manufacturers TORONTO

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

BUGGY EGG CRATES

THE BEST YET
SO HANDY
ABSOLUTELY ACCURATE
NO MISCOUNTS
NO BROKEN EGGS
NO LOSS

FOR PARTICULARS WRITE

WALTER WOODS & COMPANY

HAMILTON WINNIPEG

Quality In Fish Foods Is Important

If there is one article in a grocery store more than another that will lose trade for you it is inferior grade fish foods. Likewise does it work the reverse way—through superior quality you can depend on it, that fish

BRUNSWICK BRAND

will please the taste and give all-round satisfaction through its sheer good quality. It does not pay to experiment, Mr. Grocer, buy Brunswick—the quality brand and have the assurance of superior quality. Here's a line you can handle with credit to your store and big profit for yourself,

Connors Bros., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahearn, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

PROGRESS!

Somewhere there are people still writing with a goose quill. Somewhere there are grocers who waste many hours trying to keep up with their retail book keeping. Progress is stagnant to this class of people.

Progress has led prosperity into the store which uses

THE McCASKEY ACCOUNT REGISTER

For the simple reason that it keeps up with the trade and at each sale with one writing. You are abreast of your books and can tell exactly the standing of each account. This ever-lasting overtime is done away with and you are free to attend the more important end—that of buying and selling.

ASK FOR OUR CATALOGUE.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Can. 519-521 Corn and Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.

NATION'S CUSTARD

POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd. Edmonton, Alta.
Ayre & Sons, Ltd., St. John's Newfoundland
J. M. Crosswell & Co. Kingston, Jamaica

Samples free by post.

Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

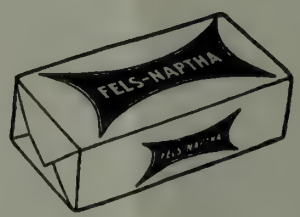
The demand is great—the profit is good—Order NOW.

W. P. Downey

MONTREAL, QUE.

Premiums

couldn't make a poor soap good, nor make Fels-Naptha any better, so we never used them. Fels-Naptha soap stands on its merit as a soap and the only premium that goes with it is "satisfaction." Keep it well stocked.



Value for Value

when your customer buys a package of

Mooney's Perfection Cream Sodas

you have given him or her a fair, honest return for the money invested. These biscuits spell quality of the highest standard. They increase trade and give assurance of satisfaction all around.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING — CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

When writing advertisers kindly mention this paper.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

WE ARE TELLING YOUR CUSTOMERS JUST WHY HEINZ BAKED BEANS ARE DIFFERENT FROM OTHERS —WHY THEY ARE BETTER FLAVORED AND HAVE MORE FOOD VALUE.

Read our advertisements in all the leading women's magazines of the country and see if you don't think you can turn this publicity to your own profit by keeping a stock of HEINZ BAKED BEANS constantly on hand to meet the increased demand.

H. J. HEINZ COMPANY

The Faultless ST. CHARLES BRAND EVAPORATED MILK

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

REINDEER

YOU make fully 25% when you handle Reindeer and Jersey Brands Milk, Coffee and Cocoa. (Stock the full line.) The Reindeer head on any label gives your customer confidence that you sell the best goods in that line (at least) that money can buy. So its your fault if you are not increasing your sales and profit on preserved milk. The price denotes the quality.

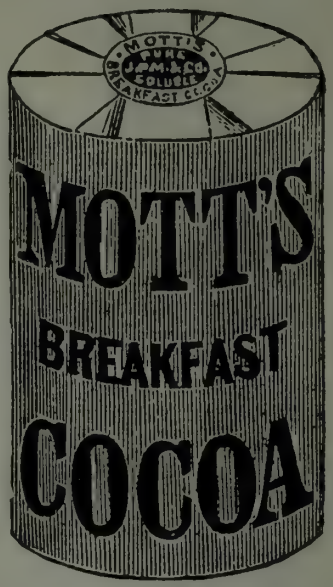
REINDEER LIMITED

TRURO, Nova Scotia.

CHILDREN

grow sturdy and strong on

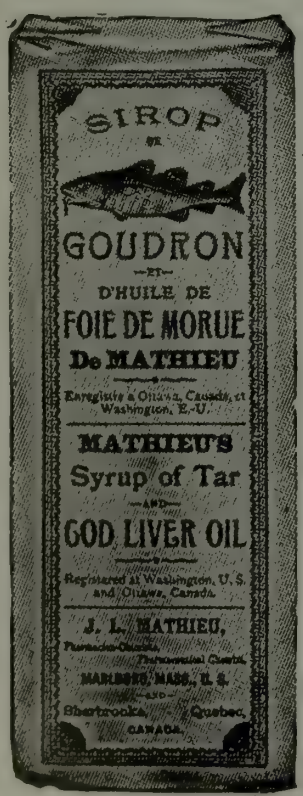
ABSOLUTELY



PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

GROCERY

Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people **will have "Purity" Salt,** therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE
WESTERN SALT CO., Limited
Mooretown, - Ontario

THE PICK OF PICKLES IS STERLING BRAND PICKLES

The choice of customers falls on Sterling Brand and the trade wisely follows in this choice. What pleases the consumer will please the dealer. What the consumer asks for, it pays the dealer to keep. These well-known Canadian-made pickles may be had from your jobber or direct from the manufacturers.

THE T. A. LYTLE CO.
Limited
Sterling Road, - Toronto

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOM & SON
ST. GEORGE, ONTARIO.

King Brand Jams

LET us hear from you. We can supply you with the best of Jams, all varieties, at unusually attractive figures. Our goods have been declared by many large wholesalers as excellent. You want these.

ASK FOR SAMPLES

Labrecque & Pellerin
MONTREAL

Agents—
W. H. Escott & Co., Winnipeg
MacGreegor Specialty Co., Toronto
J. Hunter White, St. John, N.B.

Quality at the Lower Price

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinary egg delivery is the cause of much delay and trouble, STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.

Made in one and two dozen sizes.

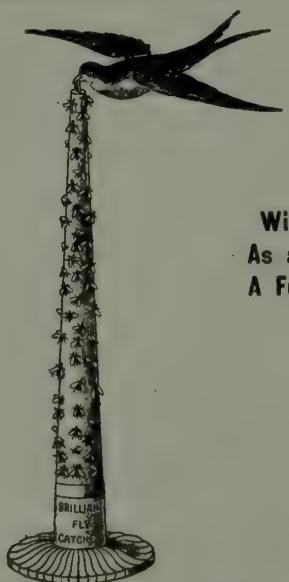
Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

You Can't Get Any Cheaper. You Can't Get Any Better.
So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?



The Most Reliable Glued Catcher On The Market.

Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - - Winnipeg

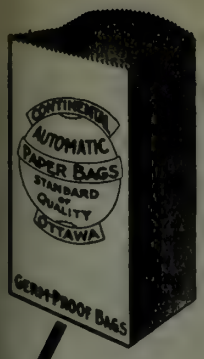
COOK'S FRIEND

"The Baking Powder With a Pedigree," made from pure grape cream of tartar and containing no alum or other deleterious ingredients, has been conforming to Pure Food Laws before their existence. It costs no more than unknown brands and is equal to imported powders at double the price. Sell **Cook's Friend** and reap the benefits of our advertising.

Purer than the Law Demands
Contains No Alum

W. D. McLAREN, Limited, Montreal

COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

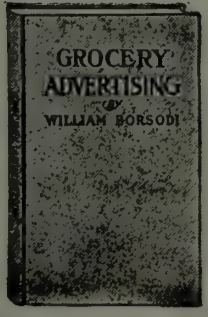
The Continental Bag & Paper Co., Limited

SOLE MANUFACTURERS

OTTAWA, CANADA

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID $2.00

TECHNICAL BOOK DEPARTMENT

MacLean Pub. Co., 143-149 University Ave., Toronto

E D S

Get a Big Slice of Business

You can do it just now by pushing the sales of Jams and Jellies when the ordinary fruit supply is scarce. The best selling goods are

E.D.S. BRAND

This is a trade mark of absolute purity—not a mere say-so, but a positive guarantee. We use only high-grade fruits, pure cane sugar and pack under the most sanitary conditions.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

CLASSIFIED ADVERTISING

AGENCY WANTED

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

BUSINESS CHANCES

FOR SALE—A THRIVING GROCERY BUSIness in the best town in Eastern Ontario—Smith's Falls. Apply Box 430, Canadian Grocer. (4)

FOR SALE—RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about $125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary brands and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about $25,000.00. Cash preferred, but would consider 50 to 60 per cent. cash with reasonable arrangement for balance; or would sell as retail concern, taking out surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 425, Canadian Grocer.

SITUATION VACANT

WANTED—FIRST-CLASS GROCER — MAN capable of buying for two fair-sized retail stores; to look after costing and pricing, and oversee underhelp. First-class opening for the right man. Apply, stating salary, experience and reference, to Box 429,, Canadian Grocer.

WANTED—A TRAVELLER TO REPRESent a leading Grocery House in one of the most promising territories in British Columbia, salary $150.00 with prospects of advancement. No one but a really first-class, up-to-date man need apply. Reply Box 428. Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c.. 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

MISCELLANEOUS

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

All Canadian wholesale Grocers sell

WILSON'S FLY PADS

And they will be advertised during the coming summer in almost every Canadian newspaper.

ARCHDALE WILSON
HAMILTON ONT.

MACARONI

Olives—Green and Black

Cheese—
Gorgonzola Roman
Parmesan Swiss

Tomatoes—Italian Peeled

Tomato Extract
Spanish Peppers
Green Peppers
Onions
Garlic
Haricots Vert
etc., etc., etc.

WRITE

H. E. VIPOND & CO.
MONTREAL
REPRESENTATION WANTED

ODOR STARCH

The New Starch **The Best Starch by Far**

Ask your customers if they would care to try a starch which is guaranteed to add a delicate violet perfume to all linen, etc.

When they say "yes"—they undoubtedly will—send us a trial order.

Odor Starch Offers You

splendid opportunities for powerful window displays.

A Large Explanatory Show Card

and a few dozen packages neatly arranged will certainly attract trade.

OTHER SPECIALTIES:—
EASY WASH
PERFUME GLOSS
PARISIAN PERFUME BLUE
ODOR GLOSS

WRITE

V. J. Caron & Co., Ltd.

15 St. Claude St., Montreal

TOBACCO DON'TS

Don't say "I haven't it" when a customer asks for tobacco, say "Ill get it."

Don't think you can't sell tobacco, because **you can.** You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - - Chewing

The Rock City Tobacco Co.

Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers.
Advertised in the leading magazines.
Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

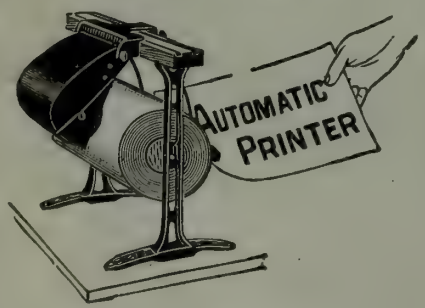
The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention this paper.

Here's a Bargain In Every Sense

This neat little machine, selling at a ridiculously low figure, will be the means of saving you a good sum annually.

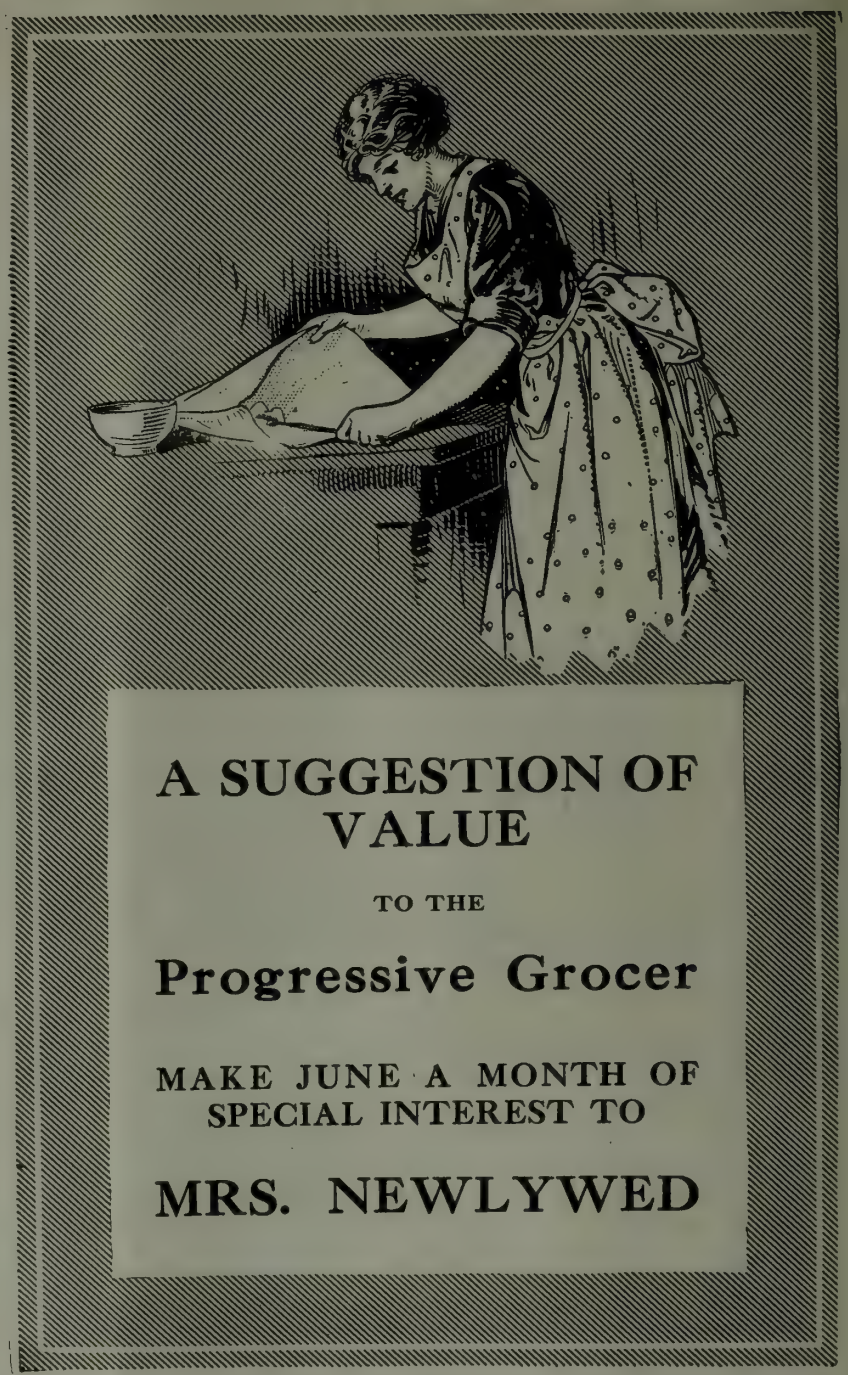
Reduces Advertising Bills.



because you send your messages about cheap sales, etc., to every home on your wrapping paper and bags.

SEND US A LINE.

Utilities Limited
Bank of Ottawa Bldg.
MONTREAL



A SUGGESTION OF VALUE

TO THE

Progressive Grocer

MAKE JUNE A MONTH OF SPECIAL INTEREST TO

MRS. NEWLYWED

The ERMALINE SYSTEM

of cooking with PAPER BAGS is the logical solution of the kitchen problem

Write for samples and our special JUNE SHOWCARDS

Edward Lloyd, Limited
MONTREAL

"ASK YOUR WHOLESALER"

PUT WONDER FLY KILLER TO THE TEST

Flies always accumulate rapidly around the grocery store and this very fact offers the grocer to prove the effectiveness of the modern fly exterminator — Wonder Fly Killer. Afterwards you can and will recommend it to all your customers.

If your jobber cannot supply you write direct.

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

Distributors:—ALBERTA, Nicholson & Bain; MANITOBA and SASK.: W. H. Escott, 137 Bannatyne Ave., E, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B McLaughlin, Truro, N.S.

BETTER BUY BEANS

Quaker Quality

Best Baked

Mathewson's Sons

MONTREAL

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company

(Technical Book Department)

148-149 University Ave., TORONTO

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is the BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

THE FLAVOR
SELLS L. & B.
BANNER BRAND JAMS AND JELLIES

The delicious flavor pleases the customer and brings the business. Not only can you recommend Banner Jams on the score of flavor, but for their purity as well. Pure fruit and sugar make Banner the purest of food products. You should carry Banner Brand Jams and Jellies. They merit the assistance of your selling powers.

LINDNER & BENNER, Toronto

Phone Park 2985 291 Arthur Street

WESTERN AGENTS:
Laing Bros., Wholesale Grocers, Winnipeg, Man.

Boost Summer Drinks Now. Make This a Bumper Season

You have everything in your favor for big trade. Hot weather assured and favorable prices from us to make things better.

WATERS FROM THE VICHY BASIN

Spring	"La Capitale,"	50	quarts,	$5.00
"	"Neptune,"	50	"	6.00
"	"St. Nicholas,"	50	"	7.00
"	"Sanitas," spkg.,	50	"	8.00
"	" "	100	pints,	9.00

LEMONADES

"LA SAVOUREUSE"

$5.00	cases of	50 pints,	Claret	Bottles
7.50	" "	50 quarts,	"	"
5.50	" "	50 pints,	Champagne	"
8.00	" "	50 quarts,	"	"
9.50	" "	120 splits,	"	"

"ST. NICHOLAS"

$5.50	cases of	50 pints,	Champagne	Bottles
7.50	" "	50 quarts	"	"
7.50	" "	100 splits	"	"
10.00	" "	100 pints	"	"

☛ On all orders received for 5 cases, assorted or not, we will allow 25c. per case.

Something Else for Summer Trade

Best Quality Lowest Prices

TRAYDERS
Imported Ginger Ale
Cork and Crown

DUFFY
Apple and Grape Juice
Apple Cider Champagne

MILLER
Lager **"High Life"** Lager

In barrels of 120 pints
In cases of 24 pints

LAPORTE, MARTIN ET CIE., LTEE.,
568 ST. PAUL STREET, MONTREAL
TELEPHONE MAIN 3766

INDEX TO ADVERTISERS

A

Allison Coupon Co. 21
Aylmer Condensed Milk Co. 4

B

Balfour-Smye & Co. 18
Benedict, F. L. 23
Rickle, J. W., & Greening 20
Borden Condensed Milk Co. 3
Bovril, Ltd. 59
Brown Mfg. Co. 23

C

Campbell Bros. & Wilson 63
Canadian Cocoanut Co. 24
Canada Sugar Refg. Co. 6
Carr & Co. 16
Caron, V. J. 69
Chivers & Sons 13
Church & Dwight 71
Clark, W. 7
Clawson & Co. 22
Coles Mfg. Co. 16
Common Sense Mfg. Co. 23
Connors Bros. 61
Computing Cheese Cutter Co. 37
Continental Bag & Paper Co. 57
Crescent Mfg. Co. 70

D

Davidson, Jas. 27
Dalley, F. F. Co. 14
Dela Rond Business Chance Broker 23
Distributors, Ltd. 22
Dominion Canners, Ltd. 5
Dominion Match Co. 20
Dominion Register 61
Dominion Salt Co. 25
Downey, W. P. 62
Dunn, W. H. 3

E

Eby-Blain, Limited 15 28
Eckardt, H. P. 53
Edwardsburg Starch 30
Eno, Ltd., J. C. 12
Epps, Jas. 62
Escott & Harmer 22
Estabrooks Co., Ltd., T. H. 25
Eureka Refrigerator Co. 14
Ewing & Sons, S. H. 27

F

Fels & Co. 62
Fearman, F. W., Co. 55
Felix, Eydoux 27
Furuya & Nishimura 20

G

Gaboury, L. Emile 23
Gillard, W. H., & Co. 60
Gillett, E. W., Co., Ltd. 9 10
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 18
Gray, John 4
Granger Freres 66
Green & Co. 60
Gunns, Ltd. 51

H

Hamilton Incubator Co. 29
Hamilton Cotton Co. 24
Hargreaves Bros. ..Outside front cover
Heinz, H. J. 63
Hillock, J. 4

I

Imperial Extract Co. 26
Irish Grocer 23
Island Lead Mills Co. 24
I. X. L. Spice Co. 24

K

Kessel Co., F. 23
Kilgour Bros. 24
Kingery Mfg. Co. 55
Kops Breweries 8

L

Labrecque & Pellerin 65
Lambe, W. G. A. 22
Laporte, Martin & Cie 72
Laurentia Milk 20
Lawrason, S. F., & Co. 74
Law, Young & Co. 26
Lemon Bros. 58
Lind Brokerage Co. 22
Lindner & Benner 72
Lovell's Bag & Pocket Machinery Co. 21
Lloyd, Ltd., Edward 70
Lytle Co., T. A. 65

M

MacLaren Imperial Cheese Co. 22
MacNab, T. A., & Co. 22
McCabe, J. J. 58
McLaren, W. D. 66
McDougall, D., & Co. 23
McLeod & Clarkson 23
McWilliam & Everist 58
Maconochie Bros. ..Inside front cover
Maisonneuve, Town of ..... Inside back cover
Magor, Son & Co. 30
Major, L. H., & J. Soubliere 23
Malcolm, Jno. & Son 65
Mathewson's Sons 71
Mathieu, J. L., Co. 64
Meadowsweet Cheese Co. 25
Meakins & Sons 6
Menard Motor Car Co. 28
Methven, James 18
Millman, W. H., & Son 22
Mooney Biscuit & Candy Co. 62
Morton & Sons, David 73
Mott, John P., & Co. 64

N

Nation, E. J. 62
Nelson, Dale & Co. 16
Nicholson & Bain 51

O

Ontario Peoples Salt & Soda Co.... 24

P

Packer, H. J. 14
Paine, J. B. 26
Patrick, W. G., & Co. 22
Peek, Frean Co. 11
Perrin, D. S. 2
Pickford & Black 58

R

Reindeer, Ltd. 64
Richards Pure Soap Co. 21
Robinson & Co., O. E. 23
Rock City Tobacco Co. 69
Rowat & Co. 59
Ruttan & Chipman 22
Ryan Bros. 57

S

St. Charles Condensing Co. 63
St. Lawrence Flour Mills 60
St. Lawrence Sugar Refining Co... 19
Salada Tea 29
Sanitary Can Co. 12
Sapho Mfg. Co. 19
Silver, H. R. 22
Smith, E. D. 67
So-clean Mfg. Co. 19
Spurgeon, H. G. 22
Starr Egg Carrier 66
Stevens, Hepner 55
Stewart, I. C. 23
Stimpson Comp. Scale Co. 6
Stuhr, C. F. 70
Symington, Thos. 19

T

Taylor & Pringle, Ltd. 25
Telfer Bros. .....Outside back cover
Tees & Persse 17
Thum Co., O. & W. 58
Tilton, J. A. 22
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 22
Toronto Salt Works 23
Tuckett, Geo. E., & Son Co..... 69

U

Utilities, Limited 70

V

Vipond, H. E. 68

W

Walker Bin & Store Fixture Co.... 18
Walker, Hugh & Son 59
Warren, G. C. 22
Watson & Truesdale 22
Wellington Mills 58
Western Salt Co. 65
Western Distributors, Ltd. 22
Wethey, J. H. 56
Western Brokerage Mfg. Dis..... 22
White & Co. 59
White Swan Spice & Cereals, Ltd.. 16
White, Cottell, Ltd. 8
Wiley, F. H. 22
Willis Mfg. Co. 24
Wilson, Archdale 68
Wilson, Jos. R. 71
Woods & Co., Walter 60
Woodruff & Edwards 64

WON NATIONAL FAME

It has been the policy of hundreds of housewives to use bar soap, for various good reasons; day by day hundreds more are seeing the advantage; and now it is the policy of the housewives of the entire nation to use N. P. Bar Soap.

It lasts longer—gives better satisfaction, and is more economical than any cake soap.

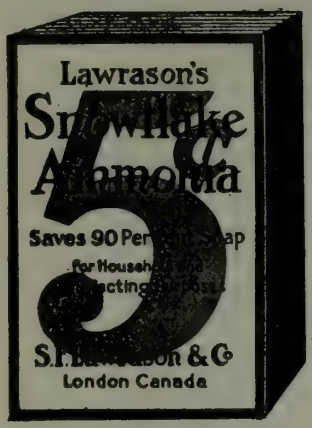
These features, and the fact that it pays you good profit are reasons why you could and should sell N. P. Bar Soap.

Send for prices, etc.

David Morton & Sons, Limited

Victor Soap Works **HAMILTON, ONT.**

Imitation Is The Sincerest Flattery



THE GIANT
5-CENT PACKAGE

The popularity of a package can often be judged by the number of imitators it has. Beware of these masquerading brands which are following in the wake of the leader of all 5c. Ammonia Powder.

LAWRASON'S SNOWFLAKE AMMONIA

It has been commended by all classes of people as the only pure and satisfaction-giving ammonia powder on the market. Our selling policy has been appreciated by the grocers from coast to coast. Again we reiterate the whole-souled popularity of Lawrason's Snowflake Ammonia.

Get the Genuine—Lawrason's

S. F. LAWRASON & CO., LONDON, ONT.

A Proposition That Is Worth While

One that will fill your spare time with congenial work—bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

"Make it in Maisonneuve"

Why the "food stuff" manufacturer should locate in

Maisonneuve

The manufacturer of "FOOD STUFFS," will do well to locate in Maisonneuve, because of :—

1. The accessibility of Maisonneuve, lying directly alongside of Montreal with its stores of supplies, etc.

2. The shipping facilities of Maisonneuve —the C.P.R., the C.N.R. and the G.T.R. with the Terminal Electric Railway linking them all together and furnishing sidings for practically all sites, besides which is the St. Lawrence River, with great docks for Ocean liners and up the Lake boats.

3. Maisonneuve gives the bona fide manufacturer important concessions and ten years exemption from taxes.

4. The splendid selection of sites, alongside the Terminal Ry., and elsewhere, well situated and low priced.

5. The obtaining of all the improvements, gas, electricity, water, sewers, etc.

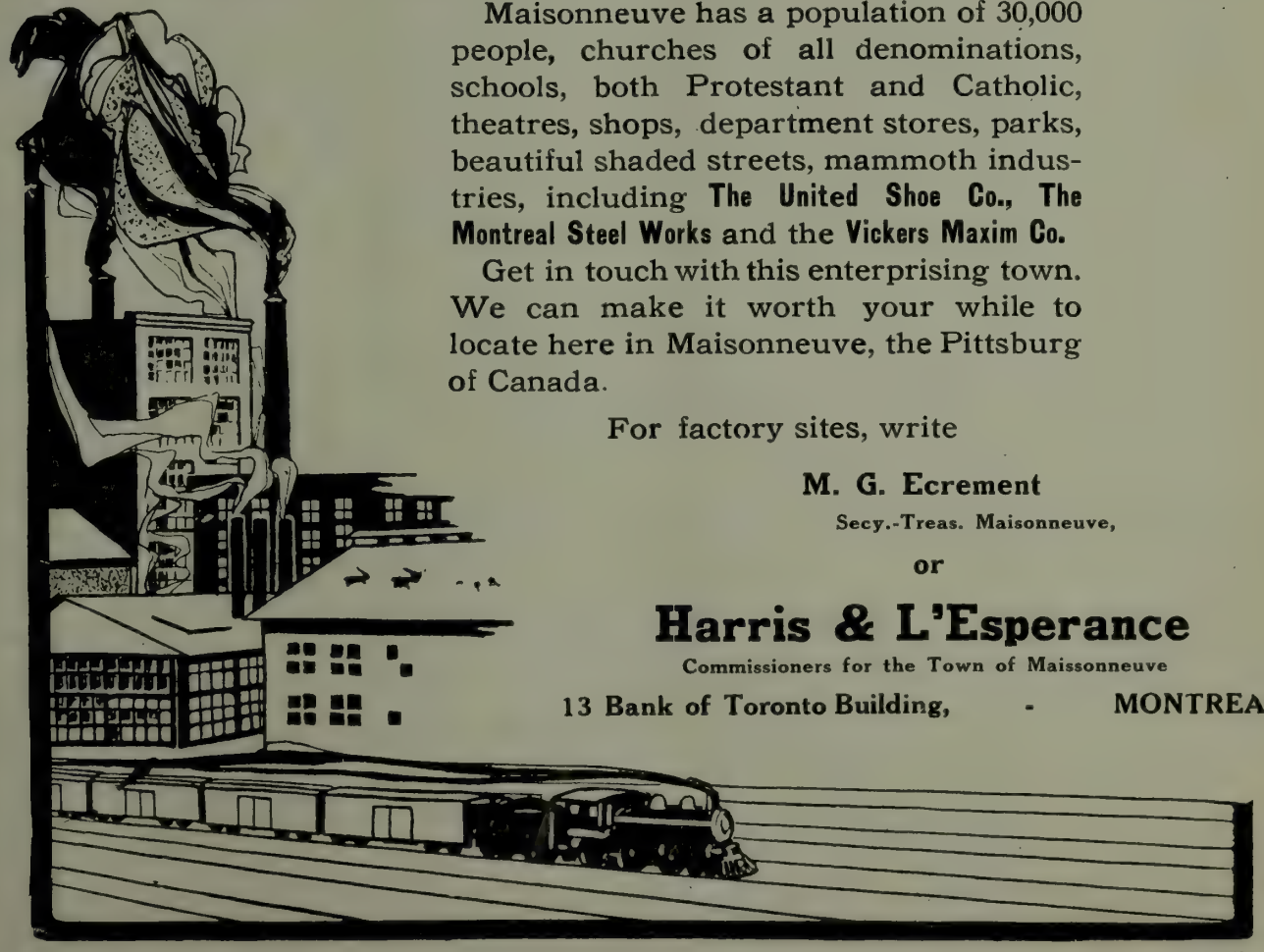
6. Low power rates, the result of competing electric companies.

7. The finest labor market in the Dominion of Canada, both male and female, skilled and unskilled.

8. Freedom of labor troubles, practically all workmen own their own homes.

9. 600,000 consumers right alongside of Maisonneuve.

10 Because in Maisonneuve he will possess many advantages over the manufacturer elsewhere, from every standpoint.



Maisonneuve has a population of 30,000 people, churches of all denominations, schools, both Protestant and Catholic, theatres, shops, department stores, parks, beautiful shaded streets, mammoth industries, including **The United Shoe Co., The Montreal Steel Works** and the **Vickers Maxim Co.**

Get in touch with this enterprising town. We can make it worth your while to locate here in Maisonneuve, the Pittsburg of Canada.

For factory sites, write

M. G. Ecrement
Secy.-Treas. Maisonneuve,

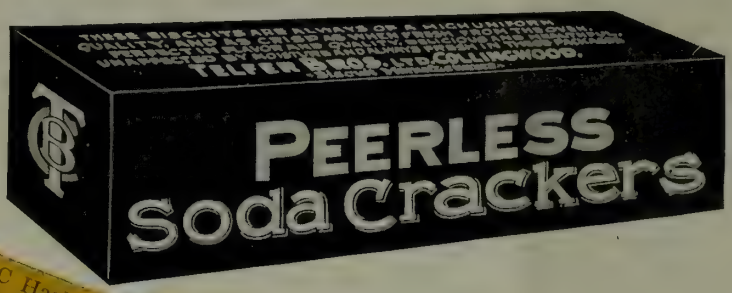
or

Harris & L'Esperance

Commissioners for the Town of Maissonneuve

13 Bank of Toronto Building, - MONTREAL

M 181



L C Harkn?ss (DH)
34 Royal Bank Bldg

TELFER'S

PEERLESS SODA CRACKERS CREAM SODAS

always reach the dealer fresh, crisp and creamy—good packing keeps them in this condition until sold. Extensive advertising together with their merits of quality makes quick sales and creates patronage.

TELFER BROS., LIMITED

COLLINGWOOD - - ONTARIO

BRANCHES

TORONTO WINNIPEG HAMILTON FORT WILLIAM

THIS IS THE 1,278th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

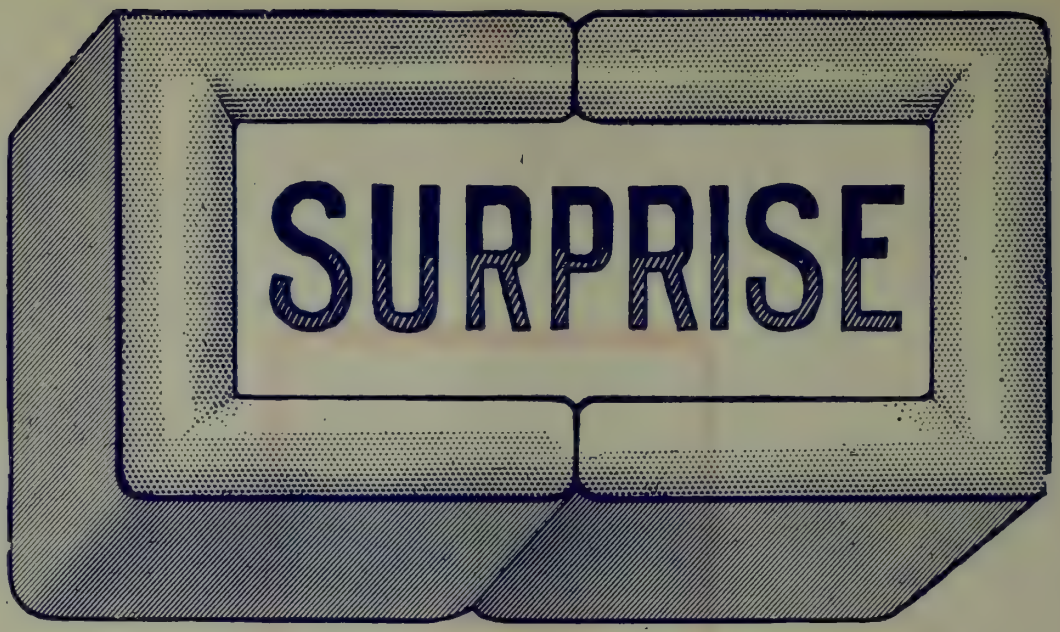
Vol. XXVI PUBLICATION OFFICE: TORONTO, JUNE 7, 1912 No. 23

PRESERVES

THE Small-fruit Season is near at hand and your Customers will soon be putting up their Preserves. Give them the best sugar. It will save possible loss and trouble to the housewife. It will save you chances of complaints.

St. Lawrence Granulated

is refined from Cane Raws and is the best sugar on the market.



THIS SOAP

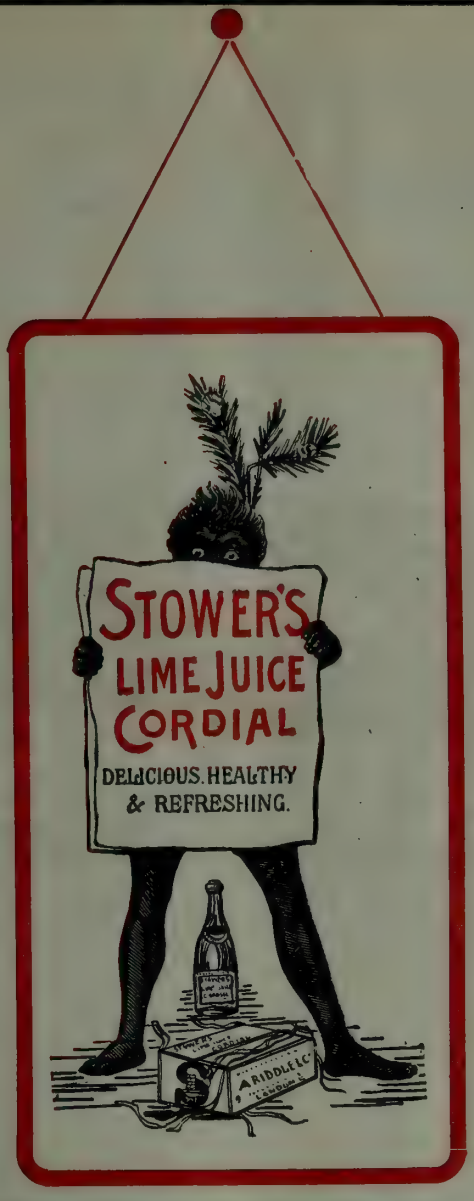
has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging---and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N.B.

Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

Order Now



As Supplied to His Majesty King George

As Supplied the British House of Commons

"STOWER'S"

Few persons would purchase plain Lime Juice if they once tried a bottle of **"STOWER'S"** LIME JUICE CORDIAL all ready for use, blended just right to suit the taste, and so convenient

"STOWER'S" LIME JUICE CORDIAL is delicious—keeps the blood and digestive organs in an excellent state.

"STOWER'S" CONCENTRATED LIME JUICE is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed.

No Musty Flavor

NO MUSTY FLAVOR

BEST DEALERS SELL THIS

ARTHUR P. TIPPET & CO. - Montreal and Toronto - SOLE AGENTS

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREA

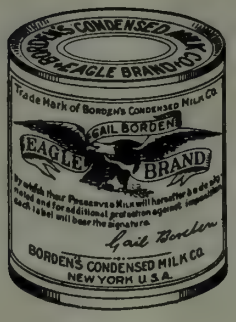
SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

Loss Saved is Profit Gained

Hot weather will rob you of immense profit if you are not prepared to give your goods the protection they should have.

THE ARCTIC REFRIGERATOR

is the only real method of proper refrigeration. It gives a maximum amount of cold air for a minimum amount of ice, as well as being a perfect refrigerator it is a handsome piece of store fixture, material and workmanship being of the very best.

SEND FOR 1912 CATALOGUE

JOHN HILLOCK & CO., LTD.
Toronto, Ontario

Representatives in the West—Donnelly, Watson & Brown, Calgary, Alberta.

Pyramid Fly Catcher

(REGISTERED)

Sells on Its Merits

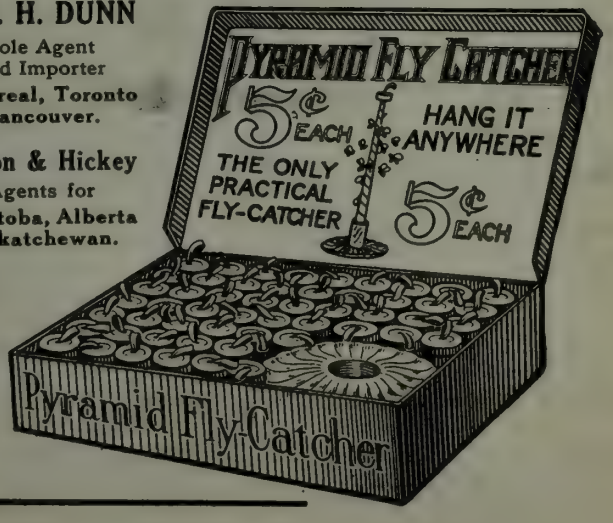
It is known the world over as the most effective and quick-selling catcher ever produced.

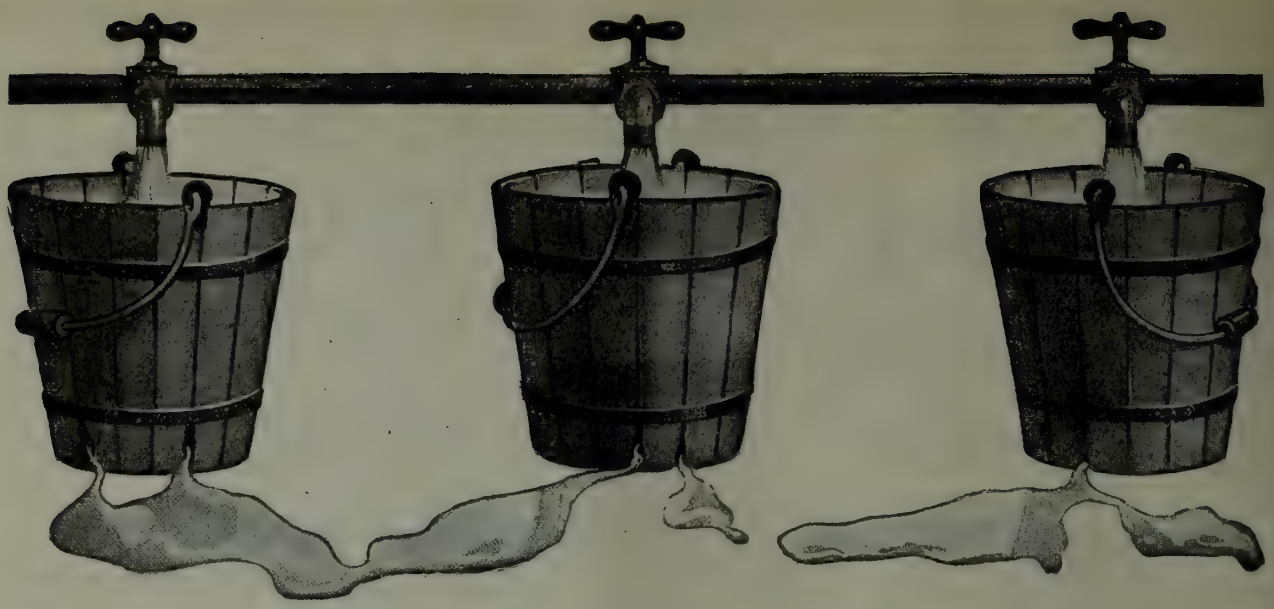
Each case contains forty cartons of fifty Pyramids each.

ORDER BY THE NAME "PYRAMID."

WM. H. DUNN
Sole Agent
and Importer
Montreal, Toronto
Vancouver.

Mason & Hickey
Agents for
Manitoba, Alberta
Saskatchewan.





Leaky Buckets Are Never Filled

Leaks in business are caused by carelessness, thoughtlessness, laziness, inaccuracy and temptation.

A National Cash Register stops these leaks and enables the merchant to get all his profits.

It forces the proprietor and employe to be accurate and careful.

It makes accurate, unchangeable records of every transaction occurring between buyer and seller.

It enables the honest, ambitious clerk to prove his worth.

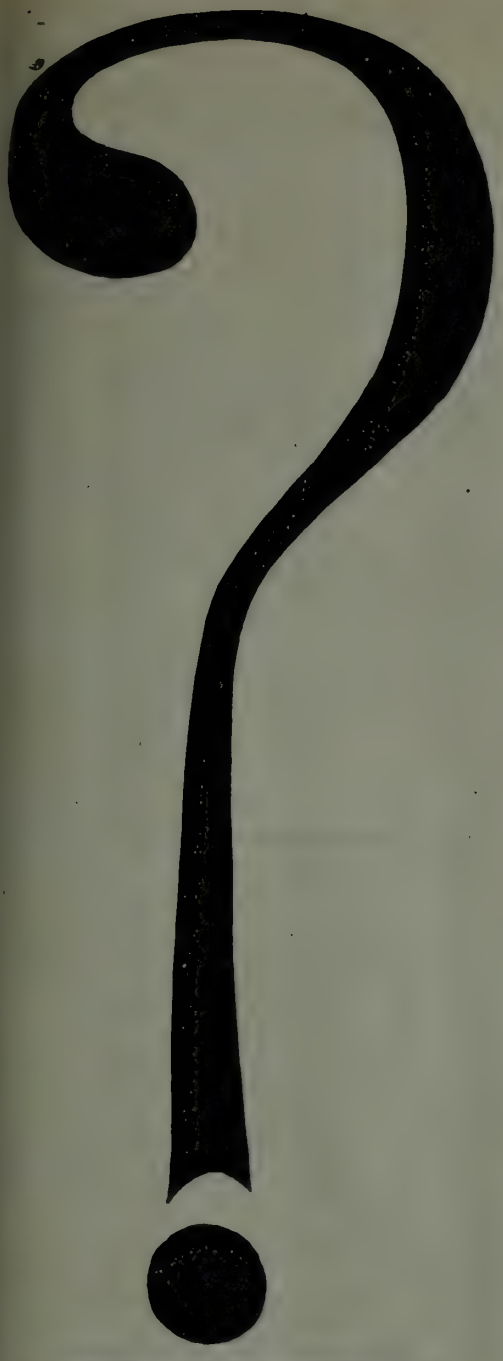
It fixes responsibility for all concerned---it's a guardian of morals, of money and of good names.

The National Cash Register Company

Headquarters for Canada: 285 Yonge Street, Toronto

J. C LAIRD, Mgr. in Canada

Factory: TORONTO



THE FOOD QUESTION

does not worry the wise and economical buyer of the family---the housewife. She has long solved the problem by supplying the needs of the family with that popular, economical, wholesome, nutritious and delicious food,

"SIMCOE" BRAND BEANS

These beans are prepared under a special hygienic process and are put up plain, and with chili or tomato sauces.

Feature the 3's Family size ---a **larger** tin at a **smaller** price.

DOMINION CANNERS LIMITED

HAMILTON, CANADA

The Most Profitable Stock

for the average grocer is the stock the public asks for. By our large advertising campaign we are telling millions of people in Canada why they should ask for Chase & Sanborn's High Grade Coffees.

CHASE & SANBORN

COFFEES

MONTREAL

Sardines

Are a Healthy Food

By Special royal permission.

MEDICAL science tells us that the sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food. With

KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win and hold your best trade. The careful preservation in the cooked state in pure olive oil precludes contamination.

Sell the best—"King Oscar." There's satisfaction to customers and good profit to you in the sale.

CANADIAN AGENTS:

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, - Ontario

THE WILLIS DISPLAY STAND

will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.

GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

CLARK'S

Baked Pork and Beans

The Greatest Picnic Meal on the Market.

Keep your stock of CLARK'S PORK AND BEANS well in hand.

The daily increasing demand for CLARK'S PORK AND BEANS is due to their inimitable flavor and all round quality.

THEY ARE THE PEOPLES' PORK AND BEANS, and as a business man it's to your interests to cater to the public taste.

CLARK'S PORK AND BEANS

Plain Sauce	Tomato Sauce	Chili Sauce
Pink Label	Blue Label	Red and Gold Label
6 sizes	6 sizes	3 sizes

W. CLARK, MONTREAL

Manufacturer of High Grade Food Delicacies

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

WON NATIONAL FAME

It has been the policy of hundreds of housewives to use bar soap, for various good reasons; day by day hundreds more are seeing the advantage; and now it is the policy of the housewives of the entire nation to use N. P. Bar Soap.

It lasts longer—gives better satisfaction, and is more economical than any cake soap.

These features, and the fact that it pays you good profit are reasons why you could and should sell N. P. Bar Soap.

Send for prices, etc.

David Morton & Sons, Limited

Victor Soap Works HAMILTON, ONT.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

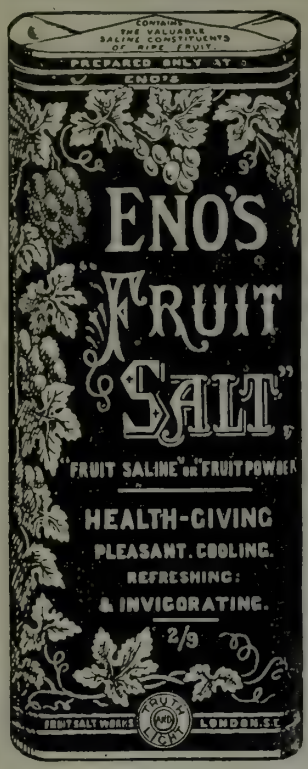
PEEK, FREAN'S SHORTCAKE BISCUITS

So great is the demand for this new introduction that during the first 3 months the quantity sold amounted to over 83 million Biscuits.

See that "P.F." is on every Biscuit.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND



There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

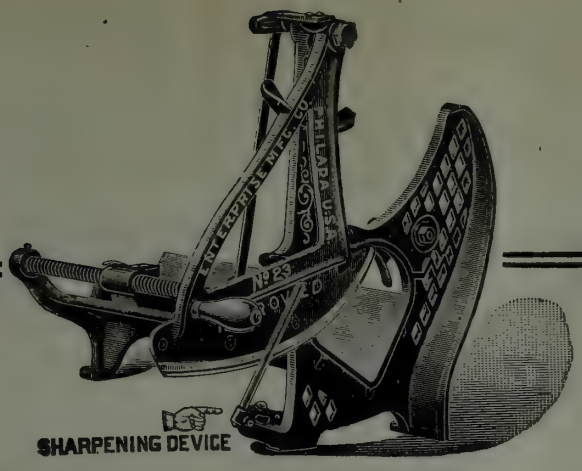
SANITARY CANS

"The Can of Quality"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



A Good Beef Shaver is an Easy Money Maker

Enterprise Beef Shavers are made on the principle that gives you years of satisfactory service. Every part is made of good material and with the fine accuracy of machining that means absolute precision in operation.

ENTERPRISE
Beef Shavers

are made in two styles. No. 23—the Enterprise Smoked Beef Shaver, with Self-Sharpening device—does the work without waste. The knife is suspended pendulum-like and each stroke cuts a slice cleanly and quickly. Regulated automatically to cut from tissue thickness up to an eighth of an inch.

Enterprise Rotary Smoked Beef Shaver with Self-Sharpening Device achieves the very highest point in the manufacture of this type of machine. The feed is easily regulated and cannot shift while in use. Slices are absolutely uniform always, the machine being capable of cutting from tissue thickness to a quarter of an inch. The sliced beef falls into a drawer which holds about two pounds.

Either of these machines in your store will give you satisfaction for years and will rapidly earn its cost. As all parts are interchangeable, you can make it as good as new ten years from now.

Like all Enterprise articles—Cherry Stoners, Raisin Seeders, Meat and Food Choppers, Sad Irons—they are made on honor to last.

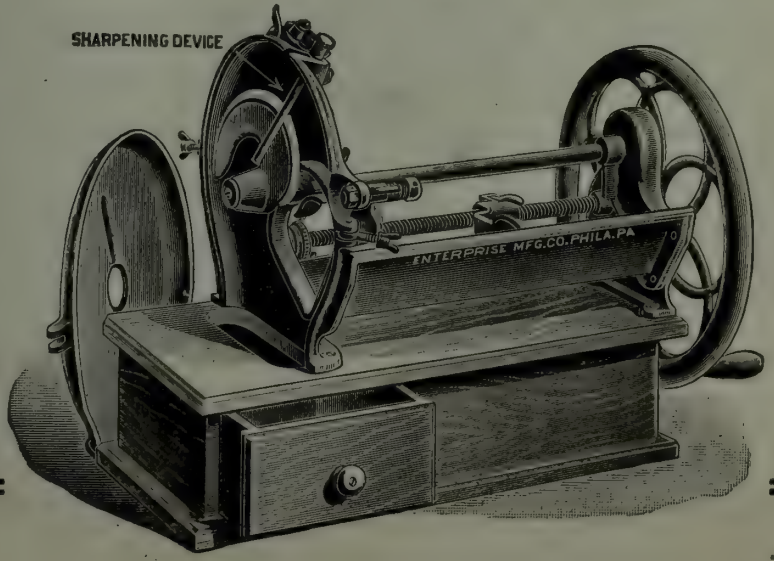
Just write to-day for our complete catalogue

The Enterprise Manufacturing Co. of Pa.

Patented Hardware Specialties

PHILADELPHIA, PA.

21 Murray Street, New York
530 Golden Gate Ave., San Francisco, Cal.
176 North Dearborn St., Chicago



J. F. EBY,
President

HUGH BLAIN,
Vice-President

EBY-BLAIN, LIMITED

A Grocers Tea and Coffee business should be his ***most valuable*** asset and he should study it in every possible way, by making himself acquainted with what is offering and not resting content with what other people choose to give him to sell. The Tea and Coffee Trade also is the legitimate business of the Grocer, and he can both get it and retain it by selling to his customers reliable and standard blends.

Is ***your*** Tea Department your most valuable asset? ***Is it bringing you the return*** that it shoud do? ***Are you content*** being just one of many instead of ***the man?***

Do you mean to continue allowing the butcher on your right and the confectionery or fruit dealer on your left to grasp your Tea Trade—to sell exactly the same as you are selling—to scoop one half of ***your*** legitimate business.

Stand up for what should be yours by right. ***Cut out a way*** and a sure and certain one for yourself.

Push your Bulk Tea Trade, but be perfectly certain that you ***get the right goods.***

Make a good display in your window, quoting price and giving an accurate description of your goods.

(We will gladly supply you with these Price Cards free with your order.) For instance ***your customers will see*** in your window a Tea with a nice appearance marked "Genuine English Breakfast Tea." Thick, rich, and delicious 40c. per lb. They will buy it, they will try it and they will be back for more.

Selling Standard Blends means $3.00 per chest extra profit. Are you going to have this extra $3.00? After due consideration we think you will!

Order any quantity you like. No need to over stock. Fresh Teas and Coffees are the lines to get business and we will ship all orders promptly.

STANDARD BLENDS

Thirty Years of experience is expended in producing these Fine Blends and the descriptions given are perfectly accurate. The quality always uniform.

STANDARD TEAS

			Cost Grocer	Sell
2 STAR	Black or Mixed	(Fine liquor—good regular leaf. A wholesome and most pleasing tea.)	19c.	25c.
2 STAR	Green	"	19c.	25c.
3 STAR	Black or Mixed	(Fine flavor, good color, Excellent second cup. Nice even leaf.)	22c.	30c.
3 STAR	Green	(Golden color—pure, flavory and piquant liquor—handsome style.)	22c.	30c.
4	Genuine Eng. Breakfast	(A thick, rich and delicious tea. A perfect blend—handsome leaf.)	27c.	40c.
5 STAR	Black or Mixed	(Choice growths of Indian and Ceylon. A more pleasing tea at or near the price impossible to produce.)	27c.	40c.
5 STAR	Green	(An absolutely perfect blend of choice Ceylon and Japan Teas.)	27c.	40c.
TOGO	Japan	(A champion Tea for your 30c. Canister.)	21c.	30c.

STANDARD COFFEES

	Cost Grocer	Sell
A—Crushed Java and Mocha, with chicory. Good strong liquor	19c.	25c.
B—A very choice Blend of finest Coffees, with chicory	22c.	30c.
C—Coronation Blend. Finest Javas, Mochas, Costa Rica and Jamaica	28c.	40c.
D—No finer Blend in existence. Javas, finest Mocha's, Costa Ricas	35c.	50c.

EBY-BLAIN, LIMITED

Tea and Coffee Blenders to the Trade - - TORONTO

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

BISCUITS
from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE
Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:
Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a **COLES** mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

2 — 2

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1.** It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.
LIMITED
Hamilton, Canada Buffalo, U.S.A.

2 — 2

Eureka Canada's Sanitary Refrigerator

THE GREATEST
Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

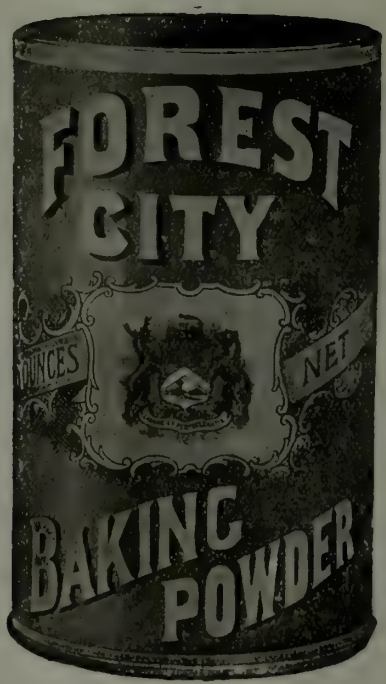
Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Sells on Its Merits



25 Years the Standard

Forest City Baking Powder satisfies your customers because of its reliability. Satisfies you because it holds trade and sells with profit.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

PRESERVING SEASON

The Canadian Strawberries will be on the market in a few days. Give your customers the best sugar to put the fruit up with.

St. Lawrence Granulated

IS THE BEST SUGAR MADE

STOVE POLISH

SELLS MORE OR LESS THE WHOLE YEAR ROUND

JAMES DOME BLACK LEAD

IS WITHOUT DOUBT THE BEST STOVE POLISH YOU CAN BUY

Sells Well · · · Cleans Well · · · Pays Well

W. G. A. LAMBE & CO. - Canadian Agents

You Can't Put the Clock Back

no matter how you try. The hands move on. Just as surely do the sales of Anti-Dust advance, and you should remember that it is now high

"Anti-Dust" Time

Anti-Dust has made a wonderful leap into popularity. Try it on your own floors and you'll realize why.

Our Agents for Ontario:

MacLaren Imperial Cheese Co.
Limited

The Sapho Mfg. Co., Montreal
LIMITED

Every Housewife Will Buy It!

The labor of housework is strenuous, and every housewife looks for a means of lessening labor. She will be interested when you tell her of the economy, dust-banishing, disinfecting and labor saving qualities of

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

Physicians from all parts of Canada, have testified to its good health promotion when used in the home; housewives who have used Soclean universally declare its greatness as a labor saving sweeping compound, and hundreds of grocers are making themselves successful through its sale. Why not you?

Put up in pails to retail at 25c., 50c. and $1.00

Write for prices and advertising literature.

SOCLEAN LIMITED, Toronto, Ont.

The Originators of the Dustless Sweeping Compound of Canada.

NEW CROP JAPAN TEAS

FURUYA & NISHIMURA

Montreal, New York, Chicago, Shidzuoka.

Trade Mark of Quality

The Perfection of Purity and Quality

or in other words

SWEETHEART BRAND GOODS

Your customers demand goods of high merit. The problem is solved by handling our line.

A FEW OF OUR STANDARDS

6-12-16 oz. Baking Powder. 4 oz. D.S.F. Mustard. 4-8 oz. IXL Mustard.
Finest Blend Coffee. Pure Fruit Flavoring. Delicious Jelly.

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

Laurentia Milk Tastes Like Cream

The little membrane which, in ordinary milk, envelopes the globules of cream, are broken by the mechanical process of homogenization, the flavor of the cream is absorbed by the entire liquid and one has the sensation of drinking thin cream.

The delicious creamy flavor, of Laurentia Milk, its edible qualities and its immunity from germs, renders it the best food for all.

The dealer can easily create a large demand by stocking and displaying this "boon to mankind."

LAURENTIA MILK CO., Limited

371 Queen Street West TORONTO

BIG SALES ⟷ BIG PROFIT

DOMINION MATCH CO., LIMITED

DESERONTO, ONTARIO

Or The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt, Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

Cheap Tea Is Only Used
Because People Think It Is Cheap

Show them that they are mistaken and they will buy better tea.

2 lbs. of ordinary 25c tea will go but little, if any, further than 1 lb. of 50c Red Rose Tea. A pound of 40c Red Rose Tea will go further than a pound of any 30c tea—enough further to make it worth the difference in price.

Figure it out—1 lb. 40c Red Rose Tea will make over 200 cups. It takes a pound of very good 30c tea to make over 150 cups—

Wouldn't your customers buy better tea if they knew these facts?

Perhaps it would be worth your while to show them this ad.

Head Office, St. John, N.B.
Western Branches } Winnipeg, 156 Lombard St. / Calgary, 322-326 Ninth Ave. W.

T. H. Estabrooks Co., Limited
7 Front St. E. - - TORONTO, ONT.

The talk of satisfied customers is bound to make business grow if you specify

CANE'S
WASHBOARDS

They stand in a class by themselves for neat construction, quality and durability. Why is this? Because we take pride in manufacturing from the finest grade material which gives your customers the best value for their money and assures perfect satisfaction.

We manufacture washboards in thirteen different styles and grades to suit every demand. *Write for catalog on "CANE'S WASHDAY WOODENWARE"*

The Wm. Cane & Sons Co. Ltd., Newmarket, Ont.

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1895

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

When writing advertisers kindly mention having seen the advertisement in this paper.

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

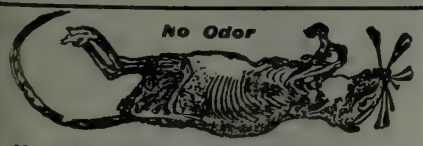
BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Mfg. Co.
Creston, Iowa, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

LEITCH ANCHOR BRAND OAK LAKE

your fortune

Your business, for a long time to come, looks good to us.

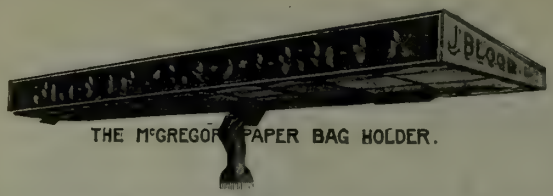
There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

Good Luck follows close in its wake. Lighten your cares and make your fortune.

Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.



THE McGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Verdict:

MacLean's White Moss

The Best by Far.

Canadian Cocoanut Company, Montreal

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

ONTARIO PEOPLES **SALT**

THE SALT FOR EVERY PURPOSE

SEND FOR PRICES

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO

WILSON'S FLY PADS

Do not spoil on the retailers hands.

Samples twelve years old have been thoroughly tested and found good as new.

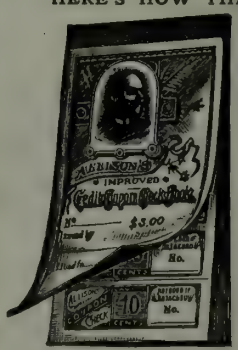
Make the Credit Customer Your BEST Customer

Hold him down—and yet keep him PLEASED. You can do it with

ALLISON COUPON BOOKS

They make credit business practically same as cash.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For Sale Everywhere by Jobbers.

Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The

Condensed Ad.

page

will interest you

When writing advertisers, kindly mention this paper.

A Feminine Characteristic

To pick and choose. An inherited trait, peculiarly feminine. Nevertheless, it is good policy and sound business to play up to it, while woman holds the purse.

Give her the choice of articles worth her attention and your time and trouble. There will be no wash-day dissatisfaction on her part or yours if "OCEAN" is the Laundry Blue you sell her.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.
Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO.

Cold Springs Lemonade

The leading and most profitable thirst quencher

GET PRICES

S. H. Ewing & Sons

MONTREAL

COFFEE
"perfectly simple to make
Simply perfect when made"

NEW TRADE

To get new customers and to hold the trade of the old ones—you need fresh pleasing goods. A new shipment of

KIT COFFEE

has just arrived

Order now and you will receive a special supply of samples and advertising.

KIT COFFEE CO. GOVAN, GLASGOW.

ALEX. TYTLER, Temple Building, London, Ont.
J. A. CROOKS, Bedford, Halifax, N.S.
KIRKLAND & ROSE, 312 Water St., Vancouver, B.C.
G. C. WARREN, Regina, Sask.

FREDERICK E. ROBSON & CO. TORONTO.

Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co., Limited

TORONTO

Just the Season for Brand's A-1 Sauce

because it makes the plainest and otherwise ordinary meal into a pleasurable delight. It helps the summer appetite to relish a little cold meat.

BRAND'S "A-1" SAUCE

is made from an old English recipe that defies any maker to produce just that snappy, piquant flavor.

Every ingredient in the composure of Brand's A-1 Sauce is highest quality always. Get a new stock for the summer trade.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL.
MoLEOD & CLARKSON, VANCOUVER.

Scotch Marmalade

Made from Seville oranges
and pure refined sugar
by

JOHN GRAY & CO.,
LIMITED
GLASGOW

Contains neither Glucose
nor preservatives.

Prices and Samples from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

Read This-Then Order

There is nothing like improvement. It shows progressiveness and a desire to please

Ko-Ko-But Is Now Better Than Ever

Means absolutely economy. 1 lb. Ko-Ko-But is equal to 1½ lb. Lard, Butter or any cooking product. Get a stock! Refund money to any dissatisfied customers. We'll refund you. (We simply mention this to show you the genuineness of our policy, We're convinced there can be no dissatisfaction.)

New Tins—More Attractive Than Ever

We have a FREE ADVERTISING proposition to offer you. WRITE US.

Dominion Cocoanut Butters Limited

Montreal

Mr. Grocer—Make a window display of **"Melagama"** and watch your sales increase. We have numerous calls for samples which is a sure fact that the public know a good tea and will have it at any cost.

"MELAGAMA" TEA

We Guarantee it's Quality—Flavor —Aroma and Freshness.

It will mean a drawing card to your business.

Have our representative call and see you or phone your order to

MINTO BROS., 45 Front St. E., TORONTO

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturer, Jobber and Retailer.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

IS SHE A CUSTOMER OF YOURS?

"THE BRIDE"

Be kind to her—help her choose and select wisely—Suggest SYMINGTON'S SOUPS—they will please "HIM" and give "HER" more time for the other household duties.

She will be back for more and send her friends for

SYMINGTON'S SOUPS

(We will send samples free to "Brides" with your compliments)

OPPENHEIMER BROS., 25 Pender Street Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnepeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto.

IN STOCK---NEW PACK

LOBSTERS ---1-2s flat

OUR CELEBRATED **"ANCHOR" brand---**

The Quality is Very Fine.

ORDER NOW—
for prompt shipment

WE HAVE SOME EXCEPTIONAL VALUES IN

--- OLIVES---

QUEENS—MANZANILLA—STUFFED

Bottles
All Sizes
Bulk—
Kegs—1, 3 and 5s

OUR QUOTATIONS WILL BRING YOUR ORDERS

THE BEST VALUES AND THE BIGGEST MONEY MAKERS ON THE MARKET

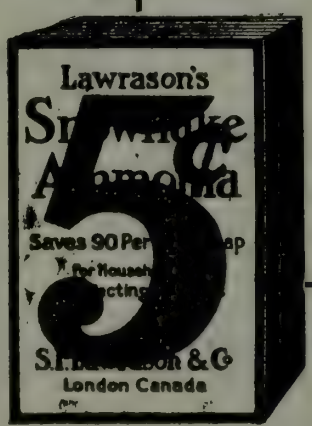
EBY-BLAIN, LIMITED

Wholesale Grocers
TORONTO

When a competitor is nothing but an imitator he should be a "Jap" and steal name plate and all.

Those who imitate and never originate are simply back numbers. They are never up with the procession.

LAWRASON'S SNOWFLAKE AMMONIA



has been commended by the people as the only pure and satisfaction giving ammonia. It has won the appreciation of grocers all over Canada as the best-selling stock and from every part of the country repeats are coming.

We have originated and still hold pride of place in the ammonia market.

Get the genuine—Lawrason's Snowflake Ammonia—the giant 5c. Package.

S. F. LAWRASON & CO.

LONDON - - - - ONTARIO

A Sure Sign

of public confidence is an ever increasing demand. This has been the experience of "SALADA" Tea for twenty years. It represents the confidence of the public in "SALADA" Tea, in its consistent high standard, its superior quality, its cleanliness and purity. You cannot do better than push the tea the Public wants. If you are not handling "SALADA," write us now.

"SALADA" TEA CO.

TORONTO :: :: MONTREAL

MAGIC BAKING POWDER MAGIC BAKING POWDER

Grocers: Magic Baking Powder has a National reputation for quality, and the Grocer that handles Magic Baking Powder shares in this reputation. The handling of goods of recognized quality draws customers to your store and builds up a lively trade of your entire line for merchandise. Magic Baking Powder is the only baking powder made in Canada that has all the ingredients printed on the label. Look at the labels and see for yourself.

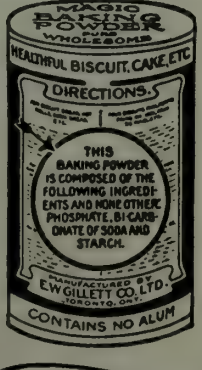
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

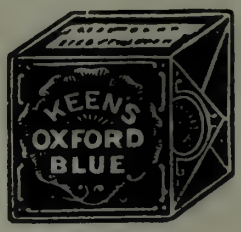
TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC BAKING POWDER
PURE WHOLESOME
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER. PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD. TORONTO, ONT.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue

SEE TO YOUR STOCKS

For sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada

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THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Sugar Prices to Make 20 p.c. Margin

Tables Showing Drift of Prices and How Many Pounds Should Be Sold for Dollar to Insure Fair Profit—Coming of Preserving Season Means Large Sales and Advantage Should be Taken of This.

It was briefly announced in last week's issue that sugar had declined 10 cents per hundred. This brings sugar down to $5.25 on a Montreal basis which is 40 cents per cwt. below the figure prevailing at the beginning of January.

In June a year ago the wholesale price of refined sugar on the Montreal market was $4.60 or 65 cents lower than the opening of the month this year. That $4.60 proved to be the lowest price of sugar within a year. In July of 1911, the price began to soar rapidly, so much so, that at the end of that month it had reached $5.15. In August and September further aerial movements were recorded until the record price of $5.85—the highest in 22 years—had been reached. The price was maintained until December 6 when a decline of 10 cents occurred. Again on the sixteenth a similar decline took place bringing sugar to $5.65 at the end of the year.

The Changes This Year.

From that time the following table shows the changes up to June 1, 1912:—

Jan. 1	$5.65
Jan. 4	5.55
Jan. 11	5.45
Jan. 26	5.35
Feb. 8	5.45
Feb. 10	5.55
Mar. 27	5.45
Apr. 2	5.35
May 29	5.25

It will be noticed that in January alone declines to the extent of 30 cents were made, but in February a portion of this was regained. Since that time reductions of 30 cents took place leaving sugar to-day at the still comparatively high price of $5.25 per cwt.

Future is Uncertain.

As to what the future will bring forth can only be conjectured. Total stocks and afloats of Europe and American raws showed at the end of last week a visible supply of 2,737,424 tons as against 2,986,202 last year or a decrease of 248,778 tons. Cuba is in a disquieted position owing to the insurrection started by the negro population to obtain politicial and office recognition. All of this would tend to show a strengthening feeling. In fact raws advanced last week and so did refined in many parts of the United States. Canadian refined, of course, does not always follow the United States market as a large percentage of our raw sugar is imported from the British West Indies, where the estimate of the January crops is somewhat larger than a year ago.

Season of Large Sales.

Another point to be considered is the near approach of the preserving season with its accompanying strong demand in spite of price. In 1911 the price went up in July, as pointed out above, while in 1910 the highest price of the year ($5.15) was reached in May and lasted until September. Taking all the known facts together, and assuming that demand during the preserving season will be large as usual, there does not appear to be any outstanding indications of a great decline. The sugar market is, however, almost as uncertain as a horse race and until the horizon clears no definite opinions can be formed.

The Profit on Sugar.

Every dealer knows that sugar is one of his best sellers. But the majority bemoan the fact that profits are small. As to the cause of this, the blame must be laid to the retailers themselves. How frequently does one hear of and read about dealers selling 17 and 18 lbs. for a dollar when the invoice cost is practically that much! Taking cost of doing business into consideration, the net profit disappears altogether.

For instance if a hundred pounds of sugar costs $5.25 and sugar is sold at 18 pounds for the dollar, the net profit would be nil. The entire hundredweight would only bring $5.55 making a gross margin of 30 cents or 5.4 per cent. If 17 pounds were given, $5.88 would be realized which would only allow 10.7 per cent. as gross margin. Sixteen pounds would produce 16 per cent., while 15 pounds would bring in $6.66 or gross profit of 21.17 per cent.

Where Margin is Fair.

It is only now that we have got down to a basis where sugar can be sold at a fair profit. When it costs $5.25 (the present Montreal price) dealers cannot well afford to sell anything more than 15 or at the most 15½ lbs. for a dollar.

If the invoice cost is $5.35, as it is in Toronto, 15 lbs. for a dollar would realize $6.66—a gross margin of $1.31 or 19.6 per cent. At 14½ for a dollar the margin would be 22.3 per cent., which together with shrinkage, loss in weighing, etc., should be quite safe.

It is quite evident that when sugar costs $5.25 it should not be sold for 16 or more pounds for the dollar. Sixteen allows only 16 per cent. margin, just barely enough to cover cost of doing business in the average store.

A Table of Profits.

The following table may be of interest to many in figuring sugar profits as it shows at what price sugar may be sold to produce 20 per cent. gross margin on sales:—

Cost.	Margin.	S.P. Cwt.	Lbs. per Dollar.
$4.60	20%	$5.75	17½
4.70	20%	5.87	17
4.80	20%	6.00	16 2-3
4.90	20%	6.12	16 1-3
5.00	20%	6.25	16
5.10	20%	6.37	15 2-3
5.20	20%	6.50	15 1-3
5.30	20%	6.62	15
5.40	20%	6.75	14 4-5
5.50	20%	6.87	14½
5.60	20%	7.00	14

Maintaining Selling Price.

The fractions in the above table are not exactly correct in all cases but are close enough for safety. If these prices were maintained by every dealer in every town, sugar with its facilities for rapid turnover would be one of the most, if not the most profitable lines in the store. Twenty per cent. on sales allows a net profit on turnover of 5 per cent., when cost of doing business is 15 per cent., and this is a fair return on the investment.

Why certain dealers persist in giving away sugar is beyond understanding. Why not, instead, give away some slow-selling article? The merchant who cuts prices is usually patronized only while they remain cut. And at the present time when expenses have reached such high proportions one cannot afford to sell any article that does not bear its fair share of those expenses.

Now that the preserving season is about here, the price of sugar ought to be set where a net profit is assured. If every dealer maintains his price nobody will suffer.

CATALOGUES AND BOOKLETS.

Knowledge is Power, is the title of a little booklet issued by Bovril, Limited, with Canadian offices at 27 St. Peter St., Montreal. It deals with the food value of Bovril as a muscle and energy builder and refers to the investigations of Prof. H. Thompson, M.D., Sc. D., of Trinity College, Dublin, Ireland in the his analysis of Bovril. Information is also given in connection with the estates of this firm in Argentine Republic and Australia, and altogether the booklet is one that will aid in the development of the selling power of any grocer who handles this line.

See About Summer Drink Supplies Early

Considerable Trade Can Be Done Now—Do Not Fall Short of Supplies at Critical Time—There is a Sure Demand, but Make it Bigger—Use Your Own Salesmanship — Every Customer Should be Sold at Least Twice a Week.

By O. S. Johnston.

"Yes, we have a demand throughout the hot weather for summer drinks, but we do not count on that demand; we endeavor to build up business on our own account, and we are particularly successful." So spoke an average grocer quite recently when asked about the extent of his mineral water trade, and his remarks about demand are particularly interesting.

He would be a strange dealer who would not expect a certain call for refreshing beverages, and who, therefore, would not carry the line, but just now we do not wish to deal with the man who is simply an order taker; we want to talk about and to those men who are order getters, business builders, creators or whatever you wish to call them.

Go After Trade Hard.

There is practically no element of risk with bottled goods during the hot weather, as the wide-awake dealer can build up the trade in such lines to any extent he desires, provided he goes the right way about it. For instance, the majority of people keep in the open air during the hot evenings, many of them visiting the soda fountain and similar places of refreshment. Why not secure this trade, Mr. Grocer? Why not have a heart-to-heart talk with the customer, explain that it is cheaper for her to keep a regular supply of mineral waters, lime juice, etc., on ice in her home, on which she and the family can call at will, than go down to different stores here and there and pay five cents or a dime for a drink which in 99 cases out of a hundred is not half as long and therefore dearer, or as cooling as can be had from her own ice chest supply. Such a line of talk as this will in most cases secure an order for, say half a dozen bottles of minerals and a large size lime juice every week. Supposing you get thirty, or even twenty such orders, aren't you going to put a few easily earned dollars to the good?

Interior Display.

The window, while still a potent factor, is perhaps in this case not as strong a trade builder as an interior display. The showcard featuring two individuals, the fresh and the worn out, can be brought into play directly over a stand in the centre of the floor containing a wide range of thirst quenchers.

What kind of a stand is best, is a question often turned over in one's mind. Perhaps there is none so convenient as the small stair-case variety. On the bottom of, say six rungs, can be arranged syphons, and on the top the different lime juice sizes. The other four can be divided between lemonade powders and the smaller bottled goods. Apart from size arrangement, care should be taken that the different colors are well blended, as the neater the show the better the results.

Let Every Customer Know.

Those customers who do not visit the store regularly, and who cannot very well be sold over the 'phone, should be looked after just as keenly as others. A newspaper advertisement or a general circular announcing any particular feature of your service in this department would work to advantage.

A novel idea would be to buy up a stock of pictorial postcards, some odds and ends which wholesalers are willing to dispense with for a song, and have them addressed to a selected list. The post card, on being delivered by postman, will be scrutinized in the ordinary way, i.e., the picture will be glanced at and then the correspondence portion will be turned to eagerly in order that the source may be known. Undoubtedly your message about soft drinks will not be forgotten.

Camp and Picnic Trade Important.

During the hot weather there is a continual exodus from town to country for longer and shorter periods, and right here the wide-awake dealer has a good chance for securing extra and most profitable trade. By running a small advertisement in the local papers throughout summer announcing that you make a specialty of picnic hampers and camp supplies, you will do much toward securing a good share of the business, and in all probability the largest share if you can pack a hamper better than your competitor. What splendid chances the dealer has for unloading lemonade powders, etc., through this channel!

As a final word, we would add that every bottle of lime juice the druggist sells is profit taken away from the grocer. Reduce his sales and increase your own this coming season.

How Often Should the Stock Turn Over?

An Important Problem Discussed by Montreal Dealer—Distance From Source of Supply Enters Into Situation — Table Showing Different Profits on Same Investment Turned Over During Different Periods of Time.

"The question of how many times a dealer should turn over his stock," says F. C. Lariviere, a Montreal merchant, "cannot be governed by any rule. A store situated near sources of supply can do a much larger business with a small stock than one situated far from jobbing centres. This will be readily understood, as delays in transportation are more frequent on a long distance than a short one. I will give you a table which shows the profits realized in turning over the stock.

"Let us suppose an investment in stock of $100, and the margin of net profit equalling a percentage of 20 per cent. on cost, after having provided for the cost of doing business. If turned over five times during ten years, that $100 would produce $148.83 of net profit; if ten times during ten years, $510.16; if twenty times during ten years, $3,733.60, and if turned over forty times during ten years—or every three months—$146,870.74.

"You at once see the productive difference of each different operation. Consequently, it should be the aim of every merchant to try to keep a stock as low as possible, so as to increase the percentage of his turnover. You must also remember that it is far easier to increase a percentage of turnover in a small business than in a large business. The more the business grows, the larger the stock you must have, and this often includes a large number of lines which are slow sellers.

"I know of a firm, very close to source of supply, who with a stock of $3,500, made a turnover of $40,000, or very nearly eleven and a half times the stock on hand. Three years after they had a stock of $19,300, and made a turnover of $110,000, or 5.69 times. Seven years later the stock had increased to $67,000, and the turnover to $270,000, or a little over four times. Since then, it is a hard proposition to keep the stock and turnover between three and a half and four times, although the volume has long passed the $500,000 mark. In consequence I believe a firm doing a large business who can turn over four times the amount of stock carried is doing fairly well. It should be the aim of smaller businesses to turn over their stock from five to seven times to have more profitable returns on investments."

Grocer's Salary and Expenses Considered

Advice on Guarding Against Growing Liabilities—To Owe Is Worse Than Being Owed—Both Should Be Kept Within Limits —Another Financial Statement Criticised.

* By Henry Johnson, Jr.

Here again I am delayed in handling a grocer's letter:

————, Ont., Mar. 18, 1912.
Henry Johnson, Jr.
c|o Canadian Grocer.

Dear Sir,—Your criticism of my statement in last week's Grocer has been studied by me and I do not see that you have answered just the questions asked; but you were rather taken up with my expense account and that is the one thing that I think I have paid particular attention to. Interest and depreciation have always been charged up and the reason my fixture account still stands at $1,450 is because I feel that from the additions I have made it is a conservative figure. I have spent about $400 in fixtures and improvements in the three years, rather than the $50 you estimate.

Expenses in my case mean every 5c piece that it costs to run your business from interest and rent down to postage stamps and the broom you sweep the floor with. My expenses are kept separately, month by month, and the last item every month is Extras—$1.00 for good measure.

Everything is figured on the selling price and every dollar that comes over the counter is supposed to carry 20 per cent. profit, and about the only lines that I can think of that refuse to do their proper share are the butter and eggs. We get it on our sugar, 13 lbs. for $1 is what we are selling now. We never have sold 6 for a quarter soaps, and we avoid everything that won't pay a margin of 20 per cent. on the selling price, and last year according to my figures we made 19.22 per cent., and I thought we were doing rather well.

You evidently think that personally I am a little reckless in my expenditure, but I assure you you are wrong. My limit for last year and for this year, too, was $900, and this amount suffices me, although I carry some insurance that has to be paid out of that sum. The reason that my personal account was so high last year was that a sum of about $350 had to be taken for private reasons, having nothing to do with my personal account or way of living, but as it had to be accounted for somewhere I charged it to my personal account.

As to the savings account, I made up my mind from the first that I would get something out of the game besides a mere living, so I took out a $5,000 endowment and the business has to pay the premiums. Your plan is probably better but this one appealed to me.

What I particularly wanted from you was rather information regarding the figures I gave you for stock, fixtures, etc., compared with capital, bills, pay, and bank.

Are my bills payable too large? They are all current due and not due at that time. I might say that the bank is my only creditor. Was my capital large enough to swing a business of this size comfortably? Do I owe the bank too much? (They have never said so.)

My letter must be too long now, and I have said nothing about the delivery end of it, but we have that to contend with also and perhaps if necessary can go into that later, in the meantime I trust I have made my position a little clearer to you.

Yours, as you style me,
J————

* * *

More Information to go By.

In his previous letter, Mr. J——— failed to include much information which he has now given. I said so; and proceeded to do the best I could with what he had given. He asked two questions: "Is credit trade valuable?" and "Is this a normal condition, or is there something wrong?" I thought there were several things not quite normal and reviewed them so far as I could in the space at my command. Only the most striking things could be covered. I concluded that Mr. J——— was a bit "easy" in his personal expenditures. You see, I did not know of that special private matter, for he had not told me about that. In cases where the man himself is given to being a trifle lax, that is the primary, fundamental trouble. If it can be corrected, other troubles will be wiped out almost automatically; hence my reason for going after that so hard.

Same with the fixture account. What I was not told I had to guess at. Now he says that interest is figured, but, although he says that every 5c piece is included, he gives no details of expenses. So we are justified in questioning whether the "extras," in the sum of $1 may not be too little to cover what is not definitely given. A man may have a hobby on the expense account — and it is an excellent hobby to ride; but still he may be wrong about some things. The reason for reviewing accounts is not to find fault, nor yet to pat the accountant on the back; it is to confirm correct conclusions and correct errors.

Should be Above the Twenty.

The gross margin of 19.22 per cent. is certainly good; but it should be worked up to 21 per cent. as soon as possible—say 3-4 per cent. per year. Again, this statement seems to be confirmed by the figures, thus 6.62 per cent. net margin on $27,000 is practically $1,800. Mr. J—— said in former letter that his expense account includes everything but his personal account. Now he says he draws about $900 a year to which an unexpected item added $350. This makes a total of $1,250, and about tallies with the net profit he adds to his capital, $561—$1,250 and $561 making $1,811.

I am glad to know about the endowment policy. That was a wise move. As the business pays the premium, that is a measure of Business Insurance and good as far as it goes. A man has gone far when he knows his own weaknesses. If he cannot save money in the ordinary way, a good idea is to create an artificial debt, like an endowment policy, and save through paying that debt. This is the way I started to save; for years ago I learned that, while I could plan and work money, the money meant little to me after it was made. Then I acquired the habit of laying aside definite sums—the true method of saving for everybody. What J——— must now do is contrive to get ahead more than he is doing. That, I take it, is really what he wants to know about and the point on which he wants suggestions.

The Giving of Credit.

So let us take up his bills payable, his accounts receivable and what he owes the bank.

At the end of his first ten months of busines he had book accounts outstanding of $1,076.70 and liabilities of $1,700. At the end of 1911 he had book accounts of $2,453.03 and liabilities of $3,630.18. This shows too small a gain. In the first instance what was owing him equalled 63 1-3 per cent. of what he owed. In the second statement what was owing him equalled 66 2-3 per cent. of what he owed. I say the giving of credit it good, but there must be good judgment in its extension or it is not good. This point may indicate some want of sound judgment in extending credit, or it may not—this is for J——— to look into carefully.

(Continued on page 36)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

The CANADIAN GROCER

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TORONTO, JUNE 7, 1912

SUMMER LEMON SITUATION

A limited quantity of new Verdelli lemons are now on the way to Canadian markets from the Mediterranean, and will arrive about the middle of the month. They are the summer lemons, and although rather thick-skinned, are sound and good shippers.

A feature regarding these lemons is that prices are very high; in fact, considerably above the earlier crop stock now on the market.

Of the lemons now being sold, there appears to be a fair quantity held at majority of centres. The situation is decidedly different to that ruling a year ago, when prices were at a record figure, in some cases nearly double the price now being asked. This was caused by extremely warm weather early in the summer, which reduced stocks to a low level, and first shipment of Verdelli lemons were badly needed.

Prices on Verdelli stock would indicate quite a high lemon market for summer. Much, however, depends on what the weather man hands out, as was shown last year, when under scorching weather, prices soared to record heights.

While Western Canada draws her stock mostly from California, values depend to some extent on the Verdelli situation, but perhaps even more on the weather.

AN INDEFINITE BY-LAW.

Four retail grocers were fined $20 each in St. John, N. B., recently on a charge of forestalling in the country market. At present there is a law prohibiting a dealer to purchase from a seller on the farmers' market any goods which have not been exposed for sale for at least three hours.

This is apparently an unfair and unjust by-law. How is anyone to know how long a farmer or gardener has been on the market! Does the dealer have to stop to ask him when he arrived? Would the farmer be in a position to reply truthfully if he were unfortunate enough not to possess a timepiece?

There is evidently some room for improvement here. In most towns and cities where there are restrictions on dealers as to market purchases, they are on a time of day basis. For instance, the municipal by-law prohibits a dealer buying from farmers on the market until after 10 or 11 o'clock, as the case may be. There is a definiteness in this which does not allow of unintentional law-breaking.

But in the case of the St. John by-law one might easily commit a breach of it unknowingly and have to suffer the penalty of a fine.

ON COST OR SALES, WHICH?

It is the claim of Chas. E. Stone, secretary-treasurer of Michie & Co., Toronto, that a large number of retailers are lead astray in their methods of figuring profits by the persuasions of some salesman calling on them.

For instance, a salesman will say to a dealer: "You will make 20 per cent. on this article. It costs you one dollar and you can sell it for $1.20." The dealer takes his word for it, and probably never discovers his error. As a matter of fact, it may cost him 15 or 20 per cent. to do business, thus reducing a supposedly good profit to practically nothing.

The only safe plan in calculating profits in advance is to figure them on sales, as well as cost of doing business.

Mr. Stone makes the latter point clear, when he points out that it costs him nothing to buy goods. He could do his buying over the telephone from his private house, for that matter; but it is when the goods are once in the store that they begin to advance in cost and the investment never ends until they are in the homes of consumers. It is, therefore, folly to figure expenses on invoice cost.

When it is intimated by certain salesmen that profits are based on invoice cost, dealers should protest. Many are now doing so, and it is helping in the struggle to secure fairer net profits to the man who has all the troubles of retailing and collecting on his shoulders.

A PROFITABLE SIDE LINE.

Many dealers throughout the country are making good profit out of a side line that can be handled with little trouble at this time of year. The line is hothouse plants for setting out in gardens.

In Toronto, for instance, a dozen boxes of certain plants can be purchased from green houses for 75 cents. Each contains a dozen plants and sells for 10 and 15 cents, those placing the price at the latter figure giving two for a quarter. Selling at 10 cents, the gross margin on a dozen is 45 cents or 37½ per cent. profit. At 12½ cents each, the margin would amount to 75 cents, or 50 per cent. on the turnover. The profits are therefore substantial.

Plants can be placed on an outside shelf without fear of injury from dust and besides setting off the store front are always to be seen. Dealers who have been pushing this side line find it turns into money rapidly, now that everyone with a garden in the back yard is engaged in brightening it up and growing a few vegetables for the table.

PREPARE FOR THE HOT WEATHER.

Summer is once again in our midst with its accompanying hopes and cares. It brings with it difficulties for the merchant, which should be taken in hand in advance. Chief among these are the handling of fruit, butter, eggs and other perishable goods.

Every effort should be made to keep the store in a sanitary condition. Unless this is attended to, there are bound to be losses which pull down turnover and profit. An investment in a refrigerator now will do a great deal to prevent these losses. At the end of the day any perishable goods held over can be stored in a cool, even temperature until morning.

Cellars should be kept dry, clean, wholesome and well lighted and ventilated. Goods stored in a damp, dirty, dark cellar are apt to become musty and unsalable. The back yard may need attention too. Any refuse or garbage lying about forms an excellent breeding spot for flies, and as these hatch in ten days, the fly pest is likely to cause trouble in the store. The windows should be kept free from dirt and dust and the sidewalk in front cleaned and sprinkled regularly. This produces a cool air, which is always inviting in hot weather.

Ventilation is also important. One sometimes wonders how men and women can work all day in a low, dark, hot store without fresh air. A dark, poorly ventilated room is slow death, and it would be much better for anyone to purchase a ten-acre country lot and market garden in the open air, rather than work under such unhealthy conditions.

With the experiences of the hot summer of 1911 to act as guide, ways and means should be devised by every merchant to overcome the inconveniences and difficulties usually attendant on sultry atmospheric conditions.

WEAK ROLLED OATS MARKET.

A decline of 15 cents per cwt. is announced this week in rolled oats. Our last week's market report indicated an easier feeling due to weak condition of the oat market, and to the fact that sales of rolled oats with warmer weather begin to drop off somewhat. This developed into the decline referred to above.

Early in April rolled oats reached $2.65 per 90-pound sack on a Toronto basis in small lots, which proved to be the highest price during the past year. The present figure on the same basis is $2.50, whereas a year ago the price was $2.25.

DOG FIGHT LOSES SALE.

What would you do if a customer's dog started a fight in your store with your own dog? What would be your attitude to the customer and her attendant?

One of The Grocer's representatives tells of a semi-humorous experience which has also a serious side, bearing on the questions. While he was in a grocery store in Western Canada recently a woman called to purchase a broom. The brooms were being shown in a rack at the front, and while they were being inspected, a small dog accompanying the customer, became the centre of attraction by jumping on the merchant's own dog. The latter soon saw fit to make a retreat into the store, but was still being hounded by the aggressor in the fight.

This was more than the good merchant could bear. With the aid of the broom he was attempting to sell, and some highly complimentary language to the invader, the latter was finally ejected from the store.

But by this time his temper had reached abnormal heights, resulting in some rather injudicious remarks on the folly and lack of common sense of anyone who would bring with him such a vicious bodyguard.

The natural effect of such a lecture was the immediate departure of the woman and her dog, but minus the broom. She wasn't going to have anyone kick her dog aroun'.

Did the merchant adopt the wisest course?

EDITORIAL NOTES.

The oftener the stock is turned over, the greater the profit on capital invested.

* * *

If a dealer keeps a dog loose about the store, he should see that his temper is tied up.

* * *

Sugar should pay its way like any other article in the store. There should be no free passes.

* * *

It is seldom good business to cast suspicion on a customer who makes a claim for lost or poor goods.

* * *

The lemon becomes an important fruit with the advent of hot weather. Gentle reminders will help sell it.

* * *

A woman's thoughts can always be turned by a new recipe. See the one in the fruit department for serving pineapple.

* * *

Macaroni is steadily growing in popularity, and efforts to push it by grocers meet with ready responses from customers.

* * *

"Old cheese stronger; butter softer," remarked one wholesaler this week. What else could be expected at this time of the year.

* * *

Paper cooking bags should be brought to the attention of the June bride. Advertising, personal talks and display are the methods.

* * *

The Canadian strawberry season is some two weeks behind a year ago. The bashfulness of summer weather must be held accountable for this.

* * *

The science master of a collegiate institute has questioned our method of basing profit on sales. Cost would undoubtedly be the correct method if it could be accurately determined in advance—but it cannot.

* * *

There are plenty of stores filled to the ceiling with good goods, and selling scarcely enough to pay expenses. If a dealer runs his store on the plan of waiting till goods are asked for, he will be a long time reaching success.

* * *

The Associated Boards of Trade of Western Canada meet this year in Moose Jaw, Sask., on June 13, 14 and 15. This comprises a convention of some of the biggest business men of the west, as it is one of the most important gatherings of the year beyond the Great Lakes.

Lesson 17--Complete Course in Cardwriting

Demonstrating the Old Outline Roman as Used Previous to the Introduction of the Square End Brush and Still Used to Some Extent Where a Filled-in Letter is Preferable.

(By J. C. Edwards. Copyright Canada, 1911.)

Before the square end brush was introduced into cardwriting the brush outline letter was almost exclusively used in all the different styles from the heavy block to the dainty, fine, line script.

To-day it is seldom used, only for very fine work, where speed is no object.

Suggestions for show card illumination, executed with a small brush and made effective by the use of colors.

The Various Treatments.

The outline letter is treated in various ways, according to the effect desired. One style is outlining and filling in with the solid color, as is shown in the plate in black.

The colored letter with the black outline gives a desirable effect when used as a heading such as shown in the card, "An Easter Novelty." Another style is the bare outlined letter such as the P, R, S, T, U, V, W and X. This style, when shaded, as the word "style," in the small card, gives a pleasing touch to a showcard.

Care to be Taken.

In executing this letter, care must be exercised in always making a uniform stroke and never over-running, thus cutting off the spur, as has been done in some of the letters to demonstrate. Letters such as B, D, K and P show this, making it necessary then to cut the vertical lines short before the spur is reached, or as is shown in letter A, end or begin the stroke with the spur curve. Practice, of course, will teach you the best way to work up these details.

A Uniform Letter Face.

Another thing necessary when the letter is to show the outline, is to always leave a uniform space between the lines, i.e., the face of the letter. To do this it may be wise to outline the letter in pencil first before the brush or square pen is applied. It may also be advisable to use the T square to make sure the strokes are perfect. However, this is not necessary, if the letter is filled in solid the same as the outline.

The Pen or Brush to Use

In making a letter about 1½ inches high, a soennecken pen should be used that would give a stroke about 1-16 of an inch, or if a brush be used, which is preferable in most cases, a No. 3 or 4 red sable square end brush drawn down to a nice, small, square point, is the best. Some writers, however, use a red sable pointed brush, but it is difficult to bring a stroke to a square end when it is necessary. The brush used in the accompanying plate, as well as in the cards, was the former, and may be procured at any shop where the regulation size (No. 7) is kept. (Ask for No. 3 or 4 red sable in albata with square end).

To Fill in With Color.

As is shown in the plate, a very good effect is obtained by filling in the face of the letter on the wide strokes with color. This may be done in two different ways. One way is, first, to do the whole letter in the color, then make the outline in whatever color is desired, of course, being careful that the outline does not mix with the filler causing an endless amount of trouble. The outline should always be darker than the centre. The other way is to make the outline first, then run in the color afterwards. If letterine be used to make the outline, it is almost sure to dissolve into the color, so we advise using black Indian ink (waterproof) for the outline—on sale at all stationery stores.

Brush Stroke Decoration.

Practice with the brush the free hand scrolls and curves shown, and it will enable you to do some rather effective stunts in decorating a card. Practice will do anything. Always take a good sweep when practising, and don't be afraid to move quickly, for in speed your success lies when it comes to making scrolls. Get some old cardboard and practice till you become efficient.

Novelty Decorations.

The simple novelty decoration shown in the four small cards illustrated were done with the No. 4 brush used in lettering the plate and cards.

These scrolls and curves are easily made, and when applied in some dainty shade (not black) to a card gives a very pleasing change. Say, for instance, you take the ribbon design and make an outline of purple and fill it in with mauve, which is obtained by adding white to the purple. The letters should be outlined after, if they are to be left with the mauve centre, but if a white centre is desired, which we think would improve it, they should be outlined before the

(Continued on page 41)

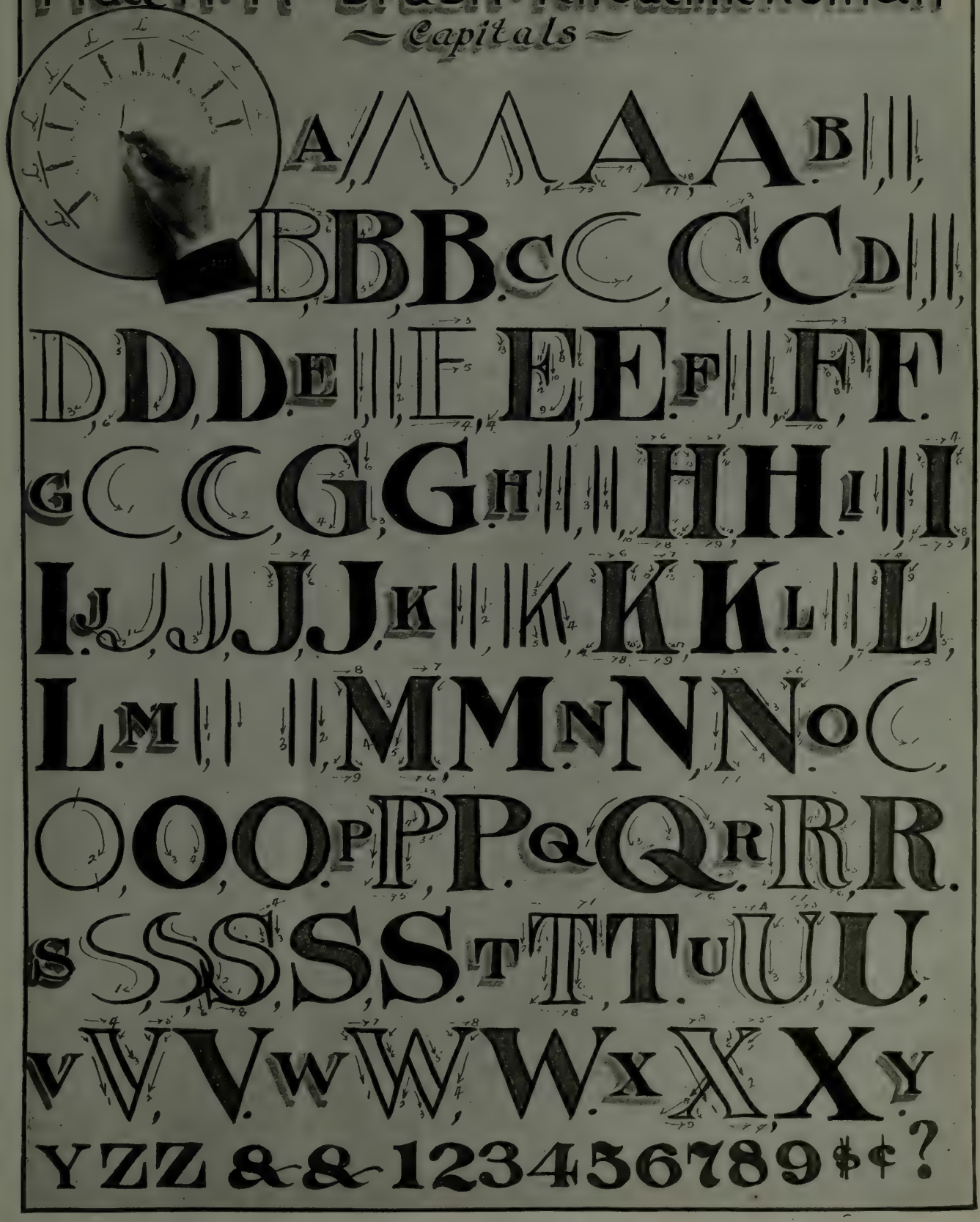


Plate No. 17 ~ Brush or Pen Outline Roman
~ Capitals ~
A A A A A B
B B B c C C C D
D D D E E E F F F
G C C G G H H H I I
I J J J J K K K L L
L M M M N N N O C
O O O P P P Q Q R R R
S S S S S T T T U U U
V V V w W W X X X Y
Y Z Z & & 1 2 3 4 5 6 7 8 9 $ ¢ ?

This plate illustrates the brush or pen outline Roman letter used especially for fancy headlines.

Ontario Grocers' Assistance Solicited

Executive of Newly Formed Provincial Organization Sending Out Letter to the Trade—Want the Platform Criticised—Desire to See Local Associations Formed—Services Being Tendered.

The Ontario Retail Grocers' Association are pushing forward their organization plans as rapidly as possible. Letters are coming into the secretary from retail grocers in various parts of the province declaring their interest in the new association and offering their services in the work. The new organization expects in the near future to have 500 or 600 paid up members. Toronto alone has 200, and with members of the London, Hamilton and Brantford local associations, as well as individual grocers in other centres added on, the membership will be quite imposing.

Circular Being Sent Out.

In a recent issue The Grocer published the platform of the association as laid down by the executive at Brantford, Ont. This platform has been printed in circular form and, together with the following letter, is being mailed to every grocer and general merchant in Ontario:

Dear Sir,—

As you are no doubt aware, the organization of the Ontario Retail Grocers' Association took place on Good Friday last, and at a subsequent meeting of the executive held two weeks ago, a platform was outlined as a basis of work for immediate atention.

Enclos d, you will find the different planks in the "Platform," which the association intend to primarily deal with. Every one is of vital interest to the retail grocer, and it is the object of the newly organized association, to assist in every way anything that will be for the promotion of the trade in general.

Your hearty co-operation is earnestly solicited.

Kindly study clause by clause and if you are interested in any, or think there are other important matters which this association should deal with, kindly make them known, when the matter will be taken up by the executive, if the matter so warrants.

Want Representative Body.

We are anxious to have representatives from every city, town, and village throughout the province and the secretary will be glad to receive the name or names of any grocers desiring to affiliate with the association. The fee is only $1 per year, and every grocer should help those who are striving to help them. If some grocer in your town would take the initiative and form a local association, the Ontario body would render him every possible assistance towards that end. The association will be pleased to hear from any grocer with regard to the enclosed circular re what we stand for.

Kindly forward us a list of all retail grocers in your town or locality.

Hoping to hear from you at an early date and trusting to have the pleasure of adding your name to our roll of membership, and assuring you of the best services which the association can render.

ONTARIO RETAIL GROCERS' ASSOCIATION, Incorp.

D. W. CLARK, President. W. C. MILLER, Secretary.

Want to Show Progress.

Secretary Miller expects to hear from many of the dealers with reference to local difficulties not mentioned in the policy of the executive. Work will be done on every plank by special committees during the year and reports of progress made public from time to time.

GROCER'S SALARY AND EXPENSES CONSIDERED.

(Concluded from page 31)

Debts and Possessions.

But here is something much more serious. The first statement shows that J———'s debts equal 38.63 per cent. of his possessions; that he has an equity in his business of 61.37 per cent. The second statement shows that his debts equal 49½ per cent. of his possessions; that he now has only an equity of 50½ per cent. Whatever the explanation, and whether there is any explanation forthcoming, these look like facts, and as such, must be reckoned with and radically changed. I feel that I owe J——— a sincere apology for failing to make this analysis before; for here is the real serious matter. Still, I trust that what I did say and what I say now may together help to point the way out.

Note this further point: That an expense of 12.60 per cent. is fine—I do not see how it could be expected to be improved. Add 3 per cent. to cover the $900 J——— draws, and we have 15.60 per cent.—which is plenty. Last year there was $350 more, which would bring the total to nearly 17 per cent.; and that is too high.

Accused of Easy Going.

What to recommend. At the risk of making J——— think I am too insistent, I must repeat that I think he is just a bit too easy going. He buys too liberally. He is too liberal with credit and time. He must change those things around. The question about whether the capital was sufficient we must pass because we have not space; also because it does not matter now—the business is there and must be saved. There is margin enough left, provided the handling be very judicious; but J——— must put his shoulder to the wheel, face conditions, stop fooling himself in every way. Then he can win out.

Lessen Personal Requirements.

1st. Taking things as they have been, the earnings this year should be the same as last, at least. Thus we have J———'s $900 and, say, $900 more that we can count on. I urge J——— to cut down his own requirements to $800, $66.67 per month; less if possible. Then use the $1,000 remainder to reduce indebtedness, first by taking all discounts possible and, second, by reducing the bank loan.

2nd. Quit buying absolutely. That may sound peculiar, but it is feasible if you analize it properly. Buy from week to week in the smallest possible quantities. Scan the want book carefully and with ultra-conservatism. Buy not a thing until you simply MUST have it; and never buy a case if a dozen is enough; nor a dozen of anything which is slow-selling so that half a dozen will do. Postpone the purchase of the least item until your shelves are empty. Better send to your neighbors occasionally for a single item seldom wanted than carry it dead on the shelf. Stock can go down $500 to $800, or even $1,000 in this way. Avoid "futures." Remember that you can ALWAYS buy.

Stop Credit Extension.

3rd. Extend no more credit. Do not open another account except you do so to replace one you lose—and not then except with the most careful judgment. Insist on prompt payment. Make it a rule that your bills must be paid to you by the 10th of each month; and stop all doubtful accounts on that basis. You will have to sit up nights with some of this; but it is your only way out—your salvation. The book accounts can go down $500 to $700, I believe, without the reduction of the volume of business—practically — through prompt collections. Get to be a little hard-hearted about this.

In January, 1913, this treatment should see you down to a discount basis and the bank loan. Then we can talk for the future.

This is not too drastic. I know, having "been there." Write me for any further suggestions I can make. I shall handle the next letter more promptly. Yours for better things.

Current News of the Week

Quebec and Maritime Provinces.

E. Rodier, grocer, St. Johns, Que., has sold to M. Comtois.

T. L. Muir, Montreal, Que., has purchased the grocery business of Gervais Edmond.

The W. H. Scroggie, Limited, department store of Montreal, have decided to increase their capital to $2,000,000.

The movement in St. John and Fredericton, New Brunswick, for shorter hours of labor for clerks and dealers in grocery and in other establishments is on the increase, and not only are the clerks and many of the merchants of St. John agitating for the enforcement of the early closing enactment by the council, but their confreres in the capitol city are promoting the scheme of having a general cessation from work on Thursday afternoon of each week. There is every reason to believe that the suggestion of having Thursday a half-holiday in Fredericton will be adopted, as both merchants and clerks are in favor of it, but the endeavor is to make it unanimous. In order to emphasize their purpose the clerks of the city have formed an association and elected officers as follows: Honorary president, J. J. McCaffrey; president, N. Dougherty; vice-president, Alex. Staples; secretary, W. L. Jennings, and treasurer, Walter Burden. A committee of several of the members was formed to campaign in the interests of the half-holiday, and they secured the signatures of several of the merchants to their petition. The other clerks who co-operated with the officers in the movement were Arthur Crowley, F. P. Hatt, Arthur Porter, Bedford Green and James McMasters.

Ontario.

Trudel Bros., grocers, Ottawa, Ont., have succeeded E. Lafontaine.

R. J. Thomas, general merchant, Hartford, Ont., sustained loss by fire recently.

The new building will be of the mill-construction type, and will embody the latest ideas and conveniences for facilitating the grocery trade.

The grocers of London, Ont., closed their stores on Wednesday afternoon in honor of the visit of the Duke and Duchess of Connaught to the Forest City.

W. C. Miller, a Yonge Street, Toronto, grocer, is making good profits already out of summer drinks. He had a window display of mineral water, fruit vinegars, lemonade essence, lime juice, etc., during one of the recent hot spells which sold considerable of these goods. The bottles were placed on long strips of thick plate glass across the window and in stair form.

H. P. Eckardt & Co., wholesale grocers, Toronto, who recently completed 25 years in business, will build a six-storey brick warehouse on the north-east corner of Church Street and the Esplanade, to cost about $75,000 or $80,000. It will have a frontage of 133 feet on Church Street, with a depth of 103 feet on the Esplanade. It is the aim of the company to have the work rushed so they can vacate their present premises, 19 Frout St. E., by January 1.

Western Canada.

L. Tranks & Co., general merchant, Melville, Sask., is succeeded by R. Bay & Co.

Gerrard & Garnett, general merchants, Shellmouth, Man., have succeeded T. C. Gerrard.

A. W. Belsham, Carberry, Man., has added a fine soda water fountain to his store equipment.

Merchants in Grenfell, Sask., have agreed to close their stores on Wednesdays at 1 P.M. during June and July.

The Star Provision Co., Regina, Sask., have opened a new grocery store at 2175 Albert Street of that city. It is equipped with many modern fixtures.

The Dominion Milling Co. will build a 300-barrel flour mill, an oatmeal mill and two elevators at Melville, Sask. G. C. Yorke is managing director.

Thos. Connor has been appointed secretary of the Vancouver Retail Grocers' Association, to succeed R. D. Dinning. Mr. Connor for some time was in charge of the collection department. His assistant is C. H. Lee.

R. H. Brown, Sedgewick, Alta., and formerly of Bruce County, Ont., has received from the Dominion Government patent rights to a new grocery bin. It is a grocery store tilting bin, and according to the inventor is a counter-balanced receptacle that opens and closes automatically when thrown off the balance. It is airtight and dust-proof.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer.— By giving the name of Canadian agent for St. James Rum you will oblige.

Yours truly,

Quebec, Que. ELZEAR TURCOTTE.

Editor's Note.—The name and address is F. X. St. Charles & Co., 41 St. Gabriel street, Montreal.

Waste Paper Dealers.

Editor Canadian Grocer.—Please let me know in your Grocers' Letter Box column addresses of firms handling waste paper of all kinds.

Powassan, Ont. SUBSCRIBER.

Editorial Note.— E. Pullan, Adelaide and Maude streets, and M. C. Pink & Co., 138 Esplanade E., both of Toronto, are among the largest buyers of waste paper in Ontario.

Cheese Shippers.

Editor Canadian Grocer. — Will you kindly let us have names and addresses of the largest cheese shippers in Ontario in such towns at Stratford, Brockville, Ingersoll, Peterboro, etc.

Winnipeg, Man. NICHOLSON & BAIN.

Editor's Note.— Among the largest Ontario cheese shippers are the following:—Stratford, Swift Co.; Ingersoll, C. H. Slawson & Co., and Ingersoll Packing Co.; Peterboro, Whyte Packing Co.; Belleville and Picton, Gunns, Ltd., West Toronto, and Gunn, Langlois & Co., Montreal.

Agents for Cakeoma.

Editor Canadian Grocer. — Can you give any information as to whether or not there is a Canadian agent for Cakeoma, pronounced Cake-o-ma. It is made by Latham, Limited, London, Eng., and is a prepartion used for baking and especially for puddings. It is being asked for by the English trade. Any information on the same will oblige.

Simcoe, Ont. BRUCE THOMPSON.
c|o G. A. Curtis.

Editor's Note. — The MacLaren Imperial Cheese Co. have recently taken over Cakeoma, and are awaiting shipments.

Latest Review of the Grocery Markets

Sugar Still Continues Easy at Last Week's Decline — Barbados Molasses are Stronger — General Firmness in Spices — Rice is Also Firm — First of New Pack Lobsters on Market — Foreign Beans Being Imported.

QUEBEC MARKETS.

POINTERS.—
Barbados Molasses—Higher.
Valencia Raisins—Prices shaded.

Montreal, June 6.—Immediate sugar situation is rather hard to gauge, and differences of opinion are expressed regarding the future. Last week's decline of 10 cents brought refined locally down to $5.25 in bags, as compared with $4.60 one year ago.

Trade in all classes of groceries appears to be healthy and season is conceded by jobbers as showing a good opening.

Barbados molasses is a line that shows firmness this week, while there has been some shading on prices to stimulate demand for lower grade Valencia raisins.

SUGAR.—Market on the average is on the weak side, following recent decline as forecasted in previous issues. Still constant fluctuations make it difficult to give any definite opinion as far as the next week is concerned, as some of the shrewdest operators are convinced that the lowest price of the season has now been reached.

The rainy season in Cuba has now commenced, and this, of course, means a reduction in the grinding. So far the Cuban revolt has had little effect on the sugar industry, although it is reported that one central has had to close down as a result of the hostilities of the rebels.

Granulated, bags	5 25
Granulated, 20-lb. bags	5 35
Granulated, 5-lb. cartons	5 55
Granulated, Imperial	5 10
Granulated, Beaver	5 10
Paris lump, boxes 100 lbs.	6 00
Paris lump, boxes, 50 lbs.	6 10
Paris lump, boxes, 25 lbs.	6 30
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 90
Crystal diamonds, 100-lb. boxes	6 00
Crystal diamonds, 50-lb. boxes	6 10
Crystal diamonds, 25-lb. boxes	6 30
Crystal diamonds, 5-lb. cartons	6 80
Crystal Diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 65
Extra ground, 50-lb. boxes	5 85
Extra ground, 25-lb. boxes	6 05
Powdered, bbls.	5 45
Powdered, 50-lb. boxes	5 65
Powdered, 25-lb. boxes	5 85
Phoenix	5 25
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 yellow	5 00
No. 1 yellow, bags	4 85

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUPS AND MOLASSES.—There are not any changes to note in syrup quotations, the trade being heavier than usual, but an appreciable increase has taken place in Montreal district for choice Barbados, the rise being due to a shortage following on an exceptionally good demand. Barbados exported more cane than molasses this year, and it must be remembered that the latter is still a cheap food, present prices notwithstanding.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—In order to stimulate the demand for the lower grades of Valencia raisins, the minimum price has been shaded considerably and more orders are now expected. Tarragona almonds are not very brisk, but no further concession from holders need be expected, as they have been lowered considerably of late.

The currant market in Greece has become somewhat easier, but buyers should not count much on a decline, as a leading importer authoritatively states that the amount of currants held now in Greece is not enough to meet current requirements, and that a better market may be expected shortly.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 08½
Choice fancy seeded, 1-lb. pkgs.	....	0 09
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¼
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07¾	0 08
Sultana raisins, loose, per lb.	0 12	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine, off stalk, per lb.	0 06	0 07½
Valencia, select, per lb.	0 06¾	0 07¾
Valencia, 4-crown layers, per lb.	0 07½	0 08

NUTS.—There is a fairly good demand for peanuts, while almonds are quiet, Brazil nuts also being in good demand. Walnuts are not moving any too steadily, though there are some good orders passing for fall delivery.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop.	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

SPICES.—The market is quite brisk at present taken as a whole, there being, however, no particular change to note. Peppers are steady, though nutmegs show some signs of fluctuation. Indeed, the general conditions point to continued activity as stocks are not extra heavy throughout the trade, and orders are being placed in advance for fall requirements.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

COFFEE. — We are pretty safe in stating that nothing but Providence can bring about a reduction in prices within the next year. If the new crop is a large one, things will be more satisfactory, but even now there are conflicting reports about the possible quantity, some stating that there has been a good flowering, others claiming that the weather has been against good flowering, and that as a result the crop will be a short one. Nothing beyond a healthy crop can have any effect on prices, because if the U.S.A. do get authority to confiscate the valorisation coffee, the Brazilian Government naturally can get an injunction forbidding any confiscation pending an appeal to a higher court. Experience has shown just how long it takes to reach the highest court decision, step by step, and it would seem, therefore, that instead of ameliorating conditions, the action against the Brazilian interests is making matters worse. Of course, one can readily see why the U.S.A. are

so keen on breaking the trust, when it is considered that one-third of the 2½ billion pounds of coffee distributed throughout the world annually is consumed by our Yankee friends.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

TEAS.—A cable from Japan dated May 28, asked an advance of 1 cent to one and a half on grade over 22c. With regard to Indian teas, indications are that prices will remain steady for the next few months, as most of the season's stock has been disposed of, and unless the new season's crop comes along early prices may harden up.

With regard to Ceylon tea, the position is somewhat different. The drought experienced during the earlier months of the year, is over: the rains in Ceylon are falling earlier than usual; recent advices show improved yields and shipments from Colombo to the United Kingdom for April are nearly 1,000,000 lbs. higher than in April of 1911; estimates for May also show a further probable increase. Should such prove to be the case, there will be a good supply of Ceylon tea suitable for general purposes, which will tend to keep prices on a parity with those ruling throughout the past month.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

ONTARIO MARKETS.

POINTERS—

Sugar—Continues easy.

Spices—General firmness.

Rice—Firm.

Peels—Higher prices this year.

Lobsters—First of new pack in.

Beans—Austrian and Hungarian being imported.

Toronto, June 5.—The first month of summer, as the family calendar calls it, has got off to a good start. We speak of the grocery trade as summed up by local jobbers. Already there has been a decided movement of summer goods, but warmer weather more along the lines of that prevailing a year ago would work for a much better demand from the public for these lines.

Retailers would do well to give prominence to those lines in demand, especially during the warm weather. Salmon will be a good selling line, because at this time of the year there is not a great quantity of fresh fish available, while the fact that it needs no cooking makes it even more so a favorite. The same may also be said of other lines of canned goods.

SUGAR.—Last week's decline of 10 cents in refined brought local prices down to $5.35, compared with $4.70 a year ago. Market is easy at the decline, raws having continued weak under disinterest shown by refiners as to purchasing, as well as other weakening factors. While there is some difference of opinion expressed as to probability of a further decline, still the fact that market is weak is apparent. For this reason there is no big buying movement, although there is a good seasonable demand which should continue, as stocks are generally low, and preserving season not far distant.

Extra granulated, bags	5 35
Extra granulated, 20-lb. bags	5 45
Extra granulated, 5-lb. cartons	5 65
Imperial granulated	5 20
Beaver, granulated	5 20
Yellow, bags	4 95
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 25-lb. boxes	5 95
Powdered, 50-lb. boxes	5 75
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 10
Paris lumps, in 50-lb. boxes	6 20
Paris lumps, in 25-lb. boxes	6 50

SYRUP AND MOLASSES.—There is not as great general interest in molasses in Ontario as some of the other provinces. A good deal of trade is in canned articles, although bulk receives attention also. There is a general firm attitude to molasses, especially Barbados. On account of wide variation in quality, it is quite difficult to get an exact line on prices. Quality ranges from extra fancy down to that sold for feeding to cattle. Lowest price for grocery grades appears to be around 26 cents per gallon. One firm quotes 25 to 28 cents on what they term "West-Indies." There is a seasonable trade in both maple and corn syrups.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50

Molasses, per gallon—		
New Orleans, medium	0 30	0 32
New Orleans, barrels	0 26	0 30
Barbados, extra fancy	....	0 50
Porto Rico	0 45	0 52
Muscovado	....	0 30

DRIED FRUITS.—"How are prices on dried fruits keeping?" one jobber was asked.

"It doesn't make much difference," was his reply. "There isn't much trade at any price. However," he continued, "I believe there is a little better movement of late, but more through mining and construction camps than retail trade. Retailers loaded up pretty heavy last fall, and many of them have not been in the market since, except on an odd line." There were, however, more optimistic views on trade voiced by other jobbers.

Spot prunes appear to have about struck bottom. Fancy figs verge on a clean-up, only a couple of houses carrying even depleted stocks. Dates are not plentiful. Evaps. are getting into quite small compass.

Brokers report more interest here in future prunes. It appears from present indications that large sizes will be inclined to scarcity this year.

Currants on primary market have been somewhat easy, due to marked general inactivity and fine weather favoring progress of new crop causing growers to show a stronger disposition to clean. "The carry over will not be large," says a report from Patras, Greece, "while stocks abroad are light, those in England being about 4,000 tons smaller than last year. One should not feel too optimistic regarding new crop. Crop may yet suffer damage such as was the case last year in early days of August." There is no particular change in local situation.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
Dates—		
Hallowee full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—Speaking generally, tea market pursues the even tenor of its way without material change in the situation, although steadiness continues both here and on primary markets.

COFFEE.—A steady tone continues in local coffee market. One firm quotes Maricaibo 1 cent higher. "Maricaibo should be worth 1 cent more than San-

tos," they say. "Santos is also looking up," was another remark.

Some coffee men say they are not particular whether they selly any of their standard brands or not, contending that they are losing money on them.

"Why don't you raise the price then?" one coffee man was asked.

"Well," he answered, "manufacturers appear to be afraid of one another."

"Some firms will not raise their price and accordingly, others can't very well," said another.

"The cost of one brand to us," stated one man, " has increased from 22 to 27 cents, but we are only able to get 2 cents above old price. It cuts our profits pretty fine."

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Demand for spices during spring months has been quite satisfactory to local wholesalers. The pickling season is already looming large, and already there has been quite a decided move in anticipation of this trade. Pickling commences in August.

General steadiness prevails on spice markets. Mace is much stronger, and local quotations have been extended five cents per pound. Although unchanged locally, allspice is steadier, having advanced 1 to 1½ cents on primary markets. Cream Tarter fluctuates after the fashion of a spring thermometer, but is firmer at moment. Black pepper is creeping up, while strength in white is even greater. Celery seed continues steady after its spectacular advance, having doubled in value in about two months. Both caraway and cardramon seed, which are of more interest with approach of pickling season, are firm. Indeed, whole spice market in general is stronger.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15—19	60—0 70	70—0 80
Cassia	20—32	85—1 15	95—1 25
Cayenne pepper	23—33	80—1 05	90—1 15
Cloves	23—29	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	65—80	.....	0—2 75
Nutmegs	30—60	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmerie	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	0 35	0 37
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA.—Rice markets in general are firm. Rangoon has been showing marked strength, and reports from primary market note an excited situation with advances almost daily. English market is also reported excited and advancing.

Market in Siam continues firm, and paddy rice is dearer. Government has not yet, however, taken expected step of prohibiting rice exports. Late advices from Japan say that price has reached a record figure, and Government has ordered the Rice Exchange at Tokio to be closed.

There have been adverse reports from China, but Shanghai advices say famine will be relieved almost immediately and with approaching new crops position is much brighter in that country.

A normal trade is passing in rice.

Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	....	3 60
Rice, standard B., f.o.b. Toronto	....	3 68
	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 06	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

NUTS.—With exception of peanuts, and possibly shelled varieties, movement of nuts is quiet. Packers of Brazils have withdrawn prices. Spot quotations rule at 13 to 15 cents, considerably below the figure which ruled a year ago.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled	0 28	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Canadian beans are still available at a record price, but they are by no means plentiful. To supply the demand foreign beans are being imported. Some Hungarian will arrive shortly while Austrian are on the way. They will sell cheaper than Canadian article, one local jobber quoting Hungarian at $2.60 per bushel. As soon as it became known that Canada wanted beans, shippers in these countries began to assume firmer ideas, and are now asking higher than their first quotations.

Prime beans, per bushel	....	2 85
Hand picked beans, per bushel	....	2 95
California Lima beans, lb.	....	0 08

PEELS.—There is little or no demand for peels just now, but interest is being shown in this year's pack. As pointed out in these columns before, prices this year are going to be above last year's. One house quote for fall delivery, lemon at 13 cents, orange at 13½ and citron at 19½. "Those prices are for finest quality dripped," they commented. "There are probably lower prices being quoted on other grades."

First shipments will begin to come along in September.

CANNED GOODS.

TORONTO.—The advance shipments of this year's pack of lobsters were received by a number of wholesalers this week. They were badly needed, as stocks have been small for a long time, some houses being completely cleaned up. "We could have sold a good many thousand more cases if we had had them," said one canned goods broker.

Only ½'s have been received as yet. They are being sold at $3.00. Later shipments will sell at $2.85 for ½'s, and $1.55 for ¼'s. This is compared with last year's opening price of $2.45 and $1.50.

There is no particular change in other lines. Salmon prices are well maintained. Shading is still being done in peas. Corn is selling at 97½ to $1.00.

MANITOBA MARKETS.

POINTERS:—

Raisins and Currants—Dearer.

Sugar—Cheaper.

Winnipeg, June 5.—With the splendid growing weather of last week and optimistic reports of growing crops, business conditions are most satisfactory throughout the country.

In the city conditions are good, a large amount of skilled and unskilled labor is under employment at remunerative wages, and reduction of fuel bills gives workmen more money to spend on comforts. There is no indication of any serious labor disputes in Manitoba, but conditions in this regard are unsettled in Saskatchewan and Alberta.

Collections have much improved in May, and money market is reported to be well supplied. Plenty of capital is available for legitimate enterprise.

Currants and raisins are somewhat dearer than when last reported, and sugar is down 10 cents per cwt.

SUGAR.—A further reduction of 10 cents. per cwt. is reported this week. With commencement of the preserving season, there is a good demand which will improve as summer advances. Market is considered weak.

Montreal and B.C. granulated, in bbls.	5 80
Montreal and B.C., in sacks	5 75
Montreal yellow, in bbls.	5 40
Montreal yellow, in sacks	5 35
Icing sugar, in bbls.	5 25
Icing sugar, in boxes (25 lbs.)	6 50
Powdered sugar, in bbls.	6 00
Powdered sugar, in boxes	6 00
Powdered sugar, in small quantities	5 80
Lump, hard, in bbls.	6 70
Lump, hard, in half-bbls.	6 75
Lump, hard, in 100-lb. cases	6 70

SYRUPS.—Demand is falling off with reduced butter prices and no further reductions are reported this week. Maple syrup is in demand, but is scarce.

Syrups—		
24 2-lb. tins, per case	....	2 46
12 5-lb. tins, per case	....	2 88
6 10-lb. tins, per case	....	2 76
3 20-lb. tins, per case	....	2 77
Half-barrels, per cwt.	....	4 20
Barbados molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31
Maple syrup—		
Imperial quarts, 2 doz. case		6 20
½ gals., 1 doz. case		5 85
Gals., ½ doz. case		5 40

DRIED FRUITS.—Prunes are steady and unchanged. Raisins are strong and advanced and currants are ½ cent per lb. higher. The world supply of cur-

rants is generally considered as short, and prices are likely to advance further.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 07½
90-100s, 10s, s.p.	0 07 4-5
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08¼
70-80s, 25s, s.p.	0 08½
70-80s, 10s, s.p.	0 08¾
60-70s, 25s, s.p.	0 09
50-60s, 25s, s.p.	0 09½
40-50s, 25s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 05¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 25
Fine, selected, 28s, s.p., per box	2 40
4-crown layers, 28s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 08
Washes, per lb.	0 08½
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Coffee remains unchanged. It is generally admitted that supply is controlled by other conditions than laws of supply and demand, and much uncertainty as to future is expressed by trade.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾
Green Santos	0 19
Roasted Santos	0 24
Chicory	0 12¾

BEANS. — Beans are still firm and though demand will likely fall off with advent of warmer weather, sales still keep up with average of the past two months.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.— Trade has much improved since warmer weather has set in and holidays resorts and stands have come into operation.

Nuts—	Per lb.
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Cocoanuts, per doz.	0 90
Cocoanuts, sacks	5 00
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½

NEW BRUNSWICK MARKETS.

St. John, June 6.—Both retail and wholesale trade last week were greatly retarded by heavy rains, and disagreeable weather but the slackness now being experienced is expected to be replaced with increased business on approach of finer weather. The market has offered little in way of new features, chief change of interest being the weakening of sugar. The decline of 10 cents per cwt. in refined last week was followed by another reduction of a similar amount early part of this week.

Encouraging harvest conditions in Europe and Cuba, it is said here, have led to drop in price. It seems rather strange in contrast that molasses has strengthened instead of weakening with the decline in sugar but such is the case and fancy Barbadoes is now firmer, with word to the effect that stocks in that country are about finished and it is practically impossible to procure more. During the past week there have been many heavy receipts of molasses in this port but even with increased stock prices has advanced.

Flour remains about the same with advices from west to effect that in spite of damage and losses during past winter the crop will be well up to the average of last year or two.

That the local trade might have to depend upon foreign suppplies for beans was the opinion voiced by a St. John wholesaler this week, so scarce have stocks become. Reports from Ontario are that there are none to be had there.

A slump in potatoes has taken place in country market, and they have dropped in price from 25 to 50 cents, now selling as low as $2 and $2.25, with some of better grades at $2.50. Many farmers with the opening of navigation brought stocks to city which they had been holding back and the market being thus relieved, prices dropped.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 23	0 25
Butter, creamery, per lb.	0 21	0 23
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 14¾	0 15
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 85
Eggs, hennery	0 22	0 23
Eggs, case	0 19	0 21
Finan Haddies	4 40	4 50
Fish, cod, dry	5 00	5 10
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 10	6 20
Lard, compound, lb.	0 12½	0 12¾
Lard, pure, lb.	0 14¾	0 15¼
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 35	0 36
Oatmeal, rolled	....	6 00
Oatmeal, std.	....	6 60
Pork, domestic mess	24 50	24 75
Pork, American clear	23 75	25 75
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09¼
Rice, per lb.	0 04	0 04 1-10
Salmon, Case—		
Red Spring	$ 1 75	$8 21
Cohoes	1 25	7 36
Sugar—		
Standard granulated	5 30	5 40
Austrian granulated	5 10	5 20
Bright yellow	5 10	5 20
No. 1 yellow	4 80	4 90
Paris lumps	6 40	6 50

NOVA SCOTIA MARKETS.

Halifax, June 6.—Business continues good in local grocery lines. Wholesalers are sending out satisfactory orders, and collections are fully up to average. In some lines such as hams, bacon and lard, prices are firmer, each having been marked up one half cent per pound.

Sugars are only in fair demand. The price is easier on all grades. Extra standard is quoted at $5.40, and United Empire $5.20. Bright yellow is quoted at $5.20, No. 1 yellow at $4.90, and unbranded at $4.85. One cargo of sugar from West Indies was landed here this week, and another is expected early next week.

There is no change in flour and feeds. Demand is fair for season.

FINED FOR FORESTALLING.

St. John, N. B., June 6.—(Special)—The law aginst forestalling in the country market was put into effect this week in the case of four local dealers. They were reported and called to appear in the police court on this count. After having pleaded guilty, they said there was no way of knowing how long the goods in the market had been exposed for sale, and they made some suggestions as to how the law could be remedied. Each of them was fined $20.

At present it is prohibitive for a grocer or other dealer to purchase from a countryman in the market any goods which have not been exposed for sale for the space of three hours. There is much opposition to the by-law among dealers, who claim that it is unfair to them, and there is talk of their testing a case in court, uniting in the support of counsel, etc.

LESSON XVII.—SHOW CARD WRITING.

(Concluded from page 34)

mauve is added to the background. Experience is a good teacher—try it.

An Odd Touch.

An effect seldom used, but very effective, is the one shown in the Easter card.

The lettering is made first, then by the aid of a mechanical device known as a ruling pen, the lines of white or any other light shade may be made across the face of the letter. Fasten the card firmly on a drawing board with thumb tacks at the angle desired, and by the aid of the T-square, which is held firmly by the left hand against the edge of the board, making parallel lines at intervals, giving a broken or gray effect.

This is the first introduction in the course of the drawing boards and thumb tacks and ruling pen, and except for such work as the above mentioned they are seldom used, and these are substitutes, thus avoiding the necessity of buying them, although thumb tacks are inexpensive and obtainable at all book stores.

In the Easter card shown the decorations are pasted on and colored with transparent water colors.

For further information re pens, outfits, etc., write to the editor, The Canadian Grocer, 143 University Avenue, Toronto.

Pines and Strawberries Selling Well

Appear to be Favorite With Consuming Public at Present Time —Preserving Season for Pines in Full Swing — Strawberries Show a Gradual Easing—Verdelli Lemons on the Way—Looks Like High Summer Market for Lemons.

Pineaapples and strawberries are favorites at present time and sales are running into goodly figures. Watermelons from Florida and cherries from California are some of the fancy fruits which are being taken up well. In vegetables, there is quite an extensive list of new goods, all of which are coming in for their share of attention. Holiday at first of week instilled more life into demand for fruits and vegetables. While warmer and brighter weather is having a general beneficial effect on trade.

Pineapple preserving season is now in full swing and as prices are fairly reasonable and flavor is good, they are being pushed strongly for this purpose. Prices at primary points show no great variation. Florida is shipping out some stock but this will not get much attention here while Cubans are to be had. Cubans will probably last another couple of weeks. As prices become more reasonable larger sizes come into greater demand.

Strawberries are selling well, prices showing a gradual easing. No Canadian berries have appeared yet, season being close on two weeks behind last year, but advance samples should soon be coming forth. Tomatoes are firm at present, Florida being practically cleaned up. Texas and Mississippi will be next to come along and they look like a fair crop. Opening naturally will be a little high.

A limited quantity of new Verdelli lemons are now on the way and will arrive about middle of month. Prices are very high, in fact considerable higher than price being asked for earlier crop lemons now on the market. There appears to be a fair supply of earlier crop lemons. A year ago situation was decidedly different, hot weather of early summer having cut lemon stocks extra low and first Verdelli shipment was badly needed when it arrived. High prices at which Verdelli are being held would indicate a high summer market. Weather is, however, a big factor in determining values.

California will probably start shipping Valencia oranges about July 1. Navels, however, are not finished and are in good supply and cheap, although a little firmer end of last week. Dry pulp of navels is apparently hurting business somewhat.

MONTREAL.

GREEN FRUITS.—Bananas are quoted as high as last week and are expected to reach a higher level before very long. Oranges are also becoming firmer, while grape fruit is selling well and moving out freely.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 00	2 50
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	6 00	6 75
Jamaica, case	....	3 50
Lemons	3 00	3 25
Limes, box	....	1 50
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 00
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 14	0 20

VEGETABLES.—The market at present is by no means brisk except for certain lines and even this is not regarded as quite satisfactory. Carrots remain high and are still scarce so that prices are expected to make a further jump.

Beans, green, hamper	3 50	3 75
Wax beans	....	3 75
Carrots, boxes	....	3 75
Cabbage, crate	....	2 75
Cauliflower, dozen	....	3 50
Celery, Bermuda, crate	....	9 00
Cucumbers, basket	....	3 50
Garlic, 2 bunches	....	0 45
Peppers, green, crate of 6 baskets	....	4 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen (N.Y.)	1 00	1 25
Onions—		
Canadian reds, 100 lbs., per lb.	....	0 04½
New Egyptian, per lb.	....	0 03
Radishes, dozen	0 60	0 75
Sweet potatoes, per basket	....	3 00
Potatoes, Green Mountains, bag	....	2 00
New potatoes, per bbl.	7 50	8 00
Spinage, per bbl.	....	4 00
Parsnips, bag	....	2 50
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	....	4 50
Turnips, per bag	....	1 25

TORONTO.

GREEN FRUITS.— There is a good volume of business in fruits. The King's birthday was responsible for some little stir in this department while brighter and warmer weather is adding impetus to trade.

Pineapples and strawberries now occupy the centre of the stage and large quantities are being disposed of. Pines are easier. Larger sizes sell best as prices become lower. Strawberries are of good quality, coming from farther north and going out to the trade at 13 to 14 cents.

Bananas are selling well. Grape fruit is well to an end and same is true of apples, even fancy varieties being next to a clean up. New Verdelli lemons will arrive during month. Prices will be high.

Watermelons came in last week, are still rather high but will be lower.

Bananas, per bunch	1 50	2 00
Red bananas, per bunch	3 75	4 00
Cherries, California, box	2 50	3 00
Lemons, Messina, per box	2 75	3 25
Oranges—		
California navels	3 75	3 50
Tangerines, half box	1 50	2 00
Pineapples, case of 24	2 75	2 90
Pineapples, case of 30	2 75	2 90
Pineapples, case of 36	....	2 75
Strawberries, quart	0 13	0 14
Rhubarb, per dozen	0 00	0 40
Watermelons, each	0 60	0 75

VEGETABLES.— With the extensive array of new and tempting vegetables on market, a substantial trade is in evidence. There are easier prices on a number of lines including beets, carrots and cabbage. Cucumbers are an exception, being scarce and high at present. Market varies considerably, depending on supply and demand.

New potatoes are cheaper at $6.75 to $7 per barrel. Some supplies will now be coming from Virginia. Florida tomatoes are about done, but Texas and Mississippi will now be coming on. Opening will be high but reasonable a little later. Hot house tomatoes are coming in regularly now at 21 cents per pound. Cauliflower are arriving from the south, bringing $2.50 basket.

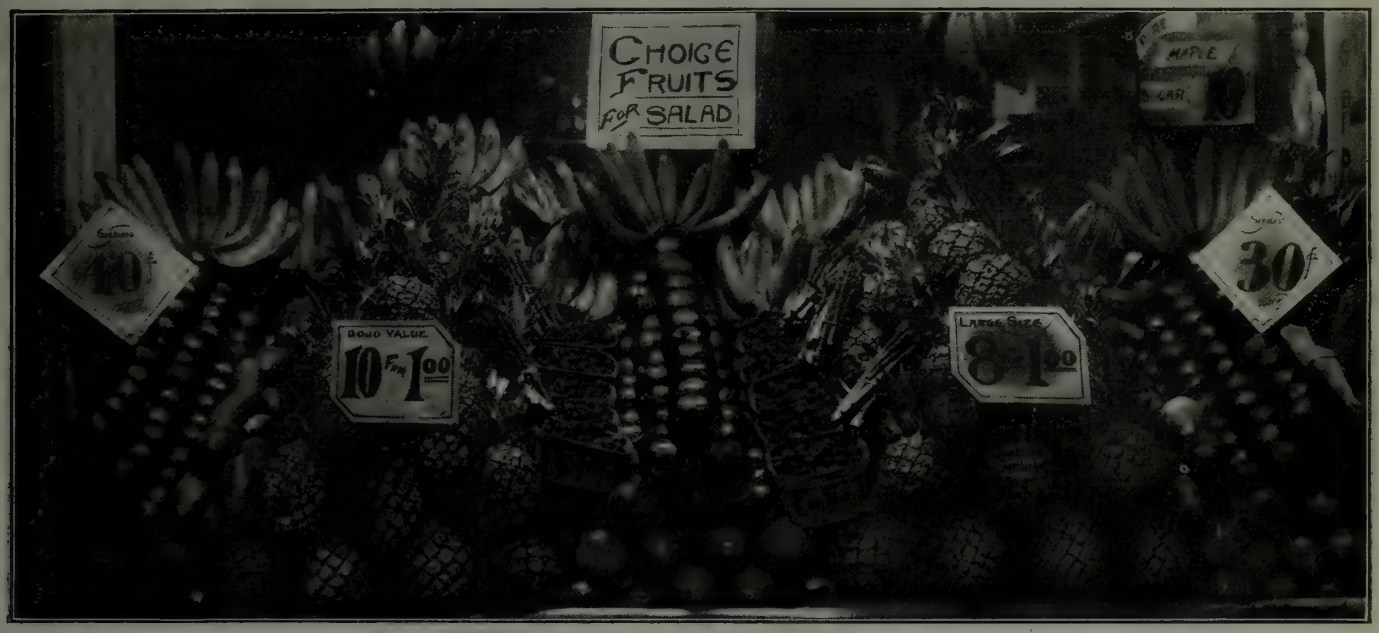
Asparagus, Canadian, basket	....	1 50
Beets, new, hamper	....	2 00
Carrots, new, hamper	....	3 00
Cabbage, new, per crate	2 50	3 00
Green beans, hamper	2 25	2 50
Egg plant, case	....	5 50
Egg plant, each	....	0 20
Turnips, bag	0 65	0 70
Cucumbers, Florida, hamper	2 50	2 75
New radish, per dozen	0 25	0 30
New radish, hamper	....	1 25
New lettuce, per dozen	....	0 50
Onions—		
Green onions, hamper	....	1 50
Egyptian onions, 110 lb. bags	....	2 75
Bermuda onions, 50 lb. crate	2 00	2 25
Parsnips, per bag	....	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	....	1 80
Potatoes, new, bushel	....	2 50
Potatoes, new, bbl	6 75	7 00
Green peas, 1 bush. boxes	....	3 50

Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	0 90	1 00
Wax beans, hamper	2 50	3 00
Green peppers, case	....	4 50
Green peppers, basket	....	0 65

WINNIPEG.

FRUITS AND VEGETABLES. — Trade has freshened up wonderfully with advent of real summer weather and there is a good demand for all lines. Oranges and lemons are somewhat dearer, cherries and strawberries cheaper.

Fruits—		
Bananas, bunch	2 50	3 50
California lemons, crate	5 50	6 00
Cauliflower	....	3 50
Cucumbers, doz.	....	2 00
California celery	....	8 50
Cherries, case	....	3 25
Grape fruit	....	7 00
Florida tomatoes, crate	....	5 50
Limes, box	....	2 25
Messina lemons	....	4 50
Oranges, navels	....	5 50
Strawberries, case	3 75	4 00
Washington apples, box	3 00	3 50
Australian onions, per cwt.	....	5 00
Peppers, basket	....	1 25
Potatoes, per bushel	....	0 90
Carload lots, F.O.B.	....	0 75
Pineapples, case	....	5 00
Florida tomatoes	....	5 00
Almeira grapes	5 50	8 00



Fruit and Vegetable Display, showing the advantages of regularity in arrangement of goods.

New Recipes Frequently Assist Sales

A Method for Serving Pineapple a Little Different from the Ordinary—Use it to Increase Sales of Pines—A Fruit and Vegetable Window Arranged in Neat Manner.

Women are continually on the lookout for new ways of preparing desserts. A pudding or a pie recipe is usually given more attention than an election campaign. There are few housewives who have not some sort of file in the pantry for doing things out of the beaten path, and they welcome anything new.

If the dealer can at any time connect up a display with a new recipe, he invariably will find good sales.

Serving Pineapple From Shell.

This is pineapple season. Pineapples are now being used in large quantities for dessert. They are in majority of cases peeled and sliced in the old stereotype style. Why not present something new—may be familiar to you but new to many customers.

Here is a method for preparing the pineapple for dessert:

Cut off the top a short distance below the stems. With a large strong spoon dig out the pulp and liquid from the pineapple, placing it in a dish. A little care is required, so that holes are not punched in the side. Dig around the stem, and when it gets in the way, cut it off with the spoon. When all the pulp and juice has been extracted, sugar it to suit and empty it back into the shell of the pineapple. If desired, strawberries, orange, etc., can be mixed with it. Place the top back in place again, and serve from the shell.

This method wastes little juice, since there is no peeling to cut away. As the pulp is dug out with the spoon, it is not in thick, hard pieces, and therefore easily masticated.

A grocer ought to be able to sell considerably more pineapple by having this recipe printed, and advertising that a copy will be given to purchasers of this fruit at his store. The idea of serving pineapple a new way will appeal to the housewife.

Practically every dealer these days is displaying fruit in the window. The majority, however, do not give any special attention as to how it is arranged, merely placing a few pines here, some oranges there and a box or two of strawberries somewhere else. This is not attractive, and as an advertisement isn't of much use.

A Symmetrical Trim.

The accompanying fruit and vegetable arrangement shows a symmetrical window trim of an attractive character. Oranges are placed down the centre and at either side. These are built up carefully like piles of logs. Between the oranges are pineapples, similarly arranged, with boxes of strawberries on the inside flanks. Cucumbers and asparagus are also shown in relatively same positions on either side, carrying out the idea of regularity. The entire display is backed up by bananas, inverted in bunches. This is a compact, attractive and good selling display and could be duplicated with profit.

Rolled Oats Decline 15c. Per Sack

In Sympathy With Easier Trend to Market—Price Previous to Decline Highest for Past Twelve Months—Demand Rather Quiet While Same is Also True of Flour—Export Flour Trade Quite Dull.

Rolled oats, following the prediction of last week, are down 15 cents per sack. This is in sympathy with market for raw material, which has been exhibiting an easier turn of late.

At the reduction rolled oat prices are 25 cents per sack above those ruling a year ago. On account of short production of oats last year, prices have been generally high since last crop, although a price-cutting war in middle winter brought a slump in market. Previous to recent decline, prices were at the highest point of past twelve months. High point was reached in early April.

Demand for rolled oats is on the whole rather dull at present time, and will probably continue so for next couple of months. This is the usual course, according to millers. During warm weather demand is not so large, while retailers like to keep stocks in small compass during hot weather. Approach of new crop is another reason why retailers do not care to book for more than immediate wants.

Bran is unchanged from the reduced price of last week, which was brought about by let up in demand, as cattle are now out on pasture. Shorts are unaltered, however, and demand is still maintained. They are in good request at this season, as feed for young pigs and calves.

Flour shows no particular change, but both spring and winter wheat grades are reported as maintaining a fair tone of steadiness. Retailers are apparently carrying quite substantial stocks for season, and demand is rather inclined to quietness. Export trade is reported decidedly dead.

Canada's visible supply of wheat is 12,950,000 bushels, last week it was 16,-030,000, and last year 5,663,000 bushels. The supply of oats is 5,882,000 bushels; last week it was 6,969,000 bushels.

MONTREAL.

FLOUR.—There are no changes to note in this market, though the feeling is stronger, and it is not improbable that a slight increase will be registered if the present activity continues.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags		5 30
Manitoba strong bakers, in bags		5 10
Manitoba second, in bags		4 70

ROLLED OATS.—Quite a change has taken place in this market, prices having dropped considerably owing to an overstock and slackening of demand due to warmer weather.

Fine oatmeal, single bag lots		2 75
Standard oatmeal, single bag lots		2 75
Granulated oatmeal, single bag lots		2 75
Bolted Cornmeal, 100 bags		2 35
Rolled oats, jute bags, 90-lb. single bag lots		2 50
Do., cotton bags, 90-lb., single bag lots...		2 55
Rolled oats, barrels		5 25
Rolled wheat, bbl.		2 25

TORONTO.

FLOUR. — There is no particular change in either Manitoba or winter wheat flour, but values continue fairly steady.

Trade is rather inclined to quietness, not an unusual thing at this time of year. Retailers are apparently holding fair stocks.

Export business is decidedly dull.

Manitoba Wheat.		
1st patent, in car lots, per bbl.		5 70
2nd patents, in car lots, per bbl.		5 20
Strong bakers, in car lots, per bbl.		5 00
Feed flour, in car lots, per ton		30 00
Winter Wheat.		
Straight roller, domestic consumption		4 80
Patents, fancy, domestic consumption...	4 90	5 10
Patents, 90 p.c. domestic consumption..	4 60	4 70
Blended, domestic consumption	5 00	5 40

CEREALS.—Following easiness noted last week, rolled oats have declined 15 cents per sack, bringing local quotations for small lots down to $2.50. Trade in this line on the whole is dull, as usual at this time of year, and can be expected to continue so for next couple of months.

Cornmeal still continues steady, although raw material is somewhat less firm than a short time ago.

Rolled oats, small lots, 90 lb. sacks		2 50
Rolled oats, 25 bags to car lots		2 40
Standard and granulated oatmeal, 98-lb. sk.		2 64
Rolled wheat, small lots, 100-lb. bbls.		2 90
Rolled wheat, 5 barrel to car lots		2 80
Cornmeal, 100 lb. bags	2 35	2 40

Rolled oats in cotton sacks, 5 cents more.

MILL FEEDS.—Bran has made no further change since last week's reduction of $1 per ton, bringing it down to $24 per ton in car lots. Shorts are steady and unchanged at $27 per ton.

MANITOBA.

FLOUR AND CEREALS.—Flour is steady. Cornmeal is quoted at an advance. This was to be expected following the stronger eastern market that has been in evidence for some time. Rolled oats are a little weaker.

Flour—		
1st patents, cwt.		3 05
2nd patents, cwt.		2 75
Strong bakers', cwt.		2 40
Rolled Oats—		
20 lb. sack		0 65
40 lb. sack		1 25
80 lb. sack		2 25
Granulated oatmeal, per cwt.		2 75
Corn Meal—		
98 lb. sacks		2 40
49 lb. sacks		1 25

CONDENSED MILK CO. CHANGES.

A Canadian company has been organized operating under a Dominion charter, under style of Borden Condensed Milk Co., Limited, to take over the interests in Canada on June 1st, of Borden's Condensed Milk Co., St. Charles Condensing Co., and Reindeer Limited. According to the officials the Canadian company has been formed for the purpose of facilitating the handling of business involved. The change of proprietorship, they state, is largely one of name only, as it is a well known fact that the Borden people for years have been the owners of all the stock of St. Charles Condensing Co., and have for some time had control of the business of Reindeer, Limited. The headquarters of the new company will be in Montreal with the condenseries at Ingersoll and Tillsonburg in Ontario; Huntingdon, Quebec, and Truro, N.S.

The brands of former companies will be retained and there will not likely be any very radical change in the selling policy.

Lobster Fishing is Extended Ten Days

In Nova Scotia—Supposed to End on June 1—Catch on Cape Breton Coast Reported Good—Fish Demand Continues Seasonable—One Nova Scotia Firm Sends 27 Carloads of Fish to Western Canada Last Week—Shows Extent of Industry.

There is a seasonable trade in fresh fish reported, while smoked varieties appear to be coming in for their share of attention. White fish and trout are favorites in demand. Halibut, cod and haddock are in good supply, but salmon has been scarce and continues high. Mackerel is now coming on market, and in good condition for so early in season. Shad fishing is none too encouraging.

The lobster fishing season in Nova Scotia is supposed to end on June 1, but this year the Fisheries Department has extended the season for ten days. There was also an extension of two weeks given last year on the west coast. Catch on Cape Breton coast at latest report was quite good, and factories have been busy. Storms caused considerable damage to fishermen's gear on west coast last week.

Something of the extent of the fish industry can be gleaned from the fact that one Nova Scotia firm last week received an order from the Canadian West for 27 carloads of assorted fish. It shows that the consumption of fish is large and that the West is a big customer.

QUEBEC.

MONTREAL.—There is a good trade passing, and supplies are coming along freely, there being no sign of any increase in prices so far. Lake trout is in good demand, but is not over-plentiful.

FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 18	0 20
Fancy shad bucks, each	....	0 30
Fancy shad roe, each	....	0 50
Large shad herring, each	....	0 02
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	....	0 04½
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	....	0 08
Steak, cod	....	0 06
Mackerel	....	0 09
Dressed perch	....	0 09
B.C. red salmon	0 10	0 11
Gaspe salmon, per lb., new	....	0 10
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 12
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 08½

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50 8 00
Salt eels, per lb.	0 05
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	0 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal., $1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Fresh caught pike is lower in price, and now down to 7 cents. That is about the only price change of week.

Total shipments of fresh varieties continue on a quite liberal scale, and business is fairly satisfactory for season.

Trout, whitefish, halibut and pike are among the present good sellers.

FROZEN FISH.

Gold eyes	....	0 05

FRESH CAUGHT FISH.

White fish, per lb.	....	0 12
Lake trout, per lb.	....	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	0 10	0 12
Flounders	....	0 07
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 06
Pike	0 07	0 08
Perch	....	0 07
Suckers	....	0 05

SMOKED.

Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65

PICKLED.

Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Pure cod tablets, 20 1-lb. tablets	....	2 30

NEW BRUNSWICK.

ST. JOHN.—Supply of gaspereaux is a feature of fresh fish market which is causing much interest here, as it is keeping up in large quantities much longer than expected. Shad fishing, however, is none too encouraging and unless it changes for better before long, there is little hope of an abundant supply. Present shad prices are from 20 to 25 cents retail.

Only a few salmon have been placed on market thus far, and that at high prices, but after this week feeling is that they will be received in better quantities. From 25 to 35 cents is being asked for salmon. The first to be caught in the river at Indiantown this week was captured and placed on display in fish department of W. H. Dunham, grocer of North End. It weighed 27 pounds and attracted quite a share of attention.

All grades of fresh fish have been scarce and high of late. Halibut is bringing eight cents wholesale and fifteen retail. Now that gaspereaux are plentiful, demand for haddock has fallen and the price asked for the latter is from 3 to 5 cents. On account of poor catch last season dry fish are high and prices remain stationary.

NOVA SCOTIA.

HALIFAX.—Local fish markets are now active. Mackerel have struck in along the coast, and some small catches were made during week in vicinity of Prospect. These fish are large, and in excellent condition for so early in season.

Lobsters continue in good supply and demand is active. Price varies according to size, some of the large lobsters selling at 40 cents apiece, while smallest ones fetch ten cents. Catch on Cape Breton coast is good. Some fishermen there are selling them to factories for $4 per hundred. Storms during week have destroyed a lot of fishermen's gear on western shore. Fisheries Department has extended season for ten days, which will be beneficial to those engaged in industry.

During past week one large firm received an order from the Canadian West for 27 carloads of assorted fish. This

is one of the largest orders ever received in the East, and gives some idea of the extent of the Western market, and the rapid expansion of the fisheries industry.

A new fish company to be known as the Piscatorial Appetizers, has been incorporated with a capital of $50,000. The incorporators are P. J. Harrifen, H. G. Howard, and J. Walker, all of Halifax. They will engage in a general fish business.

MANITOBA.

WINNIPEG. — Inland fisheries are again in operation but no changes in prices are yet announced. A reduction in smoked gold eyes is altogether probable.

Fish—	
Lake Winnipeg whitefish, lb.	0 08½
Fresh pickerel	0 07½
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 08
Sea herring, doz.	0 10
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Bloaters, per box	1 50
Mackerel	0 11
Smelts	0 12
Extra smelts	0 15
Smoked goldeyes, doz.	0 50
Norwegian herrings, per case	5 75
Labrador, per half barrel	4 40
Holland, kegs	0 65
Halibut	0 11
Fresh salmon	0 18
Fresh trout	0 12

To Give Address on Cost of Doing Business

Part of Programme for Next Meeting of Grocers' Section R. M. A., Toronto Branch—Officers Elected for 1912—New Members for R. M. A.—Resolution Carried.

Toronto, June 3.—The regular monthly meeting of the Grocers' Section of the Retail Merchants' Association of Canada, Toronto branch, was held on Monday evening, May 27th, in the board room of the association, 21 Richmond Street West. Some interesting subjects came before the meeting.

The following officers were elected for the coming year:

E. C. Matthews, chairman; J. Simpson, 1st vice-chairman; F. Spooner, 2nd vice-chairman; F. L. Giles, treasurer; F. C. Higgins, secretary; H. A. Tubb, auditor.

Enrolling New Members.

M. Moyer, chairman of the grocers' section of the association for the province of Ontario, addressed the meeting, and reported that during his visits among the grocers in various parts of the province he had met with a great deal of encouragement, and had succeeded in enrolling a large number of new members.

He urged upon the retail grocers the necessity of standing shoulder to shoulder with their fellow retail merchants in all lines of retail trade throughout Canada. He stated that his experience as a retail grocer had proved to him that only by doing so could the grocery trade hope to be protected from trade abuses, that at all times creep into the commercial community.

After considerable discussion, the following resolution was unanimously carried:

"That it is the opinion of this meeting that our special grocery trade interests and the general welfare of the great body of retail grocers has been and can be better taken care of and protected by being a 'Grocers' Section' and forming a part of the great federation of 'The Retail Merchants' Association of Canada' than by attempting to have our interests taken care of through an isolated single line grocers' association.

"We believe that only in retail unity can there be strength and that experience has proven to us that in order to defend ourselves against unfair trade abuses or unfair Dominion or Provincial legislation, that we must stand shoulder to shoulder with our fellow retail merchants and maintain 'The Retail Merchants' Association of Canada,' with its Provincial and Dominion boards, and their equipped offices and staff, and that we cannot afford to weaken our united forces by being divided into separate camps or single one-line associations.

"We further believe that each section of retail trade should have the same relationship to 'The Retail Merchants' Association of Canada' as Canada and the other British colonies have to the British Empire.

"And whereas the association having secured legislative rights whereby they can protect the entire retail trade, we now strongly urge upon the officers of the 'Grocers' Section' to put the same into operation and ask every retail grocer to assist us."

At the next meeting F. C. Higgins was requested to read a paper on "The cost of doing business," and what percentage grocers should add to the cost of their goods in the average retail grocery store. This address was given this week and will appear in the next issue.

Considerable discussion took place on the resolution passed some time ago opposing the practice of wholesale grocers selling consumers direct, and an invitation was extended to E. M. Trowern, secretary of the Dominion board, to be present at the next meeting, and address the meeting on the subject: "What can we do with the wholesaler or manufacturer who sells goods direct to our customers?"

A vote of thanks was tendered to the retiring officers and M. Moyer for his attendance.

Wealth Derived from Tobacco Growing

Essex and Kent Farmers Better Able to Meet Their Payments and Merchants Reap Benefits—Value of 1911 Tobacco Harvest in These Counties Estimated at $1,700,000—Lower Acreage Expected This Year But Better Quality.

Leamington, Ont., June 6.—Prospects point to a somewhat smaller acreage in tobacco this year in comparison to 1911. This, however, will likely result in more attention beingp aid by farmers to this crop, and hence a better quality leaf all round, is anticipated. As the tobacco companies pay according to quality farmers in Essex and Kent counties should this year make even more money than last.

W. T. Gregory, manager at Leamington for the Imperial Tobacco Co., states that the 1911 crop was the largest on record, more than double the yield of any previous year. It is estimated that it amounted to 15,000,000 pounds and farmers received no less than $1,700,000. The high price was 12½ cents per pound which every farmer admits means a good profit.

The addition of $1,700,000 to any district means a big increase in the general wealth. The result is to be seen in mortgages paid off, more money spent among the retail merchants, easier collections, better farm buildings, and bigger bank balances.

It will therefore, be seen that the production of tobacco in Western Ontario is enormous. The question naturally arises, to what extent can this be increased with a market to some extent limited. The answer appears to be that the tobacco growing industry will eventually come to its proper place, namely, as a business not to be undertaken, except by those who are prepared to grow the best tobacco and house it properly. This means that a lot of people who have been growing it as a side line, and giving it little attention, will either quit it or else become proper growers.

Like everything else in these advanced times, quality is evidently required in the growing of tobacco.

Produce & Provisions

Shrinkage Already Causing Loss in Eggs

So That Although Values in Country are Easier, City Retailer Pays Just as Much—Receipts are on Liberal Scale—Undertone of Easiness in Butter—Demand From West Has Kept Eastern Decks Clear.

Complaints are already being voiced by wholesalers from different centres of loss in eggs through shrinkage, which appears to be quite large for time of year. This generally increases to larger proportions as weather becomes warmer, but no doubt could be considerably reduced if proper precautions were taken by country merchants who ship eggs. Candling of supplies as received is necessary, followed by proper care of stock before and during shipment.

Quality of bulk of present receipts is said to be only fair. For this reason, although easier values are being paid in the country on account of this loss, prices to city retailers have shown little reduction. Receipts continue to show a quite substantial increase, but a good demand is balancing this to some extent. Some storing is being done, although weather will soon be a little warm.

As far as actual quotations are concerned, there has been little change in butter, but there appears to be an undertone of easiness. Prices are now above normal, and situation resolves itself simply into a question of supply and demand. Receipts in East have been increasing, but a demand from Canadian West has kept decks clear. West should shortly be able to care for her own wants, while excellent pastures should work for a general good production. June butter is considered as desirable for storing, but as one wholesaler remarked, "at the right price."

Generally speaking, new cheese has held fairly steady during past week, although slight waverings are reported from an odd centre. Just at this time a number of factories change from butter to cheese, and as other conditions continue favorable, a larger production of cheese this month than last June is expected by some in the trade. Old cheese maintains a strong front.

MONTREAL.

PROVISIONS.—Stocks of lard have been light for some time, not many hogs being marketed. Prices seem to be a record, and it looks as if a higher level will be reached as the summer advances.

Long clear bacon, heavy, lb.	0 13½	
Long clear bacon, light, lb.	0 15	
Hams—		
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼	
Large sizes, 20 to 28 lbs., per lb.	0 16	
Medium sizes, 15 to 19 lbs., per lb.	0 17½	
Extra small sizes, 10 to 14 lbs., per lb.	0 17½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20	
Breakfast bacon, English, boneless, per lb.	0 18	
Windsor bacon, skinned, backs, per lb.	0 19	
Spiced roll bacon, boneless, short, per lb.	0 15	
Boiled ham, small, skinned, boneless	0 26	0 28
Hogs, live, per cwt.	9 25	9 50
Hogs, dress, per cwt.	13 00	13 25
Pure Lard—		
Boxes, 50 lbs., per lb.	0 14¼	
Cases, tins, each 10 lb., per lb.	0 14½	
Cases, tins, each 5 lbs., per lb.	0 14⅝	
Cases, tins, each 3 lbs., per lb.	0 14¾	
Pails, wood, 20 lbs. net, per lb.	0 14½	
Pails, tin, 20 lbs. gross, per lb.	0 14¾	
Tubs, 50 lbs. net, per lb.	0 14¼	
Tierces, 375 lbs., per lb.	0 14	
One pound bricks	0 13½	
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 10⅝	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10⅞	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Pails, wood, 20 lbs. net, per lb.	0 10¼	
Pails, tin, 20 lbs. gross, per lb.	0 10	
Tubs, 50 lbs. net, per lb.	0 10½	
Tierces, 375 lbs., per lb.	0 10¼	
One pound bricks	0 11	
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00	
Bean pork	17 50	
Canada short cut back pork, bbl., 45-55 pieces.	25 50	
Heavy short cut clear pork, bbl.	23 00	
Clear fat backs	25 50	
Heavy flank pork, bbl.	26 50	
Plate beef, 100 lb. bbls.	8 75	
Plate beef, 200 lb. bbls.	17 00	
Plate beef, 300 lb. bbls.	25 00	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	

BUTTER.—There is an undertone of easiness in butter, demand from West having slackened and local trade being for small lots. Prices are considerably above a year ago, and as soon as receipts increase, it looks like lower prices. Creamery blocks have declined half a cent.

Creamery blocks	0 27½	0 28
Dairy tubs, lb.	0 21	0 22½
Fresh, dairy rolls	0 22	0 23

EGGS.—During the warm weather the prices of new laids generally advanced, while the No. 1 variety became easier. The market is stocked up at present, and, to quote the words of a large dealer, is "choked."

New laids		0 29
Selects		0 27
No. 1		0 24

CHEESE. — There is a good trade passing, and it looks as if a slight increase would take place owing to a stronger feeling in the country, but so far the local market is unchanged. A change, however, may take place at any time.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—With a number of the large trans-Atlantic liners in port every week, trade has brightened up, and quite a good volume of business is being done.

Turkeys, No. 1, per lb.		0 24
Turkeys, No. 2, per lb.	0 22	0 24
Chickens, per lb.	0 16	0 22
Fowls, per lb.	0 13	0 15
Ducks, per lb.		0 25
Geese, per lb.		0 15

HONEY.—Trade is not up to the mark of last year, but at this time honey is not consumed to any great extent. All comb varieties are practically exhausted, while white clover should be a little cheaper.

White clover, strained		0 10½
Buckwheat, strained		0 08½

TORONTO.

PROVISIONS.—Another ½ cent advance in smoked hams is made by several firms this week. Heavy mess pork is quoted at $20 to $20.50 per barrel. General tone of pork products is steady, with smoked and cooked meats coming into greater prominence.

Live hogs are easier, ranging about $8.15 at country points this week. Delivery is a little freer, while packers who are fairly well supplied for moment think that prices were boosted a little higher than was really warranted.

Smoked Meats—		
Light hams, per lb.	0 18	0 18½
Medium hams, per lb.	0 18	
Large hams, per lb.	0 16	0 17
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 13½	0 13¾
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13¾	0 14
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14¼
Lard, compounds, per lb., tierces	0 09¾	0 10
Live hogs, at country points		8 15
Live hogs, local		8 45
Dressed hogs	12 00	12 50

BUTTER.—Quotations on butter remain about as a week ago, but there is

an easier undertone. Demand from the West has continued longer than anticipated, but is expected to ease up at any moment. There has been plenty of rains, pastures are in an excellent condition, and there should be a big production of butter during month. June butter is considered desirable for storage purposes, but dealers say prices must come down before that will be possible.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 26	0 27
Farmers' separator butter	0 23	0 24
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

EGGS.—As announced last week there was an easier feeling in prices paid in the country, but this has been balanced up by loss through shrinkage, so that there is little difference in the price being asked the city retailer. "We are paying lower prices in the country," said one dealer, "but the amount of shrinkage makes the cost to us just as large."

With warmer weather loss through this source generally increases. The weather is getting a little warm for storing eggs, but some are still being disposed of in this way.

Receipts are large and undertone of market somewhat easier.

New laid eggs, per doz.	....	0 23
Fresh eggs, per doz.	....	0 22

CHEESE.—Old cheese remains firm, as it has for some time, and can be expected to do.

New cheese has remained fairly steady, but there was a slightly easier tendency toward end of last week. A good production is anticipated during June.

Old Cheese—		
Large	0 17¾	0 18
Twin	0 18	0 18¼
Stiltons	0 19	0 19½
New Cheese—		
Large	0 14½	0 15
Twin	0 14¾	0 15¼

HONEY.—Trade as natural at this season is rather quiet. Stocks held are not large, however, and market is generally steady.

Honey—strained—	
White clover, 10-lb. tins, per lb.	0 12½
White clover, 5-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 08
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07

WINNIPEG.

PROVISIONS.—Butter is weaker but there is little dairy product yet on the market. It should be an important factor in another week. Lard and cured meats are firm and unchanged. Cheese is strong and up 1½ cents.

Lard—		
Tierces		0 13¾
50 lb. tubs		7 00
20 lb. tubs		2 85
10 lb. cases		8 70
5 lb. cases		8 80
3 lb. cases		8 85
Cured Meats—		
Hams	0 17¾	0 18
Bacon	0 18½	0 19
Smoked shoulders	....	0 14½
Long clear	....	0 13¼
Butter—		
Creamery butter	0 31	0 34
Dairy prints	....	0 23
Eggs—		
Strictly fresh	....	0 21
Cheese—		
Ontario, large, new		0 15½
Twins, new		0 16

Butter Price Changes in Past Three Years

Figures Show Some Interesting Similarities — Highest Point Each Year Reached in Early April—In 1910 and 1911 Prices Were Well Maintained Through Summer Months.

The difference between the high and low point of butter in past five months has been much greater than during the same period of recent years. The high point reached by creamery in Montreal since the first of the year was 38½ cents. The low point was 28½, showing a total variation of 10 cents per pound.

Another interesting fact is that butter has ranged much higher than for several years. As stated before the high point for creamery in Montreal during past five months was 38½ cents. In 1911 the highest point reached during the same period was 27½, a full 11 cents difference.

Similarity in High Prices.

In 1910, it went as high as 33 cents and a peculiar coincidence is that the high point during past three years has been reached at practically the same date—during the first week of April.

Dairy has followed the trend of creamery pretty closely as is shown by the following comparative prices of first six months of past three years:—

Dairy Tubs—Montreal.

	1912.	1911	1910.
Jan.	24-27	23	22
Feb. 9	25-28	23	22½
Mar. 15	28-30	23	22½
Apr. 5	30-32	23	23½
Apr. 26	28	20	23½
June 1	22½	19	22
June 30		19	21
July 29		20	21

The 1912 High Creamery Market.

The figures on creamery for the same periods are as follows:—

Creamery—Montreal.

	1912.	1911.	1910.
Jan. 12	32½	26½	27
Feb. 9	35½	26½	25½
Mar. 15	35½	27½	27½
Apr. 5	38½	27½	33
Apr. 26	30½	27	32
June 1	28½	22	25
June 30	——	23	24
July 29	——	25	24

Heat Checked Drop.

The history of butter prices during past year makes quite an interesting study. Just one year ago under the influx of the new make, prices were on the tumble. However they did not make any drastic drop, for quite early in the summer the pastures began to show the effect of severe heat, the flow of milk lessened and make of butter followed suit. Not only was this true in our own country but in all the butter producing countries of the world. So the fall was commenced with prices above normal, small stocks held general and prospects of record prices being reached before another season had arrived.

The April Record.

Nor did prices fail to follow the fall predictions. When 1911 arrived values were already above normal but as the year advanced, stocks grew into smaller compass and prices soared. The climax was reached in early April when creamery at Montreal registered 38½ cents. Then with the new make commencing to put in its appearance, prices shaded in the other direction, there being a decided slump during the month, which, however, dealers were prepared for as purchasing had been in small lots for some time before.

Butter has not yet reverted to normal. Creamery in Montreal is 6½ cents above a year ago and 3½ cents above two years ago. There is a reason for this. The new make this year came on a market decidedly bare and so was badly needed. Besides this the season was somewhat backward, holding back the production considerably while scarcity of supplies in some sections, particularly the West, kept decks clear at other centres and steadied the situation.

Summer Prices Maintained.

A comparison of prices during 1910 and 1911 show that prices ruling on June 1, with exception of a cent or so variation, have been maintained for the following two months. Is this to be the case this year?

June butter is considered good storage stock and in other years surplus supplies have been disposed of in this way. However, in other years prices have been at a more reasonable level while this year they are above normal. Dealers apparently consider it rather risky to store butter until it reverts to a more normal basis.

The Texas Bermuda onion crop this season will total about 4,000 cars. Each car represents approximately 600 crates, making a total of 2,400,000 crates. Texas has outstripped Bermuda so far in raising Bermuda onions that the matter of giving the Texan product another name is under consideration by some growers. It is said Bermuda crop will not exceed 200,000 crates this year.

PON-HONOR
GUNNS
FOOD PRODUCTS

QUALITY BREAKFAST BACON

Appetizing and Satisfying

Selected from choice, well nourished young pigs in perfect condition. Each piece square trimmed and nicely streaked with lean.

Cured in its own juices in hermetically sealed boxes which gives it a most delicious flavor, impossible to produce in the old way.

Sold also in one pound cartons. Sliced as thin as a wafer, after taking off the skin—therefore no waste.

No Breakfast complete without it.

Fried to a delicate brown and served crisp with Eggs makes a dish that will arouse and satisfy any palate.

Specially adapted for camping parties.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners,

WEST TORONTO

WE HAVE PROVEN OUR WORTH
AS
BUSINESS GETTERS

WE WANT THE MANUFACTURERS OF
EUROPE UNITED STATES EASTERN CANADA
TO LET US HANDLE THEIR ACCOUNT IN WESTERN CANADA.

We have the EXPERIENCE, STAFF, MONEY, AGGRESSIVENESS, to do it RIGHT.

OFFICES AND WAREHOUSES AT

Winnipeg Man. | **Regina** Sask. | **Saskatoon** Sask. | **Edmonton** Alta. | **Calgary** Alta.

Our salesmen are always ON THE JOB.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

HEAD OFFICE - - - - WINNIPEG

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case ..$2 00
½-lb. tins, 3 doz. in case... 1 25
¼-lb. tins, 4 doz. in case... 0 75

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 80
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..... each	0 04
100 books and over. each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz	0 90
Perfection, 5-lb. ins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 50
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1,25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. pkgs. White Moss	0 26

NOTICE

We are moving, and filling orders complete will be uncertain for next few weeks, Prospective house contains 66,000 square feet of floor space with C.P.. G.T., and C.V. sidings. Equipment will be such as to meet the enormous increasing demands, covering the entire civilized world.

Canada Maple Exchange Limited, Montreal

NOTICE

We wish to thank our patrons for leniency shown us when unusual delays have been made in shipments, caused by congestion. As many as 18 trunk teams have congregated at one time at our east side shipping station, cut illustrates frequent occurrence. Do not contract for future supplies before consulting our next August Price List No. 21.

CANADA MAPLE EXCHANGE LIMITED

614-620 Beaudry Street - - - MONTREAL

SALESMAN WANTED

One who has made good selling specialty or staple line. For a man thoroughly acquainted with the grocery business and with experience in advertising, this is a splendid opportunity. Apply, giving age, experience and salary expected to

Box 500, Canadian Grocer :: Toronto, Ont.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

½-lb. pkgs. White Moss .. 0 27
¾-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb, tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	0 21	0 17
Best shredded .	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	.....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case

Eagle Brand, each 4 doz.. $6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co. Per Case.

Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

REINDEER LIMITED.
(Sweetened.)

Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case 4 50

(Unsweetened.)

Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50
Reindeer Brand, in glass jars (2 doz. in case) 6 20

COCOA.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case) 4 80

ST. CHARLES CONDENSING CO.
Prices—

St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26½
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, ½-lb. tins, do. 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins. ground 0 26
German Dandelion, ½-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb. .. 0 32
Mo-Ja, ½-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

CONFECTIONS.

PEANUT BUTTER.
Ontario Prices

MacLaren's Imperial—	Per doz
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb....	0 15

CHEESE.

MACLAREN'S IMPERIAL.
Ontario prices per doz.

Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each ½ doz.) 8 25

MacLaren's Roquefort—

Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40

MacLaren's Canada Cream—

Small (each 1 doz.) 0 90
Medium (each 2 doz.) ... 1 35
Large (each 1 doz.) 2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2½ oz. (all flavors) doz. .. 2 00
4 oz. (all flavors) doz. ... 3 00
5 oz. (all flavors) doz. ... 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottle (retail at 90c)	6 80
8 oz. bottles (retail at $1.50	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz. 1 30
Knox Acidulated Gelatine (2 qt. size), per doz..... 1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2½-lb. bars,lb 0 08½
Case 25 lbs., 11-lb. bars, lb 0 07½
Case 50 lbs. ¾-lb. bars case 3 50
Case 200 lbs. 3½-oz., case. 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2½-lb. bars, lb 0 08
Case 50 lbs., ¾-lb. bars, case 3 25
Case 100 lbs. 3½-oz. bars, case 1 80
Case 200 lbs. 3½-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb. 0 07½
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme,12 q	5 00
Champagne de Pomme,24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	11½
Tubs	11¾
Pails	12
Tins, 20 lbs.	11½
Cases, 3 lbs.	12½
Cases, 5 lbs.	12⅜
Cases, 10 lbs.	12¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 10½
Tubs	0 10¾
20-lb. pails	0 11
20-lb. tins	0 10½
10-lb. tins	0 11¼
5-lb. tins	0 11½
3-lb. tins	0 11½
1-lb. cartons	0 12

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 30
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.
Ontario Prices.

Small case 4 doz., per doz. 0 45

GILLETT'S LYE

One Of The 500 Purposes

GROCERS: Gillett's Lye can be recommended as a positive exterminator of rats and mice,and it has none of the objectionable features of a poison. The process for using it is simple. Just sprinkle a little of the Lye in and around the holes made by them. In addition to this, make a circle of Lye about one-quarter inch deep on a thin board about a foot square, and place some cheese or meat in the centre. In endeavoring to get at the bait their feet will be burned,and the whole colony, whether large or small, will immediately disappear.

REFUSE SUBSTITUTES

"GILLETT'S LYE EATS DIRT"

and besides, is useful for over 500 other purposes.

E.W.GILLETT COMPANY LIMITED

WINNIPEG TORONTO, ONT. MONTREAL

COOKED HAMS

This is the season for cooked meats. Your customers will appreciate not having to cook during hot weather and nothing will please them so much as "Star Brand" cooked hams.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Lemon (straight) contains 2 dozen 1 80
Orange (straight) contains 2 dozen 1 80
Raspberry (straight) contains 2 doz. 1 80
Strawberry (straight) contains 2 doz. 1 80
Chocolate (straight) contains 2 doz. 1 80
Cherry (straight) contains 2 doz. 1 80
Peach (straight) contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
Chocolate (straight) contains 2 doz. 2 50
Vanilla (straight) contains 2 dozen 2 50
Strawberry (straight) contains 2 doz. 2 50
Lemon (straight) contains 2 dozen 2 50
Unflavored (straight) contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.

Criole soap, per gross $10 20
Floriola soap, per gross.. 12 00
Straw hat polish, per gr.. 18 20

SNAP HAND CLEANER.

3 dozen to box .....$ 3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....$ 5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD. MONTREAL "SAPHO" INSECTICIDE

1-16 gall., doz. .....$ 2 00
¼-gall., doz. 6 00
½-gall., doz. 10 00
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. .....$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00
Liquid Blueing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry..	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss, 6-lb. draw lid boxes.....	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	07½
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH WORKS.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs....	.05¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case ..	.08¼
6 lb. toy drums, with drumsticks, 2 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch.	
1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1 lb., per case, $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligataway, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case..	2 55
5 lb. tins, 1 doz. in case ..	2 90
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 75
Barrels, 700 lbs.	3½
Half Barrels, 350	3¾
Quarter Barrels, 175	4
Pails, 38½	$1 90
" 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case..	2 90
5 lb. tins, 1 doz. in case..	3 25
10 lb. tins, ½ doz. in case	3 15
20 lb. tins, ¼ doz. in case	3 10

(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz.	93
3's—2 doz. to case	1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz.	1 20
3's—Tins, 2 doz. cases, per doz.	1 75
5's—Tins, 1 doz. cases, per doz.	3 20
10's—Tins, ½ doz. cases, per doz.	5 30
20's—Tins, ¼ doz. cases, per doz.	19 40
Pails—1's each	0 65
Pails—2's each	1 12
Pails,5's, each	2 55

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case, per doz...	$1 35
3's, 2 doz. case, per doz .	1 95
5's, 1 doz. case, per doz. ..	3 75
10's, ½ doz. case, per case.	3 40
20's, ¼ doz. case, per case.	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz..	1 60
3's, 2 doz. case, per doz...	2 35
5's, 1 doz. case, per doz...	4 00
10's, ½ doz. case, per case.	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. $0 90
Pint bottles,. 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90
H. P. Pickles—
Cases of 2 doz. pints .. $3 35
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	50
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label. 1's and ½'s..	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	.24	.30

ROYAL

BAKING POWDER

Absolutely Pure

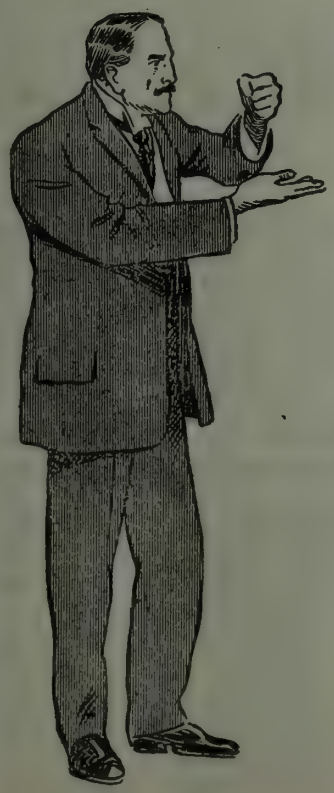
The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE



HERE'S THE POINT

The eyes of the world are turned toward Western Canada, consumers are coming in tens of thousands, scores of new stores are opening each month, and they are all calling to us for goods covering a full range of grocery supplies.

We Could Sell Your Line if We had it

Efficiency and thoroughness characterize every branch of our business.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1s.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c		.24
Green Label, retail at 40c		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c.		.42
Gold Label, retail at 80c		.55

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

PINEAPPLES

Do not forget the heaviest run is now on and they are at their best.

Delaware and Maryland strawberries are arriving in fine shape and prices are right.

Bananas, Oranges, Lemons, Limes, Tomatoes, Asparagus, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS
Tomatoes
Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

"Quality"

is the

"come before any" consideration when Tracuzzi packs

"St. Nicholas"

J. J. McCabe

Agent

Toronto

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

Hothouse Tomatoes

We are producing some of the finest tomatoes this season we have ever had.

Local grown under glass.

Baskets contain 15 lbs. net—the price 21c. per lb.

Every tomato perfect—no waste—try them.

Fresh cars daily—

Berries, Pineapples, Cucumbers, Cabbage, Bananas, etc.

WHITE & CO., LTD.

TORONTO and HAMILTON

LEMONS

Lemonade weather has at last arrived and now is the time to push sales. We have both fresh cuts and November cuts. Let us have your orders.

STRAWBERRIES

Very fancy Maryland berries fresh every day. Send along a standing order.

PINEAPPLES

The season is passing. Come along before the best are over.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

Worcester-shire Sauce

(Paterson's)

The most piquant of appetizers, needs no recommendation to the grocer who handles the best. If you have not stocked, do so—you will find it a really good seller, and a line that will pay you well on each sale, besides building a satisfied trade.

These are goods with high reputation—goods that will win trade to your store. They are put up in the finest factory in Scotland, under the most careful conditions of cleanliness.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

needs no introduction to your customers. Just send for a set of the handsome window and interior advertising cards we furnish free and prepaid. They will get the sales for YOU.

It's a good profit too.

BOVRIL, LIMITED, - MONTREAL

EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St., - - Montreal
W. G. PATRICK & CO., - - - Toronto
W. H. ESCOTT & CO., - - - Winnipeg

His Influence Counts

Give him a table salt that is always dry and fine—one that leaves the shaker evenly and without urging.

WINDSOR TABLE SALT

makes a firm friend of every man, because it is dry and fine, never cakes or clogs in the shaker, and it flavors food as it should be flavored—with not a trace of bitterness.

THE CANADIAN SALT CO.,
WINDSOR, LIMITED ONTARIO.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

WINN & HOLLAND, LIMITED
SOLE AGENTS MONTREAL

Do You Need Any of These Lines to Assist the Service in Your Store?

Cheese Knives, Lard and Butter spades; highest grade, best steel.

Display and Delivery Baskets: Made of Steel Wire, heavily tinned and will not rust.. Wire baskets are always clean, will outwear all others and effect saving of paper. These baskets are well raised from the floor with hardwood runners. If in need of baskets write us.

We also carry a full line of twines, (ball, spool and cone) cone stands, and ball hangers with twine take up. When in need, write for prices and illustrations.

Walter Woods & Co.
HAMILTON - - WINNIPEG

Brunswick Brand
Canned Fish

It is every grocer's wish that he should build a profitable business. What class of stock are you pushing to win for you? Do you stock Connor's Bros. goods? They are the kind that "Hit the Mark" of popularity and make satisfied customers for you.

Brunswick Brand Fish Foods, packed by this well-known firm, are the finest obtainable and may be relied upon to give the greatest satisfaction. By the "Brunswick" modern sanitary method of canning, the natural fish flavor is preserved to a remarkable degree.

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

THIS IS THE AGE OF SPECIALIZING

WE make nothing but brooms and whisks, and make them as good as possible. We will welcome any complaints from anyone anywhere of faulty work in any broom bearing our label.

THE PARKER BROOM CO.
692 Wellington St. - - OTTAWA

Read The Letter

Asbestos, Co. Richmond, Que., March 1, 1907.
Messrs. S. F. Bowser & Co.,
Toronto, Ont.

Gentlemen,—Herewith please find enclosed my cheque of $107.75 in payment of enclosed invoice.

I am proud to say you have served me to perfection, and am very much obliged to you. I am convinced that your oil pumps are indispensable to those who know and use them, and be sure that had I known them, I would have had one a long time since; it is about the best investment I have ever made.

Yours devotedly,
J. H. Bourbeau.

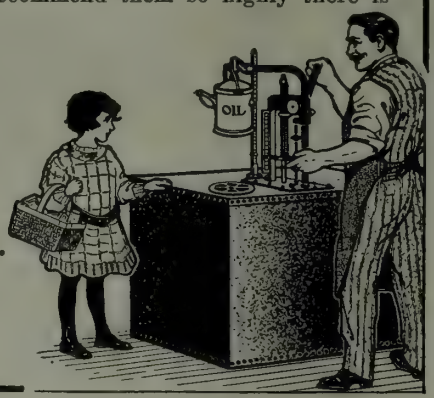
You Will Say The Same Thing

We have thousands of letters from merchants all over the United States and Canada, and they all prove our statement that no merchant can afford to be without a Bowser System.

When men who have used Bowsers recommend them so highly there is no use of us saying more.

Let us send you our Catalogue. Drop a card to-day and say, "Send me book No. 5."

It's FREE.



S. F. BOWSER & CO.
(INCORPORATED)
66-68 Fraser Ave. Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Dry Cleaning Systems, etc.

Quality is the Basis

of the upbuilding of permanent business.

Mooney's Perfection Cream Sodas

are made of quality.

They are perfectly baked, neatly packed, and retain their fresh, crisp, toothsome taste. These sodas possess many other features which commend them to the public. This is why you should always handle the package that holds prominence over all others.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.
BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

WHITE DOVE
Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.

W. P. Downey
MONTREAL, QUE.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

All Good Things are Imitated.

MAPLEINE

(The flavor de Luxe)
Is not the exception.

Try the imitation yourself and note the difference.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention this paper.

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

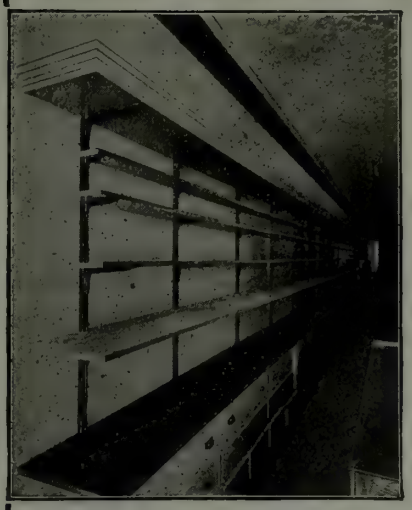
Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

THE BEST SHELVING FOR YOUR BUSINESS



Note the splendid stretch of shelf space—not a stick or prop in the way—all reserved for the best display of merchandise.
This is one of the many good points of our

Patent Adjustable BRACKETS

They are strong, durable, beautiful in appearance and leave all the space for display of goods.

Write, stating whether your building is brick or frame; and full information will be gladly sent.

The Piqua Bracket Company

SOLE MANUFACTURERS

PIQUA :: OHIO

SOAP SENSE

is a sense very much akin to common sense which comes to a grocer after a while and tells him his best interests are served by handling only soaps whose quality and purity are known and proved. Such a soap is

which will establish confidence and build up your general connection. The public is getting wise and will rather pay a little more for a good article than pay through the nose for premiums. We sell the **good article** and offer **no premiums.**

Send for quotations.

THE GUELPH SOAP COMPANY

GUELPH :: :: :: ONTARIO

YOU make fully 25% when you handle Reindeer and Jersey Brands Milk, Coffee and Cocoa. (Stock the full line.) The Reindeer head on any label gives your customer confidence that you sell the best goods in that line (at least) that money can buy. So it's your fault if you are not increasing your sales and profit on preserved milk. The price denotes the quality.

REINDEER LIMITED

TRURO, Nova Scotia.

CHILDREN

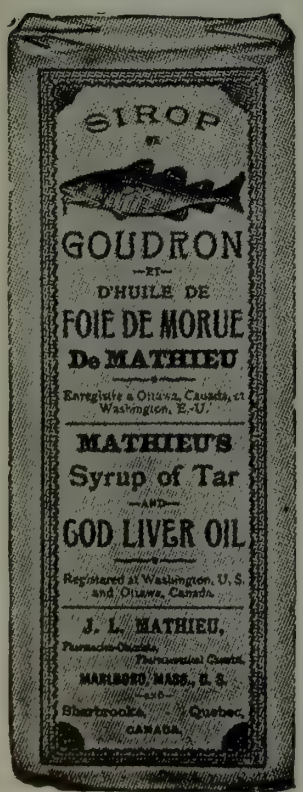
grow sturdy and strong on

ABSOLUTELY

PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

Money in Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer, "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

YOU ARE THE MAN WE WANT

—that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

THE DEMAND FOR

Elgin Brand

SMOKED MEATS

is increasing all the time, which proves that the public are exacting in their taste and know choice meats.

LARD

Our Elgin Brand Lard is as pure as lard can be made, and our other grades are Pure Lard, Lard and Beef Shortening and Baker's Friend. We also make a specialty of Yellow Rose Cooking Oil.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Pork, Pork Products and Beef, Butter, Eggs and Cheese
ST. THOMAS, ONT.
Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books

IF you are in doubt when ordering drinks for your summer and picnic trade, order only the kind that have been tried and tested — the drink whose merits have made them popular.

Sterling Brand

Raspberry Vinegar, Lime or Fruit Juices have been tried and tested and are not found wanting. They are a safe buy for quick and sure sales.

THE T. A. LYTLE CO.,
LIMITED
STERLING ROAD, TORONTO

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz in case..$3.50
Princess Condensed Milk, 4 doz. in case...$4.20
Banner Condensed Milk, 4 doz. in case....$5.00

Our lines will bring you new customers and quick returns.

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax.

J. Malcolm & Son, St. George, Ont.

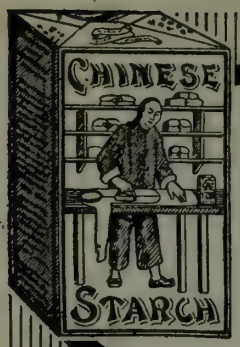
EVERY DAY

and every hour of every day there is call for the use of

SNAP
HAND CLEANER

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited
MONTREAL, QUE.



NOT A THEORY

The popularity of goods put up in packages over the old-fashioned "Bulk" goods has resulted in large increases of sales of branded grocery specialties.

CHINESE STARCH

is a branded package—the standard—the starch for beautiful work. The Chinaman on the package is a guarantee of quality. Each package contains full 16 oz. **Write for list of our products and prices.**

AGENTS: Standard Brokerage Co., Vancouver, B. C.; Escott & Harmer, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont; Norman D. McPhee, Hamilton, Ont. The Lawrence Nfld Co., Ltd., St. John's, Nfld. J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Soott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. **OCEAN MILLS** **MONTREAL**

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Sell goods which are well advertised and guaranteed

SHAMROCK

QUALITY PLUG SMOKING TOBACCO

is being extensively advertised, and every plug is guaranteed. Shamrock is termed with reason the "quality plug smoking tobacco," it is cool and always in fine condition.

HOW IS YOUR STOCK?

THE EMPIRE TOBACCO CO. (BRANCH OF)

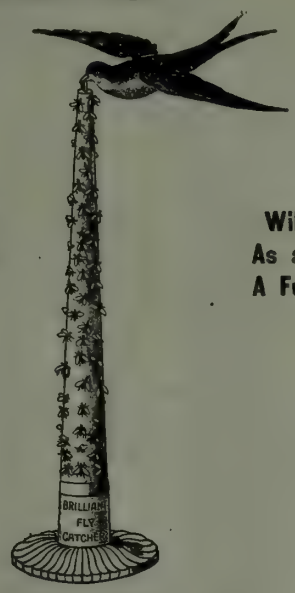
IMPERIAL TOBACCO CO., of Canada, Ltd.

MONTREAL, CANADA

You Can't Get Any Cheaper. You Can't Get Any Better.
So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?



The Most Reliable Glued Catcher On The Market.

Will Unroll As a Ribbon A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

Are You a Salesman?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.
Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

FOR SALE—A THRIVING GROCERY BUSINESS in the best town in Eastern Ontario—Smith's Falls. Apply Box 430, Canadian Grocer. (4)

GOOD, CLEAN, NEW GROCERY BUSINESS for sale in Eastern Ontario. Town of 2,000 population. Turnover $20,000 to $30,000 per year. Store may be rented on easy terms. Apply Box 431, Canadian Grocer.

FOR SALE

CASH REGISTER FOR SALE—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

SITUATION VACANT

WANTED—A TRAVELLER TO REPRESENT a leading Grocery House in one of the most promising territories in British Columbia, salary $150.00 with prospects of advancement. No one but a really first-class, up-to-date man need apply. Reply Box 428. Canadian Grocer.

SALESMAN WANTED — ONE WHO HAS made good selling specialty or staple line. For a man thoroughly acquainted with the grocery business and with experience in advertising, this is a splendid opportunity. Apply, giving age, experience and salary expected, to Box 500, Canadian Grocer, Toronto.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c., 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

MISCELLANEOUS

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 295 Yonge St., Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

LICENSED GROCERY

One of the best paying stores in Montreal. Rent $50. Lease four years. Weekly receipts $600. Stock about $5500. Sell en bloc or inventory.

DELA RONDE BUSINESS BROKER
14-16 McGill College Ave., Montreal

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies

The Turnbull Company

Winnipeg, Manitoba

For British Columbia: The Standard Brokerage Co., Vancouver.

MACARONI

Olives—Green and Black

Cheese—
Gorgonzola Roman
Parmesan Swiss

Tomatoes—Italian Peeled

Tomato Extract
Spanish Peppers
Green Peppers
Onions
Garlic
Haricots Vert
etc., etc., etc.

WRITE

H. E. VIPOND

MONTREAL

REPRESENTATION WANTED

When writing advertisers, kindly mention having seen the ad. in this paper.

It Cannot be Equalled

That's a fact. There is nothing purer, nothing which will give such complete satisfaction as

Hirondelle (Brand) MACARONI

Made in the sunniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd.
MONTREAL, CANADA

WONDER FLY KILLER

Is the most succesful fly-exterminator known. It lasts the entire season.

Every aggressive dealer should handle this modern fly-killer.

If your jobber cannot supply you write direct.

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

Distributors:—ALBERTA, Nicholson & Bain MANITOBA and SASK. W. H. Escott, 137 Bannatyne Ave., Winnipeg, Man.; ONTARIO, Jas. Turner, & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.: EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

A NEW LABEL

In the shape of an exquisitely colored maple leaf with the E.D.S. Triangle will in future add to the appearance of the packing of

E
D S

Pure Fruit and Vegetable products.

Our aim is to produce the best in canning packing and labeling of the ever-popular E.D.S. Brand products.

Made only by

E. D. SMITH

WINONA, :: ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Queen City Water White Oil

GIVES PERFECT LIGHT

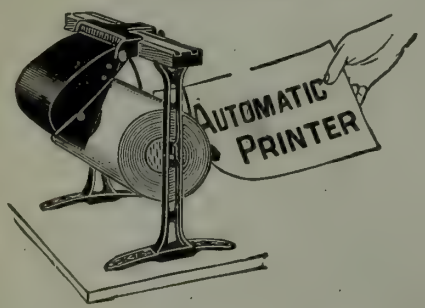
The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

Here's a Bargain In Every Sense

This neat little machine, selling at a ridiculously low figure, will be the means of saving you a good sum annually.

Reduces Advertising Bills.

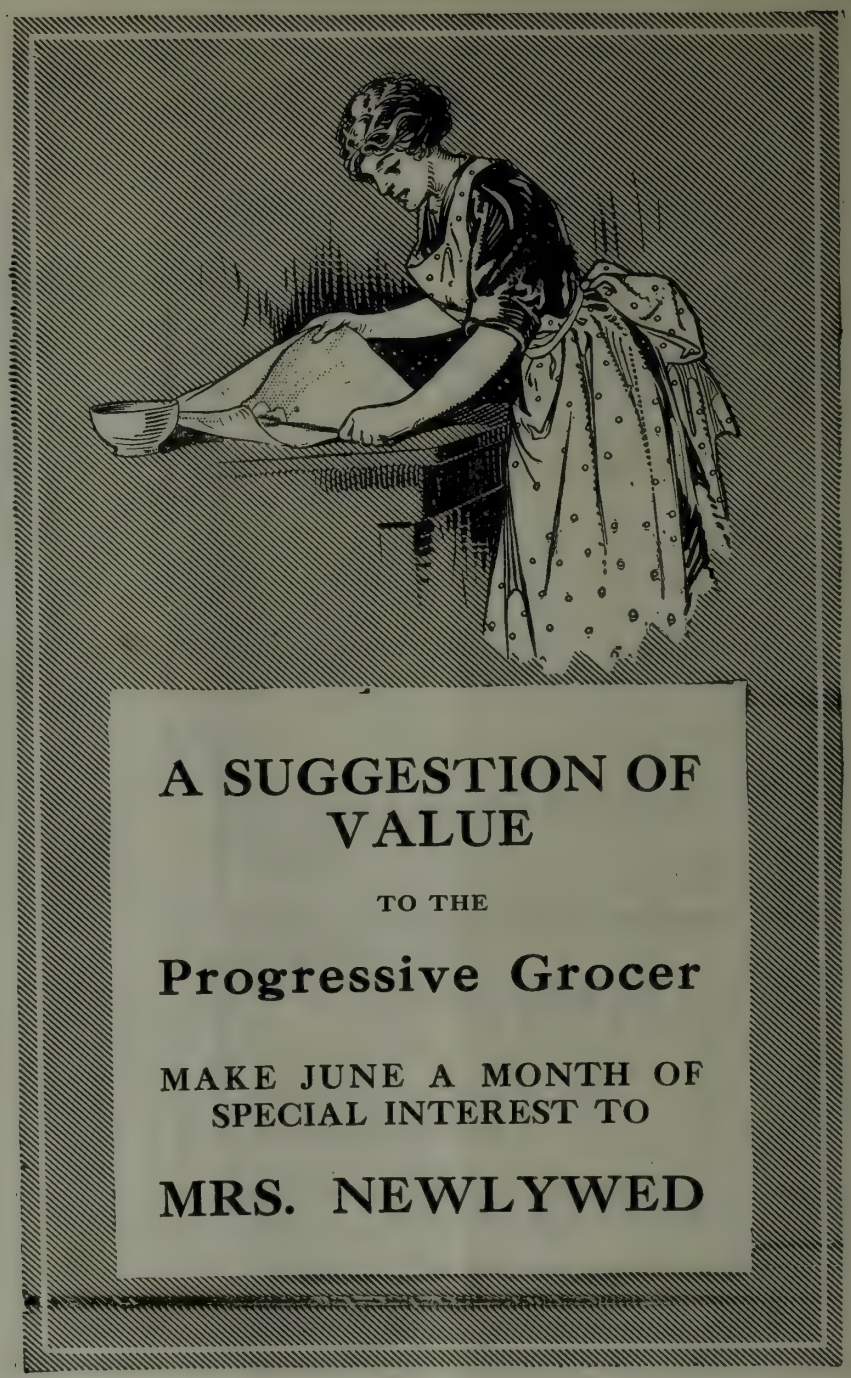


because you send your messages about cheap sales, etc., to every home on your wrapping paper and bags.

SEND US A LINE.

Utilities Limited

Bank of Ottawa Bldg.
MONTREAL



A SUGGESTION OF VALUE

TO THE

Progressive Grocer

MAKE JUNE A MONTH OF SPECIAL INTEREST TO

MRS. NEWLYWED

The ERMALINE SYSTEM

of cooking with PAPER BAGS is the logical solution of the kitchen problem

Write for samples and our special JUNE SHOWCARDS

Edward Lloyd, Limited

MONTREAL

"ASK YOUR WHOLESALER"

PERFECTION COMPLETE.

THE PERFECTION WAY

Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL.
A glass shield and splitting wire free.

Perfection Cabinet

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

Perfection Pedestal

Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada

Hamilton, Ontario

A Crisp Tasty Toast

That will delight your customers who want something more nourishing than ordinary toast or crackers

TRISCUIT

The whole wheat, steam-cooked, shredded, compressed into a wafer and baked—the maximum of nutriment in smallest bulk. Heat it in the oven to restore its crispness and then serve with butter, cheese, marmalades or peanut butter. Delicious with hot cocoa, malted milk or other beverages.

The Canadian Shredded Wheat Company, Limited

Niagara Falls, Ontario

J 91

BETTER BUY BEANS

Quaker Quality

Best Baked

Mathewson's Sons

MONTREAL

IT PAYS THE DEALER TO CONCENTRATE ON L. & B. BANNER BRAND JAMS AND JELLIES

You may have the cleanest and brightest store in your town. The first impression people get of it may be most favorable. The first impression is important, but it will not go far unless backed up by the right goods.

If you pass out inferior goods—jams especially, (Factory made jams always receive severest criticism) the customer figures that she has been deceived, and the store gets a black eye.

Concentrate on L. & B. Banner Brand Jams and Jellies and watch the volume of your jam business increase.

LINDNER & BENNER, TORONTO

Phone Park 2985 291 Arthur St.

WESTERN AGENTS:

Laing Brothers, Wholesale Grocers, Winnipeg, Manitoba

EZY-WASH

Here's another of our specialties Mr. Grocer, one which will be looked for by the housewife just as eagerly as Odor Starch.

No Wash-Board

No Wash-Machine

neither of these is needed with EZY-WASH.

No necessity to rub the clothes therefore no wear, no tear.

EZY-WASH will not injure or fade the finest goods or colors.

No potash, no lye, no acids, just a splendid easy washer, the result of years of thought.

WE WANT GOOD REPRESENTATION
RETAILERS GET SAMPLES

V. J. CARON & CO., LIMITED

15 ST. CLAUDE STREET, MONTREAL

Also Odor-Gloss, Perfume Gloss, Parisian Perfume Blue

FIRST COME FIRST SERVED

That's our policy during this season when we have a large number of first class bargains to offer. You will readily see that we must fill all orders in rotation as received, and we would advise you, therefore, to read our advertisement just as soon as you receive THE GROCER and figure out your wants immediately.

REDUCED PRICES.
BIGGER PROFITS.

50 c/s Galipebs Mushrooms (Hotel).
1,000 c/s Assorted Salmon.
400 c/s Currants in 36 pkgs. of 1 lb.
1,000 c/s Prunes.
100 c/s Shelled Walnuts.
250 c/s Imported Ginger Ale. (Trayder).

JOB DON'T MISS THIS JOB

800 reams of parchment butter paper.
11 bbls. Purnell Malt Vinegar.
8 c/s Beauport Malt Extract.
31 c/s Vermouth Gondran, Marseilles.
25 c/s Celestin Vichy Water. (In Pts.)

TEAS

Why not let us quote you regularly for teas? We can offer you the highest quality at the lowest possible price. Let us send you a trial chest. You'll be quite satisfied.

Japan Teas,	IF IT IS JAPANS SPECIFY	China Teas,
Ceylon Black,	VICTORIA and	Ceylon Green,
Indian Black.	PRINCESS LOUISE.	Young Hyson.

KINDLY ASK FOR SAMPLES.

LAPORTE, MARTIN ET CIE., LTEE.,

568 ST. PAUL STREET, MONTREAL

TELEPHONE MAIN 3766

INDEX TO ADVERTISERS

A

Allison Coupon Co. 22
American Comp. Co..... 71

B

Baker, Walter 60
Balfour-Smye & Co. 16
Benedict, F. L. 21
Bickle, J. W., & Greening 6
Borden Condensed Milk Co. 3
Bovril, Ltd. 57
Bowser Co., S. F. 60
Brand & Co. 24
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 61
Canadian Cocoanut Co. 22
Canadian Shredded Wheat Co..... 71
Canadian Salt Co. 58
Canadian Maple Exchange 51
Cane, Wm. 19
Caron, V. J. 72
Chase & Sanborn 6
Catelli, C. H. 69
Chivers & Sons 13
Clark, W. 7
Clawson & Co. 20
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Connors Bros. 59
Crescent Mfg. Co. 60

D

Dalley, F. F. Co. 15
De la Rond Business Chance Broker 68
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Cocoanut Butters, Ltd.... 24
Dominion Match Co. 18
Downey, W. P. 60
Dunn, W. H. 3

E

Eby-Blain, Limited 12 13 26
Eckardt, H. P. 51
Edwardsburg Starch 28
Eno, Ltd., J. C. 11
Escott & Harmer 20
Estabrooks Co., Ltd., T. H. 19
Eureka Refrigerator Co. 15
Ewing & Sons, S. H. 23

F

Fairbank, N. K. 72
Fearman, F. W., Co. 53
Furuya & Nishimura 18

G

Gaboury, L. Emile 21
Gillard, W. H., & Co. 64
Gillett, E. W., Co., Ltd. 27 53
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Gray, John 24
Granger Freres 67
Guelph Soap Co. 61
Gunns, Ltd. 49

H

Hargreaves Bros. & Co., Ltd..... 23
Hillock, J. 3
Hudon, Hebert, & Co. 72

I

Imperial Tobacco Co. 65
Irish Grocer 21
Island Lead Mills Co. 22
I. X. L. Spice Co. 18

J

James Dome Black Lead 17

K

Kessel Co., F. 21
Kilgour Bros. 22
King, Frederick 58
Kops Breweries 8
Kit Coffee Co. 23

L

Lascelles de Mercado 64
Lake of the Woods Milling Co. ..
Outside back cover
Lambe, W. G. A. 20
Laporte, Martin & Cie 72
Laurentia Milk 18
Lawrason, S. F., & Co. 26
Leitch Bros. 21
Lemon Bros. 56
Lind Brokerage Co. 20
Lindner & Benner 72
Litster Pure Food Co. 23
Lloyd, Ltd., Edward 70
Lytle Co., T. A. 63

M

MacLaren Imperial Cheese Co. 20
MacNab, T. A., & Co. 20
McCabe, J. J. 56
McDougall, D., & Co. 21
McLeod & Clarkson 21
McWilliam & Everist 56
McVittie & Price 14
Magor, Son & Co. 28
Malcolm, Jno. & Son 63
Mathewson's Sons 71
Mathieu, J. L., Co. 62
Methven, James 16
Millman, W. H., & Son 20
Minto Bros. 25
Mooney Biscuit & Candy Co..... 60
Morton & Sons, David 8
Mott, John P., & Co. 62

N

National Cash Register Co. 4
Nelson, Dale & Co. 14
Nicholson & Bain 49
Nickel Plate Stove Polish Co., Ltd 6

O

Ontario Peoples Salt & Soda Co.... 22
Ocean Mills, Ltd. 66

P

Packer, H. J. 15
Parker Broom Co. 59
Patrick, W. G., & Co. 20
Peek, Frean Co. 9
Perrin, D. S. 2
Pickford & Black 66
Piqua Bracket Co. 61

Q

Queen City Oil Co. 70

R

Ramsay's, Ltd. .....Inside back cover
Reindeer, Ltd. 62
Richards & Brown 55
Robinson & Co., O. E. 21
Rock City Tobacco Co. 67
Rowat & Co. 57
Royal Baking Powder 55
Ruttan & Chipman 20

S

St. Croix Soap Mfg. Co.....
Inside front cover
St. Lawrence Sugar Refining Co...
Outside front cover and 17
St. Thomas Packing Co. 63
Salada Tea 27
Sanitary Can Co. 12
Sapho Mfg. Co. 17
Silver, H. R. 20
Snap Co., Limited 63
Smith, E. D. 69
Smith & Proctor 64
So-clean Mfg. Co. 17
Spurgeon, H. G. 20
Starr Egg Carrier 66
Stevens, Hepner 55
Stewart, I. C. 22
Stimpson Comp. Scale Co. 6
Stuhr, C. F. 70
Symington Soups 25

T

Thum Co., O. & W. 56
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Son Co. 67
Turnbull Co., The 20 68

U

Utilities, Limited 70

V

Vipond, H. E. 68

W

Walker Bin & Store Fixture Co... 16
Walker, Hugh & Son 57
Warren, G. C. 20
Watson & Truesdale 20
Wellington Mills 56
Western Distributors, Ltd. 20
Wethey, J. H. 53
Western Brokerage Mfg. Dis..... 20
White & Co. 57
White Swan Spice & Cereals, Ltd. 17
White, Cottell, Ltd. 8
Wiley, F. H. 20
Willis Mfg. Co. 6
Wilson, Archdale 22
Wilson, Jos. R. 60
Woods & Co., Walter 58
Woodruff & Edwards 62
Winn & Holland 58

THE NAME "FAIRBANK" MEANS SOAP SURETY

"Have You a Little Fairy in Your Home?"

has made the BEST toilet soap EASIEST to sell,

The big, white, sweet cake of FAIRY SOAP that stays white and sweet to the last thin wafer, stands for your opportunity to have big toilet soap trade. It has more real washing power, more real soap virtue, than any other soap for five cents, and every customer you start buying it will be a pleased customer and keep on buying it always.

Made by

THE N. K. FAIRBANK COMPANY, MONTREAL

GAZELLE

The foremost brand of Canned Goods in Canada and elsewhere

Hudon, Hebert & Co., Limited

WHOLESALE GROCERS

MONTREAL

Established A.D. 1839

RAMSAY'S FARM CREAM SODAS

There is always one by which the rest are measured. In the Soda biscuit world that one is Ramsay's Farm Cream Sodas.

Ask the women customers of your store who have used Ramsay's (and are invariably buying Ramsay's Farm Cream Sodas yet) if there is another Soda biscuit that has that delicious creamy taste, that satisfying daintiness unknown to other brands.

Every item of known worth in the making of Sodas is part of the Ramsay policy in the manufacture of Farm Cream Sodas. Made in a factory of modern equipment and perfect light.

Put in a Stock For YOUR Trade

RAMSAY'S LIMITED

330 NICOLET STREET, MONTREAL

Duck Mountain, Man.
Dec. 18, 1911

"We both use FIVE ROSES flour and sell it too. We sold 2 or 3 sacks of it to people who told us they had never used it till they bought it from us and they said they had never had such good bread in their lives as they had with it out of what they had bought from us."

(Name on Request)

The FIVE ROSES flour package has kept many a merchant from shipwreck. When others have gone under, it has kept buoyant.

It has ignored the reefs of Unreliability, braved the winds of Dissatisfaction, avoided the deadly iceberg of Competition. Why shouldn't YOU enjoy steadily increasing sales—permanent growing profits?

Just think how successful our customers must be when the output has grown from 800 barrels in 1888 to 10,500 barrels a day.

Ask YOUR jobber for FIVE ROSES, or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"—Capacity, 10,000 bbls. daily

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Burnhamthorpe, Ont.

"My father keeps a store and sells your FIVE ROSES flour. Its sale is constantly increasing and satisfactory."

(Name on Request)

"We use and sell FIVE ROSES flour and think it all right."

(Name on Request)

Five Roses Flour

Not Bleached Not Blended

THIS IS THE 1,279th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO, JUNE 14, 1912 No. 24

The New Two and Five Pound

Canada's First Sugar at Its Best

Sealed Cartons of REDPATH Extra Granulated SUGAR

offer important advantages to dealers.

They save the time you have had to spend in weighing out sugar into paper bags.

They save the pound or two you can scarcely help losing in every hundred you weigh out.

They save the loss and annoyance due to paper bags bursting in delivery.

They brighten up your store and your window displays.

They remind people of their sugar needs.

They enable you to deliver to your customers, in absolutely perfect condition, the sugar which for over fifty years has been recognized as Canada's best.

The handy, cleanly Sealed Cartons please and impress your most particular trade.

The new Two-Pound Package will prove a good supplement to the Five-Pound. Better order a supply at once.

Canada Sugar Refining Co. LIMITED

MONTREAL

Mr. Grocer! You Know

It's important to be on time.
" " to deliver goods on time.
" " to deliver the right goods.
Now is the right time to deliver.

MacLAREN'S IMPERIAL PRODUCTS

SUMMER TIME

Your Customer's require it on their Vacation.

PICNIC TIME

See you remind them before they go.

PIMENTO CHEESE

Peanut Butter for Sandwiches.

Olives for a Relish.

The Latest Imperial Product—
Selling like Hot Cakes
Order Sample Dozen through your Jobber

Ask for quotations on all kind of imported Cheese.

MacLaren Imperial Cheese Company, Limited

Offices:—New York Chicago Detroit Montreal Toronto
Factories:—Wellesley, Ont. Woodstock, Ont. Bancroft, Mich.

Raisin Perfection

NOTHING SUPERIOR IS GROWN OR PACKED IN CALIFORNIA

What the users say:

"I never want to use better Raisins."

We have scores of such testimonials.

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richnes and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

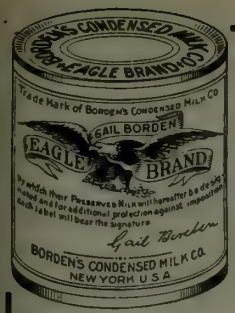
- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREA

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness



The Original

BORDEN BRANDS

Unsweetened

Give Perfect Satisfaction

Consequently the name BORDEN'S is a strong guarantee in the sale of MILK PRODUCTS

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Send for Samples.

Write for "Profits."

WHAT'S IN A NAME?

Are you known as a "cheap grocer," or do "they say" you always have the newest and best goods on the market? If you take pride in your reputation—you certainly should stock SYMINGTON'S PURE FOOD PRODUCTS. "They always give satisfaction."

Be sure you get

SYMINGTON'S

Send a postal or letter to the nearest agent.

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame St., Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto.

A Wide Circle of Users

SOCLEAN has a wide circle of users, especially in the summer season, because dust is more prevalent and disease germs more harmful.

SOCLEAN

positively will absorb the dust and also thoroughly disinfect the place where it is used, besides leaving a fragrant odor and lessening labor on the part of the housewife. It is a profitable line for the dealer.

Put up in pails to sell at 25c., 50c. and $1.00.

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound of Canada.

MILK

Canada First Milk is "ideal for cooking" during the hot weather.

It is as rich as Cream; is absolutely pure; is sweet and palatable.

By following directions on can, Canada First Evaporated Milk will keep sweet for several days after being opened.

Canada First Sweetened Condensed Milk will keep sweet indefinitely, and is especially adapted for use in summer camps.

See that you are supplied with "Canada First" brand.

The Aylmer Condensed Milk Co.,

Limited

Factory - - Aylmer, Ont,
Business Offices - HAMILTON.

Hammer Home the Reasons

Scientifically Baked
Immensely Popular
Most Delicious of all
Contain More Beans
Once Tried, Always Used
Economical and Healthful

BAKED BEANS

Richest in Quality
Are Carefully Prepared
Nutritious and Wholesome
Delight Everybody.

DOMINION CANNERS LIMITED

HAMILTON, CANADA

Protect the Quality

of your perishable stock, and in so doing you save money that would otherwise be lost.

The Arctic Refrigerator

is constructed on scientific principles and will prove its worth as a refrigerator and as a selling force.

Prepare for the mid-summer heat and write us now regarding *your* particular requirements or send for new 1912 catalog.

Representatives in the west; Donnelly, Watson & Brown, Calgary. Alta.

JOHN HILLOCK & CO., LIMITED

TORONTO, ONT.

COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

MR. DEALER

for over fifty years Cook's Friend, "The Baking Powder With a Pedigree," has been a leader. To-day, through its quality and advertising, sales are increasing monthly. Are you getting your share?

Purer than the Law Demands
—Contains No Alum.

W. D. McLAREN
Montreal

CALIFORNIA RAISINS

"ARE DULL JUST NOW"

Why not stock a few at a low figure?

ARMSBY'S Seedless

16 oz. PER PACKAGE 8c.

MALAGA Seeded

16 oz. PER PACKAGE 8c.

FINEST GOODS PACKED

L. CHAPUT, FILS & CIE., LIMITEE

WHOLESALE IMPORTERS

MONTREAL

CLARK'S

SOUPS

IN PINT CONTAINERS

ELEVEN KINDS ONE QUALITY ELEVEN FLAVORS

All equally appetizing and nutritious.

CLARK'S CHICKEN SOUP

is specially recommended.

¶ It is without doubt the finest and most genuine Chicken Soup on the market.

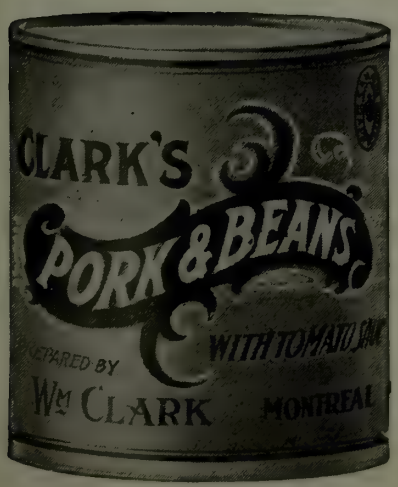
CLARK'S TOMATO SOUP

Made from whole tomatoes grown in the garden of the St. Lawrence, famed for its luscious tomatoes.

CLARK'S PINT SOUPS

CHICKEN	OX TAIL
TOMATO	SCOTCH BROTH
MOCK TURTLE	PEA
VEGETABLE	KIDNEY
CONSOMME	JULIENNE
MULLIGATAWNY	

FAC-SIMILE OF CAN



ADD SOME TO YOUR NEXT ORDER FOR

CLARK'S PERFECT FOODS

W. CLARK, MONTREAL

Manufacturer of High Grade Food Delicacies

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg

L A. Gastonquay, 60 Bedford Row, Halifax, N.S.

Schofield & Beer, St. John, N.B.

Standard Brokerage Co., 1640 First Avenue, West, Vancouver, B.C.

W. L. Mackenzie & Co., 606a Centre St., Calgary

White MALT

Cottell's VINEGAR

¶ Is the Vinegar to build up a permanent, increasing and profitable trade.
¶ Its delicious flavour and aroma distinguish it from all others.
¶ It is equally good for pickling, salads and table use.
¶ It is guaranteed full strength,

in short, it is the Vinegar which will pay you best to handle

Write us to-day and let us sample and quote you.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.

HAVE YOU GOT ACQUAINTED WITH

St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.

FOUR BRANDS "REGAL," "NATIONAL," "LAURENTIA," "DAILY BREAD," OF EQUAL PURITY

INQUIRIES SOLICITED

THE

St. Lawrence Flour Mills Company, Limited

1110 Notre Dame Street West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"

When in Doubt

order goods with a reputation, goods which are advertised and widely known. Then you will make no mistake.

D.W.C. OLIVES

are quality goods universally known for their deliciousness. Only carefully selected, high grade fruit is packed. D.W.C. Olives are well advertised and sales with repeats are certain.

ROWAT & CO.

Glasgow - Scotland

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"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S

PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers

LONDON, ENGLAND

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

THE PROBLEM SOLVED

YOU are losing profits every day by spoilt stock—due to improper refrigeration. Proper refrigeration represents so much dollars and cents to the grocer—Why not get it if you would attain success?

The NORTH STAR REFRIGERATOR

has perfect ventilation with absolute dryness, so that a match can be lighted on the interior walls of the ice chamber. Different odors of produce cannot mingle. It is the one sure means of stopping the drain of profits through spoilage.

Send for illustrated catalogue or write us your refrigeration wants, we will be pleased to quote you.

ESTATE JAMES DAVIDSON
Ottawa, - - Ontario

With the proper system of account keeping you can put an end to accounting worries and know the amount of accounts outstanding at a glance.

The ULLMAN Account Register

is the safest, simplest, quickest, surest to charge and most satisfactory of any system on the market. It satisfies the customer as well as the merchant. There is a decided advantage to the grocer who uses an Ullman Account Register. The customer knows, every time he makes a purchase, how much he owes, and naturally tries to keep it as low as possible. Put in an Ullman Account Register and stop the incessant night work and worry of retail bookkeeping.

Send for illustrated booklet or ask for demonstration.

We want dealers to handle the Ullman Account Register in some localities.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario

FACTORY AT HAMILTON

Place Two or Three Bottles on Your Counter

Said an enterprising grocer to us: "While I make it a rule to keep my counters as free from goods as possible, so that customers can be waited on more easily, still I've found it a good plan to place two or three bottles of

Shirriff's True Vanilla

on the counters. The counters being free from other goods, the attention of customers is attracted directly to Shirriff's True Vanilla. A large percentage of them take a bottle up in their hands, or make some remark about extracts, or ask a question about Shirriff's. This gives me the opportunity to tell the advantages of using a real vanilla extract like Shirriff's, and I seldom fail to make the sale."

On request, we will be pleased to send you a list of selling points that have been found effective in promoting the retail sales of Shirriff's True Vanilla.

Imperial Extract Co.

TORONTO, CANADA

To Being Successful

There are many ways to reach the much-sought-for goal, but chief among any for the retail store is to **look** successful and be **systematic.**

There is one department of a retail grocery that should a leak occur your efforts at success are futile —that is account keeping.

THE McCASKEY ACCOUNT REGISTER

has done the needful for hundreds of Canada's grocers, and to-day the most successful retailers of Canada are users of the McCaskey Account System.

Besides being the guard to success, it has the **looks** that modernize a store and place it high in the minds of its trade.

Ask us for demonstration in **your** business. We are certain it can make you successful; or send for new catalogue, giving full particulars.

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Canada

519-521 Corn & Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.

THE IDEAL TIME

As the Camping Season approaches the demand for

Really Good Molasses

naturally increases---so now is the time to remind your Customers about---

DOMOLCO MOLASSES

sold in Sanitary Lever Top Cans. Hot weather need cause you no loss of Sales---if you adopt the Modern Method of handling this healthful and appetizing Product.

The Domolco Package

is a positive guarantee against loss of profit and other forms of annoyance due to the energetic and hungry fly.

The Quality is always uniform and cannot be improved.

Sold by Wholesale Grocers all over Canada.

THE DOMINION MOLASSES CO. LIMITED

HALIFAX, N. S.

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

FIT FOR A KING!

CARR & CO. are purveyors of biscuits to His Majesty the King. This is one more mark of the goodness of quality of Carr's Biscuits. They are popular with all classes, and are the best foundation to a quality trade.
Very careful packing makes them as crisp and nice when opened as when they leave the factory.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.: T. A. MacNab & Co., St. John's Newfoundland.

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a **COLES** mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)

Labelling

Wrapping

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

[M.E.]

1 2 — 1 2

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la Parte
TWO IN ONE
SHOE 2 POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1.** It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.

LIMITED

Hamilton, Canada — Buffalo, U.S.A.

1 2 — 1 2

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Sells on Its Merits

25 Years the Standard

Forest City Baking Powder satisfies your customers because of its reliability. Satisfies you because it holds trade and sells with profit.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

STRAWBERRIES

GIVE YOUR CUSTOMERS

St. Lawrence Granulated

WHEN SELLING THEM SUGAR FOR THEIR PRESERVES

MADE FROM PURE CANE RAWS

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

By Special royal permission.

The Food That Serves the Appetite

Sardines preserved in the whole state in pure olive oil are precluded from contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure olive oil.

They produce satisfaction and incidentally profit.

GET A STOCK TO-DAY.

JOHN W. BICKLE & GREENING

(J. A. HENDERSON)

HAMILTON, :: :: :: ONTARIO

Pyramid Fly Catcher

(REGISTERED)

Gets the flies and gets the trade because of its world-wide popularity for effectiveness in exterminating the household pest.

Packed in cases of forty cartons of fifty Pyramids each

Quick Delivery Assured

WM. H. DUNN
Sole Agent
and Importer
Montreal, Toronto
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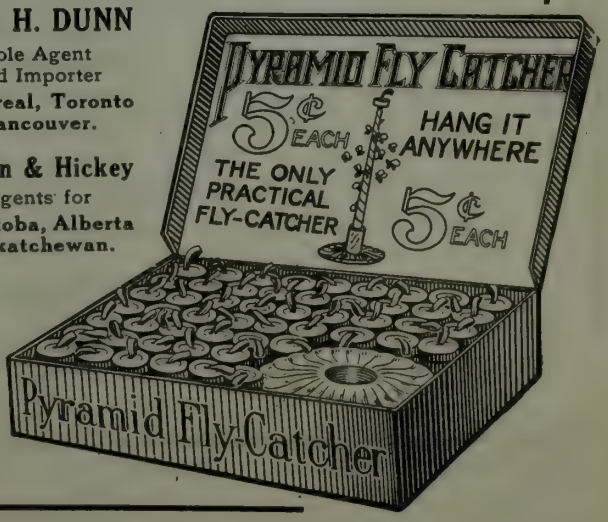
Mason & Hickey
Agents for
Manitoba, Alberta
Saskatchewan.



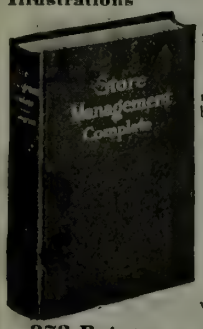
NEW CROP JAPAN TEAS

FURUYA & NISHIMURA

Montreal, New York, Chicago, Shidzuoka.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Ordinary milk passed through the mechanical process of homogenization makes

LAURENTIA MILK

This process of homogenization intricately mixes the milk and cream by the breaking of the little globules. The milk and cream thus mixed becomes more digestible, is more wholesome and nutritious, and when drinking one has the sensation of drinking thin cream. Laurentia Milk will keep indefinitely in any temperature but frost. It is always pure, sterile and sweet.

LAURENTIA MILK CO., Limited
371 Queen Street West **TORONTO**

Why Don't You do Like Him?

H. J. Buckley of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut cylinder extra for $94.00.

He writes that the machine is doing fine. I pay $40.00 per month rent and have four people employed and machine pays rent and help.

Now to get at his profits in this little, big business, let's do a little figuring. Rent $480 per year. Four clerks at $5.00 per week each, $1,040, total $1,520 or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from $8.50 to $350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

Bargains in Tea—ORIGINAL PACKAGES

Chests, Half-Chests and Boxes

We carry the finest and largest assortment of bulk Teas in the Dominion, and these offers are submitted for the consideration of those Grocers and Tea Dealers who make up their own blends.

The market has a tendency to harden considerably, so we would advise prompt consideration of these bargains.

	Lot		Quantity	
INDIAN	A	Fine Coloury liquor, leafy Pekoe Souchong	40 chests	19c.
	B	Fine quality liquor, handsome Pekoe leaf..	26 chests	26c.
	C	Exceptional liquor, good style	62 chests	20c.
Ceylon Black	D	Coloury, sweet liquor, bold leaf	68 chests	17½c.
	E	Good quality sweet liquor, fine Pekoe leaf..	20 chests	20¼c.
	F	Pungent flavory fine Ceylon, very handsome	65 boxes	33c.
Ceylon Green	G	Fine flavory liquor, bold leaf	60 ½ chests	20c.
	H	Very choice liquor, handsome leaf	30 chests	25c.
Congou Black	I	Sweet, juicy clean tea, nice leaf	100 ½ chests	13½c.
China Green	J	Nice liquor and small Pekoe leaf	127 boxes	14c.
	K	Choice Pungent liquor, Pekoe leaf	53 ½ chests	16½c.
Japan	L	Fine sweet siftings in 1-lb. fancy pkgs.....	30 ½ chests of 80 lbs. each	7½c
	M	Good quality liquor, even leaf	34 ½ chests	15½
Gunpowder	N	Finest quality liquor, Pekoe leaf	20 ½ chests	22c.
	O	Really fine liquor, bold curly leaf	153 boxes	18c
	P	Choice Pungent liquor, bold curly leaf	116 boxes	16½c.
Oolong	Q	Fine color, strong, Pungent liquor, usual bold leaf	57 ½ chests	15c.

Our usual guarantee goes with every package. "If not perfectly satisfactory return at our expense."

EBY-BLAIN, LIMITED,

IMPORTERS AND TEA BLENDERS TO THE TRADE

J. F. EBY, President
HUGH BLAIN, Vice-President

TORONTO, Canada

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1896

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

When writing advertisers kindly mention having seen the advertisement in this paper.

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Fruit Pulp Manufacturers and Confectioners' Sundriesmen.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices

The BROWN is the only convenient Bag Holder
Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write
The Brown Mfg. Co.
Creston, Iowa, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

LICENSED GROCERY
One of the best paying stores in Montreal. Rent $50. Lease four years. Weekly receipts $600. Stock about $5500. Sell en bloc or inventory.
DE LA RONDE BUSINESS BROKER
14-16 McGill College Ave., Montreal

The
Condensed Ad.
page
will interest you

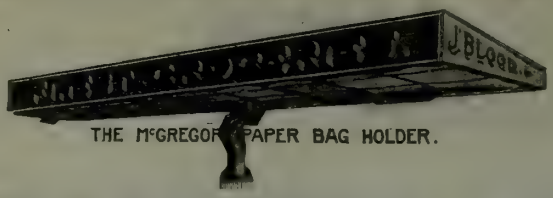
CLAY PIPES
These made by *McDOUGALL* are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C STEWART, Halifax

THE COCOA OF HIGHEST FOOD VALUE
THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.
EPPS'S
Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.
GRATEFUL AND COMFORTING
CHILDREN THRIVE ON EPPS'S
Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.
Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
SMITH & SCHIPPER CO., 138 Front Street, NEW YORK



THE McGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

McLEAN'S WHITE MOSS

is as uniform

as the circle around it

CANADIAN COCOANUT CO. MONTREAL

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

SALT

RICE'S SALT

IS

Always Pure

Increase your business and also your profits by handling a good article—your customers appreciate it and you keep their trade.

RICE'S SALT for Table, Dairy and general use is a good seller and always reliable. *Write us for prices.*

THE NORTH AMERICAN CHEMICAL CO., Clinton, Ont.

A BIG, FAIR PIECE OF SOAP

week after week the habit of buying bar soap is increasing in popularity. You have but to make the first sale of

N. P. BAR SOAP

The rest will come voluntarily. Good, pure quality that is worked with economy are features that hold the soap trade to N. P. Bar Soap.

Good profit for you, too. *Ask for prices.*

David Morton & Sons, Limited

Victor Soap Works - HAMILTON, ONT.

LOOK!

Bigger Sales and Better Goods

This covers the following lines:—

Bull Dog Ammonia Powder
Bull Dog Chloride of Lime
Bull Dog Borax
Bull Dog Liquid Blueing
Bull Dog Liquid Ammonia

Sold from Coast to Coast

Manufactured by

The John B. Paine Co., Ltd.
TORONTO

AGENTS:

J. W. Gorham & Co., Halifax, N.S.
W. S. Clawson & Co., St. John, N.B.
W. and F. P. Currie, Montreal, Que.
Marshall Brokerage Co., London, Ont.
Dodd & Reid, Saskatoon, Sask.
W. Lloyd Lock & Co., Winnipeg, Calgary and Vancouver, B.C.

FOR

Camp and Picnic Trade

FEATURE

Cold Springs Lemonade

Absolutely the leader. Cold Springs has a wide reputation and its success is entirely due to the fact that it is different from all others. It has the true lemon flavor, that piquancy which satisfies.

WHY NOT GET SUPPLIES RIGHT NOW OF

COLD SPRINGS LEMONADE

S. H. EWING & SONS

MONTREAL

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Larner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

John Gray & Co., Ltd.

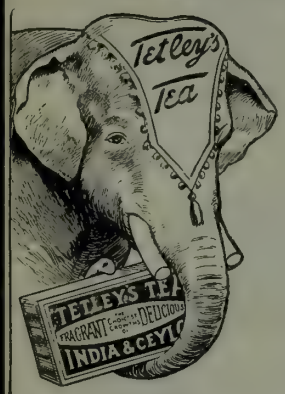
Glasgow

Buy

TETLEY'S

TEAS

and be sure of quality



Look for the elephant on every package—the guarantee of quality and excellence.

Life is too short for dealers to become expert judges of every line of goods they sell. How many are there who could select good tea if there were no labels on the packages? Not many, are there?

To eliminate all elements of risk—buy by the name, it is TETLEY'S TEA, you will come out right.

Put up to retail at $1.00, 75c., 60c., 50c., 40c.

JOSEPH TETLEY & CO., LIMITED

110 JAMES STREET - WINNIPEG, MAN.

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

The "*Eclipse*" Line of Refrigerators

MADE FOR

GROCERS, BUTCHERS, HOTELS, Etc.
WINNERS IN THE U. S. SINCE 1856.

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Ryan Brothers

HAVE YOU SEEN THE "*ECLIPSE*" REFRIGERATOR COUNTERS?

OFFICES AND WAREHOUSE
JAMES STREET EAST, WINNIPEG

FACTORY
ALEXANDER AND BRIGHTON

This is how the "Barr" Looks in use

Note the arrow pointing to the depressible table. No matter what leaf of the steel book you pull down, it is ALWAYS on a level with the table of the register. The spring balance enables you, with hardly any effort at all, to move the leaves up or down, and the automatically adjusting table allows you a writing surface that is always at the right writing level. This is but one of the many advantages that the Barr Register possesses over all others.

The Barr Account Register System will make your collections doubly, quadruply easy. It will reduce your outstanding accounts by half. It will reduce and improve your book-keeping and take away all the mistakes and worries of the clumsy day-book and ledger system. It abolishes the old monthly and semi-monthly account rendering bugaboo.

The Barr Register will save its cost in the first few months of its use, and will save you many hundreds of dollars in its lifetime. It is a real necessity in the proper and successful conduct of your business. Use the coupon NOW.

Barr Registers Limited
Trenton, Ontario

BARR REGISTERS LIMITED
TRENTON, ONTARIO

We would like to know more about the money-saving power of the Barr Account Register System. Kindly send full particulars, prices, terms, etc.

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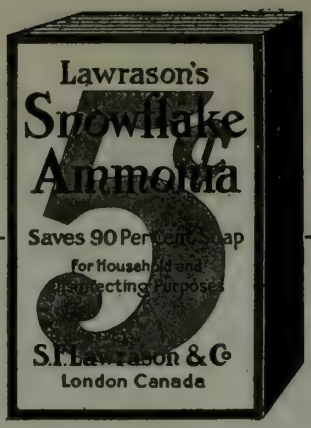


Your Salesmanship

finds a grateful backing when you are selling

Lawrason's Snowflake Ammonia

The first package makes certain the sale of a second. Lawrason's Snowflake Ammonia will do everything that any ammonia powder selling for twice the price will do.

To emphasize to you how positive we are of the qualities of Snowflake Ammonia, we offer a guarantee of $500.00 for our statement of its worth.

The price is always the same — everywhere — 5c the Giant Package.

S. F. Lawrason & Co.
London, Ontario

POTATOES

ENGLISH STOCK IN GOOD ORDER— GOOD COOKERS

We have just received a large shipment. These must be cleared out, so we are offering them while they last at prices that will induce you.

Wire or 'Phone for a Ten-bag Sample Order.

Put up in 90-lb. bags. We quote ex-warehouse Toronto:

5 bags at $1.50 per bag.
10 bags at $1.40 per bag.
50 bags at $1.30 per bag.

GEO. KEITH & SONS
124 King Street East, - TORONTO

Queen Quality Pickles, Sweet, Mixed and Chow. Bulk Pickles, Tomato Catsup, Worcestershire Sauce, Pure Apple Cider, Cider Vinegar. Non-alcoholic wines, in pints, quarts, etc.

Lines That Will Sell Well Right Now!

Successful dealers everywhere, who have promoted the sales of QUEEN QUALITY BRAND Goods, declare that they are much superior to the ordinary, always giving satisfaction to the puchaser with fair profits to the dealer.

TAYLOR & PRINGLE CO.
LIMITED
OWEN SOUND - ONTARIO

The Only Way

to make a success of your Tea Department is to carry "SALADA," for twenty years the leader of package teas in Canada. The enormous demand makes selling easy, and besides, ***the sale is guaranteed.*** Its consistent and incomparable quality has fully won the confidence of the public as its constantly increasing sales amply prove.

In 1911 "SALADA" sales increased over 1910,

1,090,000 pounds

Salada Tea Company

TORONTO - - - - - MONTREAL

MAGIC BAKING POWDER MAGIC BAKING POWDER

Grocers: Magic Baking Powder has a National reputation for quality, and the Grocer that handles Magic Baking Powder shares in this reputation. The handling of goods of recognized quality draws customers to your store and builds up a lively trade for your entire line of merchandise. Magic Baking Powder is the only baking powder made in Canada that has all the ingredients printed on the label. Look at the labels and see for yourself.

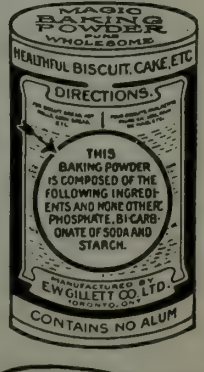
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC BAKING POWDER
WHOLESOME
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER: PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

A WORLD-WIDE WINNER

KEEN'S OXFORD BLUE

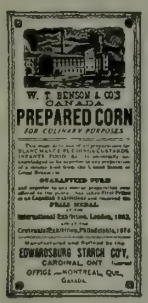
" KEEN'S is a household word in every civilized country,and there's a regular demand for it that is unequalled by any other blue

SEE TO YOUR STOCKS

For sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada



EVERY Woman Who Enters Your Store is a Prospective Purchaser of

Benson's Prepared Corn

¶ Because Benson's is the purest and finest Corn Starch obtainable, and is indispensable in the modern kitchen.

¶ Because Benson's is unequalled for baking, pastry making, thickening gravies and sauces, making custards, ice cream, blanc mange, etc., and is especially desirable for children, old people and convalescents.

YOU CAN RECOMMEND BENSON'S UNHESITATINGLY

¶ Because it cannot fail to give satisfaction. It creates a permanent demand, and will prove a steady source of profit to you.

YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

A splendid window display showing result of careful thought in arrangement and selection of seasonable lines.

Wise and Otherwise Window Displays

Seizing the Opportune Time to Attract the Purchaser—Selling Goods in Season, the Plan of Least Resistance—A Barrie Window Typical of the Selling at the Psychological Moment Idea.

Displaying or advertising lawn mowers in December or mitts in July in a climate like ours would be considered suicidal to the best interests of the merchant foolish enough to attempt such a thing. Reverse the order, and you have a strong aid to sales.

Psychology teaches that the power of suggestion when the mind is in a responsive condition, creates a desire on the part of the mind to possess the article suggested. Imagine yourself walking down street in search of a necktie. You come to several men's wear stores in a row, but in only one is there a display of neckties. Ten chances to one you buy your tie there.

Dealers who display umbrellas or raincoats on a rainy day find sales are made. Ice cream and cool drinks bring trade in hot weather. Carpet cleansers and housecleaning assistants move fast in spring, and vegetable plants sell well in May and June. All this is so quite natural that it needs no explanation.

Chances Not Always Accepted.

But are advantages taken by the retail dealer of all seasonable goods? Does he always strike while the iron's hot, seize the opportunity when it knocks at the door, or prize the proverbial bird in the hand?

The answer is obvious to anyone who calls frequently on the trade.

"Oh, I'm too busy to attend to all that sort of thing," he will probably declare. "I have no time to study conditions and plan ahead; I don't get the time."

This is exactly what should keep him busy above everything else. It is what does keep the live man busy, and what brings him in the business. It is the creator of business, rather than the man who works out the detail, who is responsible for the results. To him the honor is due.

An Opportune Display.

The window shown above is an evidence of the appreciation of the power of suggestion at an opportune time. It contains canned corn, tomatoes, beans, peas, sardines, kippered herring, catsup, radish, pickles and olives—goods that always sell well with the advent of hot weather.

This display was shown last week by Hinds Bros., Barrie, Ont., grocers, and from an attractive standpoint is to be highly commended. In its construction Mr. Hinds has paid particular attention to symmetry, and to placing in it only goods associated with the season of summer, when such goods sell with the least effort.

The method of tilting alternate cans of corn is one not frequently observed, and might well bear repetition. It is done by resting the bottom of the tilted can against the top of the upright one to the right—and its side against the top of the other on the left. On the next step is another row of corn, a few inches apart, with cans of tomatoes resting on the edges of the tops. The other steps contain sardines, catsup, pickles and olives, while on the right is to be seen a pyramid of canned beans and on the left a similar one of peas. The kippered herring is shown one can beneath the other, with two on either side, showing the tops of the cans.

Ranks High in Selling Power.

Contrasted with some grocery windows, and particularly those filled with a promiscuous assortment of goods, this window of Hinds Bros. stands out prominently. It has all the earmarks of a good display, with the possible exception of a show card or two, suggesting that the goods on display are, for instance, "tasty time savers," for luncheon, or other applicable phrase. Neatness, regularity, originality, arrangement of labels and selling power are all commendable features, too prominent to be overlooked.

The final test of any display is its power to make sales. Mr. Hinds is a careful window dresser, and he gets results. He takes time to make a display because it pays, not because someone else does it. He has three windows altogether. At this season one is usually given up to fruit, another to fancy biscuits, etc., and the one represented here to seasonable grocery articles.

Canned Goods Should be Sold.

Any dealer is wise who at this time of year makes it a point to get rid of canned goods. The season of fresh fruits and new vegetables is almost here, and its advent naturally curtails sales of the canned vegetables and fruits. The housewife's supply cellar is getting pretty well depleted, so that in every way it is an opportune time to attract with these goods the eye of the woman whose duties are to provide the home with tasty and wholesome food.

A Crafty Move for Selling Best Sugar

How a Dealer Sold Carload of No. 1 Grade at Fair Profit While Competitor Lost Money on Poorer Quality—Selling Power of a Grocer's Advice—Points on Increasing Sales During Preserving Season—Suggestion for Sugar Window.

The sugar trade of many a grocer can be compared pretty closely to the crops of many a ne'er-do-well farmer. Both are allowed to pretty well take care of themselves, and results and profits accordingly fall far below what they otherwise might be. You know that farmer who reaps whatever kind Providence may send his way, but who makes absolutely no effort to increase the yield to secure a greater profit on his yield.

Perhaps you are not unacquainted with the grocer who regards sugar in about the same light and who is apparently content with whatever trade may by chance come his way, and with whatever profit or lack of profit he has been securing in the past.

Overcame Low Price by Quality.

One does not often find real salesmanship applied to the sale of this staple of staples of the grocery store. Here is an example that should provide some food for thought for those troubled with price cutting in this line or unfair competition from those who sell inferior sugar. It happened a couple of years ago in a normal sized country town. The merchant himself gives the particulars.

"It was during the preserving season that one of my competitors began to cut the price of sugar. We had been selling all along at 18 pounds for a dollar, but he raised it to 20 pounds. I wondered how he could do it, for I knew he couldn't buy any cheaper than I, and if I had sold at 20 pounds for $1, I would have been losing money.

"I shortly found out the exact reason. He had purchased a car of second grade sugar, getting a few barrels of the best, along with it. It was the second grade he was selling at the low price.

Took the Opposite Course.

"I spent some time considering how I would combat this competition. At last I reached a decision. I ordered a car of the best, and a few barrels of No. 2—just the opposite, you see. I went him one better, and advertised 21 pounds for a dollar.

"No, that wasn't the price on No. 1. That was for the second grade. I continued to sell the best at 18 pounds for a dollar. At the end of two weeks my competitor, who had cut the price still further to 22 pounds, had sold out his car of second grade—at a loss. I, on the other hand, had sold my car of No. 1 at full price—and still had nearly all my second grade left.

Dealer's Advice Accepted.

"This is the way I did it. When a customer came in I would tell her I was giving 22 pounds for a dollar—but of the second grade. I advised her to buy the best at 18 pounds for a dollar, and practically everyone followed my advice."

This case demonstrates explicitly that if time is taken to lay the facts before customers, they can be induced to buy the highest quality. It is desirable that grocers sell the higher grade. They can recommend this with confidence and not only with greater profits to themselves, but a higher degree of satisfaction to their patrons. There are too many dealers selling poorer sugar when people would be willing to purchase the better grade and pay a higher price for it.

Is Easily Given Away.

Sugar may be one of the most staple lines which the grocer handles, but that is no reason why he should sell it at a loss. Every line sold in the grocery store should be made to bear its share of the burden of maintaining the store. The grocer should secure a fair living profit on sugar, and if he handles the highest grade, he can exact it too. By emphasizing the fact to customers that he handles the best sugar, he can get his price.

Not only is it well that the grocer sell the best grade of sugar and exact a fair profit from it, but he should attempt to sell just as much as possible of this article. Some dealers apparently think the demand for sugar is set, and that it cannot be increased. This is far from true. There is not an article, no matter how staple, the sale of which cannot be reasonably increased by proper salesmanship methods. Potatoes are also a staple line—equally as much as sugar, for they are used daily in every household. Who would say that a nice display of smooth clean potatoes in a prominent part of the store with a show card attached would not sell more than if they reposed in a back bin in the cellar. The same is true of sugar. It's sale can be increased by proper methods.

Increasing Sugar Sales.

The preserving season is now not far distant. There is going to be a big sale of sugar, but it is going to be much larger for the grocer who puts forth some effort to increase its sale. What methods are to be used to do this?

The grocer has advertising, personal talks and display at his command, and in all three, quality should be made a big feature. It is a good subject to harp on continually, for the people of to-day are, above all, demanding high quality goods.

Now that we are entering upon the preserving season, window display could be used to good advantage in pushing sugar. The time to push an article strong is when it is in demand. Some good window trims can be easily arranged.

A Window Suggestion.

Here is a suggestion: Cover the floor of the window with blue paper. At the front the words: "Best sugar only" can be worked out with loaf sugar. If preferred the words may be spelled out with the white granulated sugar. It may be difficult to form the letters with loose sugar unless you know the method. Roll a piece of heavy paper into a cone shape with only a small opening. Fill the cone with sugar, holding your hand over the small opening. You are then ready to write the words by allowing the sugar to flow slowly through the opening.

From each rear corner of the window, a sugar barrel on its side is slanted in towards the centre. Loose sugar is allowed to flow out of the mouth of each barrel. Extending from one barrel to another is placed a large show card. At each side of the window is a cwt. sack of sugar. Dollar packages may be placed at other parts of the window.

Sugar Show Cards.

We sell only the best.
Did you order sugar?
You want the best. We have it.
What is fruit without good sugar?
Buy to-day for to-morrow's preserving.

A despatch from Stockholm says a Swedish fruit syndicate has been registered which bids fair to prove a powerful competitor in the European fruit markets. The company intends to operate a steamship of its own and to begin a service with Western America on opening of Panama Canal.

Method for Keeping Track of Expenses

Are Divided Into Five Columns for Sake of Convenience—Proprietor's Salary Should be Included—Either Rent or Percentage of Value of Premises Also Among the List—Goods Taken From Store for Owner's Use.

* By F. C. Higgins.

My few remarks on the "Cost of Doing Business" will be for the purpose of throwing out some suggestions for our meeting's consideration.

At the outset let me draw your attention to the vital necessity of knowing the cost of doing business. In the first place it is an acknowledged fact that in these days of keen competition, the securing of large profits is practically impossible.

Secondly, the high and constantly increasing cost of so many of the goods we handle, makes it doubly difficult to maintain a proper and necessary percentage of profit.

Thirdly, the very heavy increase in the expense column, due to higher cost of help, soaring prices for horse and wagon maintenance, high rents and heavy taxes, makes it necessary to know where we are.

Times Have Changed.

In the good old days of high profits, it might be that one could perhaps afford to be ignorant of the exact cost of doing business, but not so to-day. Conditions are changed. Profits are not large enough to take anything for granted.

Paul's injunction to "prove all things" is good advice for the merchant. In order to know the cost of doing business we must have correct records of all items of expense, and this calls for the keeping of a proper set of book.

Itemizing the Expenses.

Let us put the items of expense under say five heads: First, wages; second, light and heat; third, horse and wagon; fourth, rent, taxes and insurance; five, sundries. Now, as to what is properly charged to the wage column, I want to impress upon you that not only the wages of your clerks, bookkeepers and delivery men be included, but also your own personal salary. In reference to this matter of proprietor's salary, I am afraid many merchants do not keep a correct record. In some cases the supplies for the table are taken out of stock and no record whatever kept of them. I maintain that a fixed amount should be drawn by the proprietor, and that his supplies taken from stock should be bought and paid for in the same way as any other customer.

*An address given at last meeting of Grocers' Section, Toronto branch of the Retail Merchants' Association.

As to the second and third columns, light and heat and horse and wagon, it is sufficiently clear as to why their own expenses should be charged up to them respectively. The fourth column, that of rent and taxes, requires particular mention . If one is the owner of the building, and not paying rent, he should undoubtedly properly charge up to the cost of doing business 6 per cent. of the valuation of the premises. The fifth column, that of sundries, should contain all items of expense not covered by other heads. This is a column that is capable of great variation, and requires most careful watching.

Figures Cost at 15 Per Cent.

For the purpose of illustration, let us figure that our expense totals for a month show $500. In order to determine what percentage of cost this bears in relation to our sales, it follows we must keep a correct record of our sales, both cash and credit. Suppose we find our sales for a month to be $2,500. Then it follows that our cost of doing business is one-fifth, or 20 per cent. of our sales.

From my own experiences I should say that the actual cost of doing a grocery business in the city of Toronto is about 15 per cent. of sales. I have arrived at this conclusion by most careful examination of my records of expense, goods purchased and amount of sales. Of course, expenses from month to month vary somewhat, as one month it might be necessary to purchase considerable feed or wrapping paper; but taken on an average the year round the cost of doing business in this city is as I above stated.

* * * *

Easy Matter to Determine.

At the conclusion of Mr. Higgin's address there was a general discussion of this subject, and it was evident that some dealers did not give the careful attention to expenses that they should.

From a close observation of the above address it will be seen how simple it is to always know exactly the cost of doing business.

Mr. Higgins in his address referred to his own methods. He has an expense book divided into the five columns mentioned, and in which are kept the expenses of the business. The amounts of invoices are shown in another book, as well as sales, so that at the end of every month he can easily total up expenses, purchases and sales, thus knowing pretty accurately how his business stands twelve times a year. Of course, the matter of amount of stock must be taken into consideration to get an absolutely correct standing, and this is found after stocktaking at the end of each year.

At the next meeting of the Grocers' Section of the R. M. A. the subject will be again discussed.

A PROFIT PERCENTAGE PROBLEM.

Editor Canadian Grocer.—To settle a discussion we submit the enclosed problem, and will thank you for your solution of same to be published in your next issue.

R. O. RIESTER,
Coaticook, Que. Woodman & McKee.

Here is the problem: 1 dozen of a certain article cost $2, and 1 dozen of another $4. The first is sold at 25 cents each, and the second at 50 cents. What is the percentage of profit on the transaction.

Answer.—The invoice cost was $6 and sum received $9, leaving a margin of $3 to cover cost of doing business and profit. Profit should be figured on sales and $3 is 33 1-3 per cent. of $9. The percentage of gross profit is therefore 33 1-3 per cent.

OUR NEWFOUNDLAND LETTER.

St. John's, Nfld., June 10.—The price of fish has dropped considerably, very little offering at present. Most of the Outport dealers have taken supplies and gone home, and late arrivals have only small quantities to dispose of. The price to-day for a fair article all round would be about $5.50 per quintal. This is a drop of about $1 per quintal.

Lobsters are now quoted at from $17.25 to $17.50 per case of 4 doz. No new pack along yet. All sold so far have been fresh, at from 15c to 25c apiece, according to size.

Fresh salmon is exceedingly plentiful and can be had for 8c per pound.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JUNE 14, 1912

AN AD. GOING TO SEED.

How a retailer can expect results from newspaper advertising and never change his ad. is beyond explanation. Yet there are scores of merchants in Canada today spending good money in advertising and yet allowing their advertisments to go to seed.

To establish a case in point: The Grocer has been shown a newspaper containing a merchant's ad. which has not been changed since the first copy appeared on the contract on February 29 last. That is practically three and a half months ago. This dealer is paying into the bargain 25 per cent. extra for preferred position on the front page.

Here is an opportunity for attracting new business and increasing trade with old customers that is not taken advantage of. Any live man could make such a space pay a splendid dividend by handling it properly.

Newspaper advertisements should not be repeated if best results are to be secured. If something new appears from day to day the space will be looked forward to with interest by possible buyers. But if an ad. is repeated, readers soon learn that such a space cannot be depended upon for news and ignore it when a change is made.

Repetition in advertising is a leak through which money disappears with no returns. Change the ad., give readers something definite to look for, get results and stop the leak.

BUSINESS ETIQUETTE LACKING.

Wherever one goes, he hears complaints from members of the trade agaisnt new men starting in business who attempt to secure custom unfairly. This breach of retail etiquette consists in soliciting orders from house to house from customers of other dealers under the promise of being able to sell cheaper, give better services and better goods.

It is to be assumed that retailers who have been in the business for some years, know pretty nearly at what prices goods should be sold to produce a living profit. The newcomer, particularly if he has had no previous experience in retailing groceries, usually overlooks the matter of overhead expenses, and thinks he can sell goods cheaper than established competitors and still make a fair profit at the year end. This is the delusion that has been the cause of so many short-lived grocery businesses, and the quicker it is dispelled, the better for the trade.

While there is no law, and likely to be none, against new dealers calling personally at the homes of other's customers and soliciting business on the promise of cheaper goods, yet it does not appear to be square dealing—dealing as one would like to be dealt by. If, however, a merchant hears of someone dissatisfied with the services or goods of her grocer and wants to change, he would scarcely be termed a live dealer if he did not go after the business. There are plenty of straight-forward, honest and above-board methods of attracting trade without resorting to petty methods. The latter are what produce unfriendly feelings among dealers of a town, when they should be co-operating with one another to improve conditions of trade.

A SMALL MATTER, BUT IMPORTANT.

It is rather surprising the number of people working in stores who cannot wrap or tie a parcel in half decent manner.

Either through carelessness or inability the product turned out by many is crude. The paper sticks out somewhere or a half foot of string is left to the knot, giving it an ill appearance. The clerk who wraps a bundle neatly and quickly inspires one with confidence and respect. He impresses upon one the fact that he knows the business thoroughly.

A customer does not care to walk up the street with a parcel breaking out at the end or presenting a poor appearance. A little carefulness upon the part of the clerk in this respect is always appreciated.

LOCAL PARCEL POST SYSTEM.

At the convention of the Ontario Postmasters' Association, held in Toronto during the week, a subject of much interest to the retail trade in country towns was discussed. It was in relation to the parcels post problem; in fact, an endorsation was made of what might be termed a mild form of parcels post.

The association went on record as favoring a local parcel post service in connection with the rural delivery system to give tradesmen and merchants the facility of having their parcels delivered through the post offices along the rural routes at the rate of one cent per pound, with a minimum charge of five cents. The regular parcel post coming through the mails from outside points would not come under these rates.

Such a system would naturally benefit postmasters, and local merchants in districts where rural mail delivery is in effect. Postmasters would sell more stamps and merchants would be able to fill phone orders from the country by sending the goods through the post office. During the summer months when farmers are busy on the land, such a service might be used to good advantage. Five pounds of groceries—providing heavy goods were omitted—or dry goods could be sent for five cents, which would

be much cheaper than hitching up a horse and driving into town.

On the surface this appears to be a good scheme, as long as it would not evolve into a general system of parcel post coming through outside mails. Merchants would, of course, have to add to their selling price the amount of postage, else there would be a considerable leak in their business in a year, if much goods were sent by post.

"WHIPPEN."

UNDER this heading, a story was published in a recent number of the Saturday Evening Post, which contained the strongest argument for pushing quality goods which the writer has encountered for some time.

Whippen was a clerk in a grocery store. He had ideas of his own and was just chockful of confidence. He discovered one day, more by accident than anything else, that people like to pay the highest price for things under certain circumstances—that they do not think they are getting the best unless they pay the highest price. This, he decided, was a law of human nature which contained the promise of a fortune for those who used it. Whippen used it. He went to New York and bought a share in a candy business, taking upon himself the responsibility of the sales end. He rented a store on the most exclusive street, fitted it up regardless of expense, and put in a stock of candy made of the very best material. Before his advent, the most expensive candy to be obtained in the American metropolis was 80 cents a pound. The audacity — or shall we say genius? — of Whippen made it clear to him that he must not only beat this topmost figure, but he must beat it good. He fixed his price at $1.50 a pound. In doing so, he believed that the unheard-of height of his price would make people believe the candy to possess unheard-of merit.

Just to make sure, he started to advertise, and again that shrewd instinct of his told him that he must advertise extensively or not at all. He signed advertising contracts for figures which would have staggered a man with the least touch of timidity in his nature. Soon the newspapers and weekly publications blared forth the fact that

IF HE DOESN'T GIVE HER WHIPPEN'S,
HE DOESN'T GIVE HER THE BEST.

People looked at the price and were convinced instanter that Whippen's must be the best. There was no getting away from the proof in that colossal figure of $1.50 a pound. It was a challenge to every young man in Gotham with a "best girl" to buy Whippen's.

To make a long story short, Whippen captured the cream of the candy trade. He sold as much as he could make; and could have sold more, only again his genius came to the rescue, showing him that to restrict the output was to ensure permanence to the craze.

This story may seem exaggerated and partaking more of fiction than of fact. In the opinion of the writer, however, it reveals a basic truth. People who can afford the best, want the best, and are prepared to pay for it. Furthermore, paying the best price is the surest way that people have of convincing themselves that they have got the best. When a man buys an article at a low price, he does so at the dictates of necessity, and he suspects flaws in the goods. If he pays the topnotch figure, he accepts the value of the article absolutely. He may grumble at the price, but he never questions that he is getting quality.

It should be understod, however, that Whippen sold a candy which was as good at least as any other on the market. The margin he demanded was possible, perhaps, in that line of business. It would not be possible in the sale of the necessities of life. A grocer who marked cooked ham 80 per cent. higher than the others in the trade would soon have the sheriff in charge.

The story demonstrates two truths, however. The first is that it pays to handle quality goods. The second is that when an article is the best on the market, it is safer to put the price above the market level than to cut below.

EDITORIAL NOTES.

The world's present annual production of tea is 695,000,000 pounds.

* * *

In the west the majority of retail dealers see the advantage of carrying a stock of good confectionery.

* * *

Wheat contains anywhere from 56 to 76 per cent. of starch, and is only exceeded in that constituent by rice.

* * *

"Early to bed and early to rise," has become the slogan of the Orillia citizens.

* * *

For preserving purposes the average housewife wants good sugar even if it does cost a little more.

* * *

English sprats are scarce on the Canadian market, and none will be obtainable from the English market till next January, when the new crop comes along.

* * *

Advices from Beamsville, Ont., intimate that canning companies there are not waiting for Canadian strawberries, but are importing them from Maryland for preserving.

* * *

The Canadian strawberry has made its debut for 1912. It is rather bashful yet, but in 10 days' time will have gotten over that.

* * *

There is a heavy carry over of domestic sardines in the United States this year, and prices are now said to be below cost of last year's packing.

* * *

Almond production in the United States is apparently falling off. In 1909 the yield was 6,794,000 pounds, while in 1899, it was 7,143,000. The number of trees in 1910 showed a decrease of 38.8 per cent. over 1900.

* * *

No opening time being stated, Hamilton merchants say they can close at 6 and open at 6.05, and thus evade the early closing by-law. Assuredly by-laws have to be carefully framed to assure them of being carried out .

* * *

F. C. Higgins, whose address on "Cost of Doing Business," appears on another page, has given this matter much thought. Note—he urges that proprietor's salary should be considered among overhead expenses.

* * *

Around Renfrew, Ont., some farmers are said to be considering the possibility of getting goggles for their cows. So luxuriant has the grass growth become as a result of copious rains that the spectacles may be necessary to keep the grass out of the animals' eyes.

Profits on Groceries and Real Estate

How They are Calculated on Each—Only When Inventory Has Been Taken Can Dealer Say He Has Made So Much on His Investment—The Dealer's Selling Power—Developing Condensed Milk Sales.

* By Henry Johnson, Jr.

A certain Ontario grocer, who a year ago sold no evaporated milk, now enjoys a good trade on it. Here is how it happened, as related in the Spring Number of The Canadian Grocer:

Against his will, yielding to the persuasions of a salesman, he put in a dozen 5c tins. He did not grip the argument of the salesman, however, for he made no attempt to sell the milk. Thus it laid on his shelf for six months. Then a woman came one day and bought one can. She came back for another can each suceeding day, until she had bought the entire dozen. Then he woke up a bit and asked the woman what she did with the milk. She pointed out to him that fresh milk was 8c a quart, and her family used more than a pint daily, so she had to buy a quart; but she could buy a tin of evaporated milk for 5c, and it was enough for an entire day, so she saved the 3c difference.

Developed the Selling Power.

The dealer used this information. He also studied the subject carefully; learning thereby that only the water was taken from the milk through evaporation, and that water was cheap enough for anybody to add again; that the cost of daily delivery of fresh milk constituted such a heavy expense that the handling accounted for much more than half the 8c paid; that evaporated milk was sterilized so it was free from germs and would therefore keep well, as well as being safe to feed to anybody. His Selling Power was so greatly developed by this knowledge that now he gets rid of a case of milk each week, and his trade is growing.

Why not you? Why not add this item to your sales—and profits?

* * * *

Vancouver, April 4, 1912.

The Canadian Grocer:

Gentlemen.—Since you have so kindly given my letter space in your columns, I can do no less than work out the little problem you ask me. The problem is as follows:

I sold two pieces of property for $2,500 each. I made 25 per cent. on the one and lost 25 per cent. on the other. Did I gain or lose as a result of the transaction? If so, how much did I gain or lose—or did I "play even?"

The transaction on the first piece of property on which I make 25 per cent., figures as follows:

Cost plus profit $2,500
100 per cent. plus 25 per cent. equals 2,500

100 per cent. equals $2,000 (cost); 25 per cent. equals $500; (profit or gain).

On the second piece of property I lose 25 per cent.

Cost less loss equals $2,500; 100 per cent. less 25 per cent. equals $2,500; 100 per cent. equals $3,-333.33 (cost); 25 per cent. equals $833.33 (loss).

On the two transactions I lose $333.33.

Now, had I figured the transactions as you figure margins on groceries, one transaction would have balanced the other; but, as a mater of fact, I lost, because the two pieces of property did not cost the same, and 25 per cent. profit, or gain, on the one transaction did not offset the 25 per cent. loss on the other.

I am glad you made the problem one in real estate, because I know more about profits in that line than on groceries; nevertheless, I read your paper eagerly, for there are many good things in it, and when I turn the sheet over to my grocery store manager, I tell him to profit by what he reads.

Speaking of problems, the worst one I have had to work out in my store is the selling of articles two for a quarter, three for a quarter, six for a quarter, when they ought to be fifteen, ten or five cents; and that a fair profit on the straight price is turned into a positive loss by the cut. In this section, very little stuff is sold odd cents. It is either five, ten or other multiples of five, and the pennies are either given or taken in the transaction; mostly given away, I am sorry to say.

If you differ with me in the above solution of the problem, will be glad to hear from you.

Yours very truly,
W. F. R.

* * * *

Agrees and Differs.

No: I shall not differ with you very much on the real estate solution, but your conclusion that the same problem applied to groceries would result in neither loss or gain is not sound, as I shall show. The reason I printed that problem is that it strikingly illustrates the difference between a margin and a Profit or Loss.

Note, first, this curious thing: That in arriving at your loss on property, No. 2, you divide what you get by 3 to show what the property cost you: 1-3 of $2,500 being $833.33, and the two added together making $3,333.33. If, now, 25 per cent. is 1-3 of your COST, it surely must be ¼ of your SELLING PRICE; for, if you were to use the same rule for computing the required sum to equal 25 per cent. margin on the $3,333.33 which property No. 2 cost you, you would be compelled to get $4,-444.44 for it. But, while you see at a glance that a loss of 25 per cent. entails the loss of ¼ of your investment, you do not see that the same rule, applied to the property on which you made a profit, would make your margin on property No. 1 not $500, but $625.

The Loss on Groceries.

I shall get back to this in a minute.

Meantime will say that the loss on those two transactions, if applied to groceries, would be not $333.33, but $208.33. This, because 25 per cent. margin on $2,500 is $625; and $625 taken from $833.33 leaves a net loss of $208.33, as stated. 25 per cent. loss must be ¼ of what we paid for a thing. 25 per cent. gain is ¼ of what we Get for that thing. The same divisor is used in each case.

* * * *

The Computing of Margins.

I have adopted the plan of talking about Margins in discussing the daily transactions of the grocer. Why? Because a margin is a difference between cost and selling price, which difference is intended to provide for both expenses and a Profit. Many reasons can be given, but the great point is, that our expenses are always divided by our sales to get our percentage of expense; hence our gross margins must be computed the same way.

All the transactions between inventories cover process of making a profit or a loss. We must be sure the process is right and safe, or we shall end up with the loss we do not want, instead of the profit we are working for. To figure on cost of merchandise only is to include only a portion of the capital investment; for we must provide also for the capital necessary for operating—equally a cost with what we pay for merchandise. At another time I shall borrow from a very able writer for more details. Meantime, I shall get back to the Real Estate field.

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*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

The Problem Completed.

When the grocer reaches inventory time; has "taken stock," listed his fixtures at fair values, entered his depreciation charges, scaled his book accounts, computed his interest and charged that into expenses; in other words, boiled down his tangible assets and what is owing him so they make up a conservative assortment of values, he has completed his problem.

At this time we hope he may have a net profit; but whether he has or not, whatever he has is a figure to be applied to his invested capital. This is the only time in the year when he can properly use that term, "investment," as real esate men use it every day; because this is the one time when he has a FINISHED TRANSACTION to handle and record.

Hence, now, if he has $1,800 left over and his total capital account is $5,000, he can properly say that he has made 36 per cent. on his investment.

The Real Estate deals are easily and promptly put through on the cost, or investment, basis, because they are so simple. If a man puts $5,000 into property and sells at the end of a year for $6,800, there is no work about figuring where he stands. He has not got to make purchases and sales aggregating $30,000, and involving 90,000 small transactions, the employment of four or five people, and the infinite variety of petty details of a grocer's daily life, to make that gross margin of $1,800. No; in the course of 30 minutes he can list every expense to which he has been put, including $300 interest charges, and when he then finds that he has made a net amount of, say, $1,400, he can say that he made 28 per cent. on his investment.

All of which, as I read it over, looks to me to be about "as clear as mud;" but if you do not see it any better, ask me again, and I shall try again. I know it is right; and I hope some day to be able to clearly demonstrate why.

Getting an Hour More Daylight After Work

Orillia, Ont., Clocks to be Moved Forward—Merchants and Clerks Will Have Sixty Minutes More For Recreation—But Work Will Begin an Hour Sooner in the Morning.

Orillia, Ont., June 13 (Special).—If you rose an hour earlier in the morning would you retire an hour earlier at night?

This may seem an unimportant question, undeserving of much attention, but in Orillia it is at the present time an all absorbing problem. Orillia is going to have more daylight during the summer months. There will be an extra hour—one hour more than Barrie and Midland, for instance.

It must not be understood that the sun is going to shine on Orillia sixty minutes longer than on any other part of Ontario. Orillia is a good town, but Old Sol spreads his rays on the unjust as well as the just. The fact of the matter is that Orillia is going to turn her clocks on an hour, late on Saturday evening, June 23, or early the following morning. The obvious result of this is that 7 o'clock on the next Monday morning, according to Orillia time, will be an hour ahead of the time of the rest of Ontario. Stores and factories will open at this hour and the good citizens will all be up and astir full sixty minutes before those in Barrie.

Quit Work Earlier.

But it is an ill wind that blows nobody good. When the hands of the Orillia clock point to six in the afternoon, factories and stores close for the day, whereas in the remainder of the province, it is only five o'clock with another hour's work ahead.

Now we come to the main object of the scheme, which is embodied in a by-law passed by the local council.

Supposing darkness to set in at 9 o'clock Ontario time—and therefore 10 o'clock Orillia time—Orillia will have four hours' daylight after the expiration of work. Other people will only have three. It is to gain this extra hour that a law has been passed coming into effect on June 23 and expiring August 31.

Conflict With Railroad Time.

On the former date all clocks are advanced an hour. Everyone will be urged to forget that 7 o'clock in reality means six — except, of course, when a train has to be caught. Then timepieces must be considered an hour fast; but they are better fast than slow when a person is traveling.

The Council's Resolution.

The council of Orillia passed the by-law on the recommendation of the Board of Trade, and the petition of the manufacturers. The wording of the resolution that brought about the change was as follows:—"That in accordance with the request of the Board of Trade, and with a view to affording an additional hour of daylight in the evenings, during the summer, His Worship the Mayor be requested to issue a proclamation calling upon the loyal citizens of Orillia to put forward their timepieces one hour before retiring on the night of Saturday, June 22nd, the local time thus established to govern in Orillia until the 31st of August, proximo. That between the dates mentioned the town bell be rung at the usual hours, in accordance with 'Orillia time,' and that those in control of other bells and whistles within the corporation be requested to have them rung or blown by 'Orillia time.' That His Worship the Mayor be requested to take, in conjunction with the President of the Board of Trade, such other steps as they may deem desirable to make the proposed change as widely known as possible, and to obviate inconvenience in connection therewith."

All Work and No Play.

The manufacturers considered the plan to be a worthy one, in view of the fact that their employes would have an extra hour of daylight in the evening for recreation. Clerks in stores and employers will be similarly benefited by this extra hour. Orillia, too, expects to receive considerable publicity from the innovation.

There are those who do not look on the proposition with favor. A clerk in a retail store tendered his objections because he would have to get up an hour earlier and yet would be inclined to cheat his downy couch of the extra hour at night, knowing that Orillia time was an hour ahead. One or two travelers have been heard voicing their objections because of difference in time with outside places. But the majority seem to favor the change and it will be given a fair trial.

(Editorial Note.—It is interesting to note that some two years ago The Canadian Grocer published an editorial on this daylight saving scheme, pointing out its advantages and suggesting that a trial might be given it with favorable results. Moose Jaw, Sask., and Orillia have taken the lead, and their experiences will be followed carefully. If the innovation is appreciated, next year we may expect to see many other centres adopting it.

In fact, we have at present a similar condition of affairs existing between Detroit, Mich., and Windsor, Ont. The clocks of Detroit are an hour behind those of Windsor, which is just across the river. The citizens of Windsor have therefore the advantage of an extra hour of daylight after hours over their friends on the other side.)

Instances of Goods Sold Above Demand

Salsemanship as Contrasted With Order Taking—Sixty Tins of Baking Powder in One Week Among Extra Sales—Cases Where Window Brought Results — Direct Returns From Newspaper Ad.

That goods can be sold over and above actual demand is being demonstrated constantly in progressive stores in all parts of Canada. While there are still those who continue to merely hand out the goods which may be asked for by customers, they are becoming fewer in number for they must necessarily go down before the competition of live business men who recognize that demand for goods may be built up and increased by proper salesmanship methods.

Fred C. Harp, proprietor of the Cash Bargain Grocery, Brantford, Ont., is one who believes it possible to extend the volumes of sales. Not only does he believe this but actual instances drive home the truth of the assertion. Here is a case:

Boosted Candy Sales.

Previous to Christmas last year a certain kind of candy that should appeal to customers, especially at this time of the year, was stocked. The truth of the matter is that nearly every other grocer in town had the same candy. In a good many stores it calmly reposed beneath the counter or in some other inconspicuous position. Not so at the Cash Bargain Grocery where it was decided to make a special of it around Christmas.

Appropriate with the season, it was called "Santa Claus Candy," and a window display entirely of this line was made. In keeping with the name of the candy, an effigy of Santa Claus was placed in the window. Outside of this there was nothing very unusual in the display. A goodly quantity of the candy was placed in the window and a price card used. Result showed that the special efforts put behind the line returned good dividends. The store sold 1,100 pounds of the confection during Christmas week. It shows just what is possible in this regard.

Sold Their Baking Powder Easily.

Many grocery firms send men out to take orders. Sometimes these men are merely order takers and make little or no effort to use salesmanship methods. The result is that only the stated actual needs of customers are supplied and, coming unfrequently to the store, the chance of increasing volume of their purchases is small.

The Cash Bargain Grocery send a man among customers to solicit orders, and apparently he is a salesman. He is Arthur Harp, brother of the proprietor. Recently he sold 60 cans of a certain baking powder in one week, simply by pointing out its character and advising customers to buy.

Figs Didn't Last Long.

He generally makes it a point to have some special article with him each day on which to concentrate his efforts. Not long ago the firm received a 30 lb. box of pulled figs at a fairly reasonable price. Next morning he took a sample with him. Before noon he telephoned in not to sell any more out of the box as he had disposed of them all to different customers on the route.

Fred Harp, who has twenty-three years' business experience behind him, is a strong advocate of price tickets as a means of increasing sales, and a plentiful use of them is made in interior and window display. Not only are price tickets used on occasions of a special price, but on any line, to acquaint customers with the price of it.

"I have found a plentiful use of price tickets good business," states Mr. Harp; "so much so that I continue to increase the number about the store. I do not allow any one ticket to remain too long, but change them constantly. A clean card is essential, for it is a bad advertisement to have a dirty card on a display of food."

Jam Window Attracts New Buyer.

In a recent window display of this firm, one of the lines shown was a pail of jam. A price card was attached—just the ordinary price being quoted.

A woman who had never dealt with the store was passing the window when she noticed the jam and the price. She came in to purchase, and by further creative salesmanship, when she left she had bought $2.40 worth of goods and had got started towards being a regular customer of the store.

Uses The Newspaper Columns.

Another method of increasing sales which the store uses, and to good advantage, is advertising in the local paper.

"It has been argued," says Mr. Harp, "by certain merchants, that advertising in a town such as this does not pay. Many come to this conclusion because they cannot always see direct results from advertising, and therefore are inclined to be doubtful of its value. A sure proof that ads. are read is shown by the fact that if a merchant happens to quote a wrong price, that is below the proper figure, he finds an immediate flood of customers."

"We have always advertised, and believe it pays. We believe in quoting prices, but also using space to work up interest of readers in the goods. We had an instance of an advertisement of flour, quoting a price. The paper was scarcely off the press until we had a woman ring up and enquire about the flour. We succeeded in selling her a nice bill of goods, which went a long way itself towards paying the cost of the ad."

TO LESSEN EGG SHRINKAGE.

Ontario May Have Law Prohibiting the Marketing of Bad Eggs.

Toronto, June 13.—It is estimated that the State of Michigan alone loses annually $1,500,000 due to the poor average quality of eggs. The Dominion Government has fixed the shrinkage loss in Canada at 17 per cent.

At a convention of produce dealers held across the line recently, and which was attended by some Canadian men, the egg problem was the centre of interest. Ways and means were discussed for getting the farmers to take more interest in the production of eggs, and also of protecting wholesale men against having to pay for rotten eggs.

As yet no definite law exists in Ontario covering the egg problem, but the Government is moving towards it. The production of eggs is an important factor in the community, and in the long run the farmer would find that it pays to keep a good stock of poultry, provide sanitary conditions for them, and use intelligence and care in the handling of them for brooding and laying purposes.

There is no excuse for the farmer marketing the bad eggs that come in. The candling process is so simple that old or incubated or the average diseased eggs may be readily detected. Under the Government regulations suggested the farmer would get more for his eggs, and the consumer would give less, as the waste would be cut out.

In past issues of The Grocer an error has been made in the signature of the H. E. Vipond advertisement. This has appeared "H. E. Vipond & Co.," when it should have been "H. E. Vipond."

Canadian oystermen who attended the recent annual convention of the Oyster Growers' and Dealers' Association of North America, at New Haven, were T. J. McKey and George Laird, of Toronto, and D. J. Byrne, of Montreal.

Current News of the Week

Quebec and Maritime Provinces.

Holmes & Thenholm, grocers, Amherst, N. S., have formed a partnership.

The box factory of the Rock City Tobacco Co. was partially destroyed by fire recently. The loss was covered by insurance.

The grocery business at Sydney, N.S., conducted by Harrington's, Limited, has been purchased by Fand J. Morley. The latter have disposed of their crockeryware business to the Harrington China Company.

Some Halifax grocers have sustained losses in biscuits recently by a clever dodge on the part of a swindler on a small scale. This man called at the stores and asked for some biscuits. When these were wrapped and in his hand he would ask for butter, and while the proprietor went to the refrigerator he would make his escape with the biscuits. The trick has so unnerved one woman grocer that she intends giving up business in the fall.

Ontario.

G. M. Mowat, grocer, Toronto, has sold to B. Bouskel.

J. A. Buchanan, grocer, Fort William, has sold to A. Teeft.

Wm. Ferguson, grocer, Toronto, has succeeded Parkinson Shaw.

Grimsby Co-operative, Ltd., Grimsby, Ont., has obtained a charter.

The Consecon Canning Co., Consecon, Ont., has received Ontario incorporation.

N. Lesser & Son, general merchants, Blind River, Ont., sustained loss by fire recently.

Thomas H. Miller, formerly engaged in the grocery business on Wellesley Street, Toronto, died on Thursday last.

J. J. McEwen, grocer, Goderich, Ont., is on a month's trip to Western Canada.

Thos. Mulcahy, general merchant, Orillia, Ont., was in Toronto on business this week.

D. Bell, grocer, Yonge Street, Toronto, was on a fishing expedition to Lake Scugog last week.

In last week's fire at Cobalt, Ont., Milton Carr & Sons, general merchants, suffered loss of $30,000, and Charles Reekin, flour and feed, $2,000.

A. Ostrum, grocer, Fort William, Ont., is succeeded by. Wm. Johnson. A Teeft, grocer, of the same town, has sold to J. A. Buchanan.

The Hamilton and Brantford grocers will again join this year in their annual picnic. It will be held to Grimsby Beach on July 17.

E. J. Ryan, London, Ont., has sold his busines to Robert G. Collins, for many years with Hocken Bros., and previously with The New York Store.

Michael Fury, of Woodstock, Ont., died recently at the ripe old age of 80 years. He had been in the grocery and fish business there for more than half a century.

F. E. Robson, of F. E. Robson & Co., grocery brokers, Front Street East, Toronto, sailed on the Corsican on Tuesday for England, where he will spend six weeks.

Toronto wholesale fruit dealers waited on Customs Collector Bertram and were assured that hereafter there would be no further delay in shipments of perishable goods. A special officer will be engaged to pass the fruit.

WHY ONE MAN STOPPED TAKING CANADIAN GROCER.

New Liskeard, Ont., June 6th, 1912.

Editor, Canadian Grocer.—As I am out of the grocery business and working at the hardware, it would greatly oblige me if you would cancel The Canadian Grocer you have been mailing and send me The Hardware & Metal.

I consider The Canadian Grocer one of the best investments I made in book line; am trusting I will be able to say same about Hardware & Metal. I remain,

Yours truly,
ASA E. JEWELL.

The Toronto Retail Grocers' Association will hold their annual excursion to Niagara Falls on July 17, via Niagara Navigation Co. It was their intention to go to Grimsby Beach on July 24, but satisfactory arrangements could not be made. Arrangements for the excursion as well as several important trade matters, will be taken up at their meeting on Monday night, June 17.

Western Canada.

J. Brand, grocer, Winnipeg, has sold to H. Arthur.

C. C. Cronk, grocer, Moose Jaw, has sold to Thompson & Loucke.

E. T. Jones, general merchant, Canora, Sask., has sold to W. J. Reid.

T. R. Harrison, grocer, Calgary, Alta., has sold both his stores.

W. Stewart Campbell has opened a grocery store at Port Mann, B. C.

A. W. Gilbart, general merchant, Erickson, Man., has sold to F. Campbell.

N. J. Nicholson has purchased the general store of C. H. Carroll, Marquis, Sask.

M. Snow, general merchant, Keeler, Sask., is succeeded by Morin & Longthorn.

W. D. Gunson & Co., Yeomans, Sask., has sold his general store to E. J. Butterworth.

Moses Cohen is discontinuing grocery business at Winnipeg and locating at Melville.

H. H. Ruh, general merchant, Flagstone, B. C., has disposed of his business.

J. T. Jordan, general merchant, Lewvan, Sask., has succeeded the Lewvan Mercantile Co.

Whiddon & Richardson, grocers of Saskatoon, Sask., are going out of business.

The grocery stock of the Wilson Estate, Winnipeg, has been sold to I. B. Dugman.

Escott & Harmer, grocery brokers, Winnipeg, Man., have established their own offices at Regina, Calgary, and Edmonton, so as to be in a position to attend to their trade in Manitoba, Saskatchewan and Alberta.

The Knight Sugar Co., with a beet sugar factory at Raymond, Alta., is receiving a shipment of 2,700,000 pounds of raw cane sugar from the British West Indies, which they will refine in their factory.

F. R. McMillan, Saskatoon, Sask., will erect a departmental store. He recently took a trip through Canada and the United States for ideas and expects to have a model store. It is estimated that the interior fittings will cost about $203,000.

The convention of the Associated Boards of Trade of Western Canada will be held on September 18 and 19 this year and not on June 13, 14 and 15, as announced in last week's issue. This postponement was made necessary owing to the death of J. T. Hall, the permanent secretary. Since his demise the work has naturally been somewhat neglected. Chas. Webster, secretary Calgary Board of Trade, has been appointed to the permanent secretaryship, and preparations are underway for a good convention. It will be held at Moose Jaw, Sask., this year.

Wrapping Paper Higher---Canned Beef Up

Wrapping Paper is Quoted Higher by Number of Manufacturers—Canned Beef of All Varieties Goes Up—Big Advance in Jellied Veal—Rice is Generally Firm —Sugar Continues Weak—Beans Being Imported.

QUEBEC MARKETS.

POINTERS—

Spices—General firmness.

Rice—Quite strong.

Sugar—Somewhat of a puzzle.

Montreal, June 13.—The cold spell of last week interfered with business to a certain extent, but the present warm weather will give business quite an impetus and make things even more satisfactory than at present, though no complaints from wholesalers are forthcoming, as general activity has been the rule for the past number of weeks.

Collections are reported not so good as usual, and the chief cause may be given as speculation. Montreal is now under a real estate boom, and it looks as if the surplus of many is being laid away quietly in Mother Earth.

The sugar market is again becoming somewhat of a puzzle, while the coffee market is a little easier, but evidently not for long.

SUGAR.—While refined has advanced in New York, there is no change in the local market, and there does not seem to be any likelihood of a decline just now. There is a considerable amount of business passing now that the preserving season is at hand, and those dealers who were simply buying from hand-to-mouth will hardly make any mistake in spreading out some.

Granulated, bags	5 25
Granulated, 20-lb. bags	5 35
Granulated, 5-lb. cartons	5 55
Granulated, Imperial	5 10
Granulated, Beaver	5 10
Paris lump, boxes 100 lbs.	6 00
Paris lump, boxes, 50 lbs.	6 10
Paris lump, boxes, 25 lbs.	6 30
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 90
Crystal diamonds, 100-lb. boxes	6 00
Crystal diamonds, 50-lb. boxes	6 10
Crystal diamonds, 25-lb. boxes	6 30
Crystal diamonds, 5-lb. cartons	6 80
Crystal Diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 65
Extra ground, 50-lb. boxes	5 85
Extra ground, 25-lb. boxes	6 05
Powdered, bbls.	5 45
Powdered, 50-lb. boxes	5 65
Powdered, 25-lb. boxes	5 85
Phoenix	5 25
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 yellow	5 00
No. 1 yellow, bags	4 85

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES—The same strong feeling prevails on the molasses market, but no one will say that a further advance is certain. The demand is good and will last. Barbados reports that all their molasses has been exported, but it is believed that all has not yet been shipped; if there is any remaining, it will not affect the market much.

Syrup trade has slackened somewhat during the past two weeks, but no great volume of business is done in this line during the summer.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS—The local market shows little change. The jobbing trade report just the usual amount of business, which passes at this time of the year. California prunes are most active on the coast, the orders being for futures. There is considerably less speculation in prunes this year, and even foreign buyers are only ordering in small quantities to fill immediate calls.

Apricots are quiet, and it is likely that a little shading will take place in order to clear up stocks. There should be a better demand from bakers during the next few weeks for peaches, and the improvement in demand will no doubt be appreciated.

The demand for California seeded raisins is slow, and the market on the whole is doubtful. We spoke last week of a probable shortage of currants in Greece. Since then more optimistic reports have come to hand, and a better market is expected.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 06¾	0 00¼
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06½
Fards	....	0 11
Figs, 3 crown	0 07¾	0 10¼
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11¼
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 08½
Choice fancy seeded, 1-lb. pkgs.	....	0 09
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¼
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07⅜	0 08
Sultana raisins, loose, per lb.	0 12	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine, off stalk, per lb.	0 06	0 07½
Valencia, select, per lb.	0 06¾	0 07¾
Valencia, 4-crown layers, per lb.	0 07½	0 08

TEAS—The new season being now open there is considerable activity in Japans, prices ranging from one cent to two cents over last year. Fancy teas show the least advance, while teas in the grade 25-26 cents (being the lowest grades on the market) show the greatest. The season, of course, is somewhat later than last year, and picking is only now becoming general. Frost during the early part of April caused the setback, but the weather during May was good, with the result, a good crop. The bushes came to fine condition, but there was some tendency shown to resort to coarse picking, and in some cases it was impossible to secure as good style teas as in the past. As stated in recent issues, the cup quality, however, is fully equal to last year's, but some allowance must be made for the bolder style of the leaf.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 28
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 60

COFFEE—The market has become a little weaker owing to refusal of injunction in the valorization case, which was expected to start in the United States. Trade, however, continues on the hand-to-mouth basis, there being nothing of any great interest to note. Still there is talk, but only talk, of higher prices in September, owing to the fact that the new crop may be late in moving, making it more difficult for the country to obtain actual supplies. However, little definite information along the new crop can be given, as it is much too early yet.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

NUTS.—The local market is unusually quiet, there being absolutely no news to offer and no change in prices.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32

Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop..	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 06½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

RICE AND TAPIOCA—Tapioca is in good demand, but the market does not present the same activity as the rice. The Rangoon market is strong, and prices will advance, even if they now are 50 per cent. higher than those obtaining this time last year. A Formosa report states that owing to increase in sugar planting it is estimated that the coming rice crop will be less than normal, and dealers are buying ahead at high prices. The markets, indeed, are all strong, and there is no indication whatsoever of weakness. Many eastern countries continue to draw on Rangoon for supplies to make up their own deficiencies. It is a question how long this will last.

SPICES.—The market remains firm, and peppers, which were somewhat easier last week, have firmed up. Cream of Tartar is also firming up. In fact, the situation is generally strong, and prices show an upward tendency.

ONTARIO MARKETS.

POINTERS:—

Sugar—Continues weak.
Wrapping paper—Higher.
Writing paper—Also advanced.
Canned beef—10 per cent. advance.
Jellied veal—Big advance.
Pork and beans—Firm.

Toronto, June 13.—There has been a general healthier and more active tone to grocery trade during past week. This is evident to those who have been visiting the wholesale houses, and was impressed upon the Grocer representative by the length of time he had to wait in many houses before being able to converse with the principals. Not only was there a good sprinkling of retailers purchasing in the houses, but orders were coming in over the 'phone from both city and country dealers. Orders were made up of general lines seasonable at this time.

In contrast to the general satisfactory trade reported in Canada is that existing on the other side of the line. Here is what one U.S. grocery paper says of conditions: "Not in many years has the first of June found the foodstuff markets of the Middle States in such a generally deplorable condition. Month after month during the late winter and early spring, the hope has been expressed that the sunshine and showers of April and May might dissipate the spell of apathy and stagnation that has hung over the country for so long. But it would seem that such was not the case—indeed such has not been the case."

Grocers are beginning to realize that summer and the demand for summer goods is really here, and they are buying and displaying those lines that the housewife naturally seeks at this time of the year. The picnic season is beginning to develop, and picnic and camping supplies will soon be in request, the more so as the fishing season opens on June 15, and there will be many excursions to lake and river. Canned goods will be in demand, more especially fish, including salmon, sardines, herrings and lobsters. Summer drinks, condensed milk and camp coffee are other lines.

Light breakfast foods, pickles, olives and sauces are other lines which held to put the public's appetite in trim. Pines are being preserved, while strawberries are now coming on, bringing a demand for sugar, fruit jars, rubber rings, etc. Fly destroyers are becoming a very seasonable line as well. Urge the housewife to get after the house fly early.

Sugar continues weak at last week's figure of $5.35, as against $4.70 a year ago. With market in present state, purchasing is for immediate wants. With preserving season about to open consumption should be good from now on. The Canada Sugar Refining Co., who in early part of year put a 5-pound carton on market, have now added a two-pound size as well. Both cost the retailer 30 cents per cwt. over bags; but 5-lb. is packed 24 to case, and 2-lb. 60 to case. There is no fixed selling price.

There have been advances and advancing tendencies in several lines of late which are not accustomed to fluctuate. Wrapping paper is firmer and quoted 10 per cent. higher by several manufacturers. Another advance is that in all kinds of canned beef, while jellied veal has had a big rise. Pork and beans are firm, with some canners said to be asking higher figures.

While it is not general, some brands of English pickles are higher. One jobber referred to one brand that is up 25 cents per dozen on pints. Canadian pickle men appear to have made no alteration in prices.

As has been noted before, marmalade is higher this year, the advance over last year ranging from 10 to 20 cents per dozen. Higher sugar is one cause, while a contributing factor in this, as well as pickles, is higher prices on glass bottles and jars.

SUGAR.—There is no further change in refined prices. Market is pretty well a repetition of last week, with situation rather uncertain, and dealers awaiting a further readjustment. On the whole market at moment is weak, as reflected in both Cuban, raws and European beets. The negro uprising in Cuba was a firming factor a short time ago, but this year's crop is pretty well progressed, so that this steadying feature has disappeared. It is difficult to gauge what future may hold in sugar, but market at present is still weak.

Extra granulated, bags	5 35
Extra granulated, 20-lb. bags	5 45
Extra granulated, 5-lb. cartons	5 65
Imperial granulated	5 20
Beaver, granulated	5 20
Yellow, bags	4 95
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 25-lb. boxes	5 95
Powdered, 50-lb. boxes	5 75
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 10
Paris lumps, in 50-lb. boxes	6 20
Paris lumps, in 25-lb. boxes	6 50

SYRUPS AND MOLASSES. — There are no price changes to record in either syrups or molasses. Naturally with butter more reasonable demand for syrup is quieter, but a seasonable trade is reported. Unlike a few years ago, there is a steady demand for both corn and maple syrup right through the summer months.

Barbados molasses is firm, and reports from that island say there are no further shipments to offer, the entire crop having now been marketed.

	Per case.
Syrups—	
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 32
New Orleans, barrels	0 26 0 30
Barbados, extra fancy	.... 0 50
Porto Rico	0 45 0 52
Muscovado	.... 0 38

DRIED FRUITS.—There is nothing particularly new in spot situation. "Trade is pretty draggy," was one wholesaler's comment. "Nothing to crow about," said another. "Fairly good for season," said yet another.

There is perhaps a little stiffer tone to evaporated apples. Wholesalers say that they are carrying small stocks and that there are few offering.

Although there is little in the way of booking on part of wholesalers, interest is being directed towards futures. Prunes are, of course, an important item and opinions from different sources regarding the 1912 crop vary greatly. There is even a great variation in ideas as to probable size of California crop. Things look far from promising in Oregon. One big dried fruit firm on Pacific coast have estimated world's crop this year as 348,000,000 pounds, as against 376,400,000 last year. They be-

lieve yield in California will be much the same as last year, namely, 200,000,000. Oregon and Washington are only given 8,000,000, as against 23,000,000 last year; Bosnia and Servia 60,000,000, as against 103,400,000 last year, and France 30,000,000, as against 50,000,000 last year. They allow 50,000,000 carryover this year, while last year there was none.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
Dates—		
Hallowee full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—There is no material change in general tea situation, either here or elsewhere. No great interest is as yet shown in new crop Japan. The market is generally higher than last year, fancy showing the least upward movement. Cup quality of samples has been generally good.

SPICES. — As reported last week, there is general firmness in spices. Black and white pepper as well as allspice present a steady tone. Mace is much stronger, while celery seed has lost none of its firmness.

Trade is satisfactory and with opening of pickling season litle over six weeks away, wholesalers are looking for a continued good movement.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15—19	60—0 70	70—0 80
Cassia	20—32	85—1 15	95—1 25
Cayenne pepper	23—33	80—1 05	90—1 15
Cloves	23—29	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	65—80	.....	0—2 75
Nutmegs	30—60	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmerie	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	0 35	0 37
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA.—As pointed out last week there is a general strong tone to rice. This includes nearly all varieties, and prices in the producing sections of the East have been moving upward. "Rangoon market has been very excited," says an English report. "Continental millers have advanced their prices for Java. Bassein is very scarce, and it is difficult to get any quantity free from stained grains. Patua has also risen 1 shilling per cwt."

	Per lb.	
Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	....	3 60
Rice, standard B., f.o.b. Toronto	....	3 68
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

BEANS. — Hungarian and Austrian beans have not yet arrived, but are close by. Market on these has also been moving upward, and ideas of importers are higher. One firm quoted $2.65 last week, but are now asking a higher figure.

Prime beans, per bushel	....	2 85
Hand picked beans, per bushel	....	2 95
California Lima beans, lb.	....	0 08

WRAPPING PAPER.—A few weeks ago paper bags were advanced about 15 per cent. It was pointed out at that time that wrapping paper would probably advance also. Several firms have raised prices. The upward movement has been about ten per cent. This is the amount noted by one firm at least. The increased cost of raw material as well as higher wages that now has to be paid in the mills is the reason assigned for the advance. It will also be interesting to the grocer to know that note books, writing papers and similar lines are also higher.

The varieties of wrapping paper used mostly by grocery trade are Manila, grey wrapping and fibre. No. 2 Manila is quoted at $3.85 per cwt., grey wrapping at $3 per cwt., and fibre at $4.25. Brown wrapping paper costs $3.25. Slightly higher prices are asked for small lots.

CANNED GOODS.

Toronto.—Those dealers who have been watching the soaring price on beef and other fresh meats will not be surprised to learn of an advance in canned beef and jellied veal. Manufacturers in advancing prices, point out increasing cost of raw material.

The advance in beef has been about 10 per cent. Corned beef in 1's, which was formerly $2, is now $2.25, while 2's, formerly $3.35 are now $3.75. These same figures apply to roast, boiled and ready lunch beef as well.

Jellied veal has shown a much larger advance. The price on 1's is up from $2.20 to $3.30, on 2's from $3.00 to $5.75, and on 6's from $14.40 to $17.25 per dozen.

All these lines are just beginning to move freely, being big sellers during the summer months.

Every retail dealer knows how prices on white beans have been going upward. It is needless to say that manufacturer's profits on pork and beans have been reduced to a fine point, and that this line is firm. Some canners are said to be asking firmer figures, but there has been no general advance as yet. "Do you think beans are going up?" one broker was asked. "Well, they won't go down," he replied. "You can bank on that."

Several jobbers note salmon as moving well. From now on there will be a good demand for this line. More wholesalers have received their first shipment of new pack lobsters. From $2.90 to $3 is being asked for ½'s.

MANITOBA MARKETS.

POINTERS:—

Canned Beef.—Advanced.

Sugar—Steady.

Cocoanut—½ cent dearer.

Winnipeg, June 13.—Wholesalers report business done in the month of May as greatly in excess of that in same month in 1911. The business outlook continues satisfactory, and orders are coming in freely since June 1.

Sugar market has remained steady during week, with a steadily improving demand.

There is nothing new in coffee situation as regards a reduction of price. The litigation now going on in United States in connection with alleged coffee trust is being watched with considerable interest by local trade.

There is now a good demand for what may be called vacation groceries, the better class of canned goods, jams, etc. Many city people are opening up their summer cottages at Lake resorts, and they usually stock up extensively, with easily prepared viands when doing so. In this connection an advance of thirty to forty cents a case on corned beef is announced.

The crop situation is considered excellent, and labor is well employed at good wages. Taken all round the business outlook in the West is first rate.

SUGAR.—Sugar prices are steady and demand is good and will improve with opening of preserving season at end of month. Native fruits promise an excellent crop.

Montreal and B.C. granulated, in bbls.	5 90
Montreal and B.C., in sacks	5 75
Montreal and B.C. yellow, in bbls.	5 40
Montreal yellow and B.C. yellow, in sacks	5 35
Icing sugar, in bbls.	5 25
Icing sugar, in boxes (25 lbs.)	6 50
Powdered sugar, in bbls.	6 00
Powdered sugar, in boxes	6 00
Powdered sugar, in small quantities	5 80
Lump, hard, in bbls.	6 70
Lump, hard, in half-bbls.	6 75
Lump, hard, in 100-lb. cases	6 70

SYRUPS. — Sales are comparatively light since dairy butter is now on market at a reasonable price. There are no further changes to be noted.

Syrups—		
24 2-lb. tins, per case	....	2 48
12 5-lb. tins, per case	....	2 88
6 10-lb. tins, per case	....	2 76
3 20-lb. tins, per case	....	2 77
Half-barrels, per cwt.	....	4 20
Barbados molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 31
Maple syrup—		
Imperial quarts, 2 doz. case	....	6 20
½ gals., 1 doz. case	....	5 85
Gals., ½ doz. case	....	5 40

DRIED FRUITS.—Summer trade in dried fruits is never as heavy as winter trade, but there is a fair demand. An advance in currants is not improbable in near future. Other lines are steady.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 07½
90-100s, 10s, s.p.	0 07 4-5
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08¼
70-80s, 25s, s.p.	0 08½
70-80s, 10s, s.p.	0 08¾
60-70s, 25s, s.p.	0 09
50-60s, 25s, s.p.	0 09½
40-50s, 25s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 25
Fine, selected, 28s, s.p., per box	2 40
4-crown layers, 28s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 08
Washes, per lb.	0 08½
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Prices unchanged, but situation is generally regarded as weaker, and a sharp decline would follow release of large stocks held by coffee trust at New York and other ports. It doesn't seem probable, however, that such will occur.

Roasted Rio, per lb.	....	0 22
Green Rio, 5's, lb.	....	0 17½
Green Rio, 7's, per lb.	....	0 16¾
Green Santos	....	0 19
Roasted Santos	....	0 24
Chicory	....	0 12¾

BEANS.—No further changes are reported. The tempting price obtainable for beans is inducing some farmers and truck gardeners to take them up as a field crop. Should their experiments meet with success bean growing might become an important branch of agriculture in the West.

Beans, 3-lb. picker, per bushel	....	3 00
Hand picked, per bushel	....	3 10
Peas, split, 100 lbs.	....	4 00

NUTS. — Prices unchanged and demand steadily improving.

Nuts—	Per lb.
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Cocoanuts, per doz.	0 90
Cocoanuts, sacks	5 00
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½

NEW BRUNSWICK MARKETS.

St. John, June 13.—With exception of a drop in sugar and oatmeal, markets during past week have been exceptionally quiet. Sugar, it is said by local wholesalers, has reached pretty nearly lowest mark anticipated, and may probably stay at present quoting for some time. Market in oatmeal which has been steady and unchanged for some time has dropped 25c per barrel. Otherwise there are no changes of interest.

In the country market potatoes are still plentiful, and range from $2.25 to $2.50, while eggs and butter are much cheaper than formerly. Price asked on eggs went as low as 18 cents retail in some sections last week, while butter could be bought for 20 cents. Cheese is a little easier also.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 23	0 25
Butter, creamery, per lb.	0 21	0 23
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 14½	0 14¾
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	0 22	0 23
Eggs, case	0 19	0 21
Finan Haddies	4 40	4 50
Fish, cod, dry	5 00	5 10
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 10	6 20
Lard, compound, lb.	0 12½	0 12¾
Lard, pure, lb.	0 14¾	0 15¼
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 35	0 36
Oatmeal, rolled	....	5 75
Oatmeal, std.	....	6 35
Pork, domestic mess	24 50	24 75
Pork, American clear	23 75	25 75
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 04	0 04½
Salmon, Case—		
Red Spring	7 75	8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 30	5 40
Austrian granulated	5 10	5 20
Bright yellow	5 10	5 20
No. 1 yellow	4 80	4 90
Paris lumps	6 25	6 50

NOVA SCOTIA MARKETS.

Halifax, June 13.—The most important change in the local grocery list this week is another drop of ten cents per hundred pounds in the price of all grades of refined sugar. Quotations now are: Extra standard granulated, $5.30; United Empire, $5.10; Bright Yellow, $5.10; No. 1 Yellow, $4.80; Unbranded, $4.75. There is a slightly better demand for sugar at the lower prices.

Butter is now coming on market in better supply, principally in small tubs, but the prices continue to hold up. The best stock is quoted at 26 cents.

Creamery continues firm, with no change in the price. Eggs are in fair demand at 21 cents for the best stock.

Business generally is reported to be in a good condition, and collections are fully up to expectations for the season of the year.

A FREIGHT WRECK SALE.

Vancouver, B.C., May 29.—In full page newspaper space, Wood & Sons Old Stores, Granville street, Vancouver, B.C., recently set forth a striking advertisement under the heading, "A Fearful Freight Wreck." A line drawing is used showing a wrecked freight train with boxes of dried fruits, sugar, soap, groceries, clothing, etc., strewn all over the ground. The idea was to convey that "wreck" prices were made on certain goods that had been in a freight wreck.

The introduction read:— "$50,000 worth of dry goods, clothing, shoes, boots, sugar, soap, etc., bought from the railroad company—together with Wood bankrupt stock—purchased from the assignees at 28c. on the dollar—sacrificed at mere fractions of original worth. Sale starts Friday morning at 10. Come early.

"This sale will eclipse any of its kind ever held in Vancouver, etc."

TIMES HAVE CHANGED SOME.

"In the old days in our grocery store," says a retail grocer, "we never closed without going around trying all the doors in town, for fear some one might be up who possibly would need some groceries. And as for opening in the morning—well, one morning I got to the store at 5 o'clock, and the boss wanted to know where I had been all forenoon."

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer. — The business men of this town are trying to get the council to pass an early closing by-law for three nights a week. Is such a by-law legal? Can we compel those to close who do not sign the petition?

D. A. HEWGILL,

Milton, Ont.

(Editorial Note.—From our investigations we would say that such a by-law can be legally passed by the council of any municipality in Ontario, and that all can be compelled to close, whether they sign the petition or not. This is with the exception of druggists, who are allowed some special privileges.

There are two ways of securing early closing. If three-quarters of those engaged in any line of business petition the council, it has to pass a by-law covering that line of business, and all dealers must comply with it. Or the council may itself, without any petition, pass such a by-law covering one or all lines of trade.

"Here's some fish, sir, marked C.O.D."

"Send it away. I ordered shad."

Mill Feed Lower--Flour Market Steady

Bran and Shorts Both Lower in Price—Falling Off in Demand for Feed Gives Somewhat Steadier Tone to Flour — Rolled Oats Unchanged Since Last Week's Decline—Demand Inclined to Quietness.

A feature of the week is an easier turn to mill feed, both bran and shorts showing a dormant tendency. It will be remembered that bran was reduced a couple of weeks ago, while shorts remained steady. This time, however, shorts as well joined in the downward movement, and there has been a general decline of $1 per ton in both these lines. There has been a let up in demand for feeds, as is usual with the coming of an abundance of grass. There is, however, more call for shorts than bran.

Flour is unchanged, although with a decline in mill feeds, more strength is thrown on flour and there is a steadier tone. "Manitoba flour is strong, and I wouldn't be surprised at an advance," stated one miller, pointing to the added steadiness by reason of this. "However," he tamed down his prediction, "I wouldn't guarantee that." One reason that some millers rather doubt any advance in flour is that trade is at present on quiet side. Retailers apparently are fairly well supplied while buying continues of a hand-to-mouth character.

General situation in rolled oats is not changed since the recent decline of 15 cents per sack. Trade in heavy cereals usually falls off to some extent during warm weather and history is apparently repeating itself this year.

The world's visible supply of wheat is 160,265,000 bushels against 135,657,000 last year, which is an increase of 24,608,000 bushels. Stocks of wheat in Fort William are 6,804,141 bushels, a decrease of 1,025,000 bushels from last week. Last year at this date stocks were about three million bushels.

MONTREAL.

FLOUR.—The market is steady and full attention is given to the coming crop, everyone being on the lookout for information about possible output, etc. There is considerable inquiry from England for flour, but prices are away out and little business has been transacted.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags	....	5 30
Manitoba strong bakers, in bags	....	5 10
Manitoba second, in bags	....	4 70

CEREALS.—There is a good demand for rolled oats, but no further change in price either upwards or downwards can be noted. Considerable export business is being transacted.

Fine oatmeal, single bag lots	....	2 75
Standard oatmeal, single bag lots	....	2 75
Granulated oatmeal, single bag lots	....	2 75
Bolted Cornmeal, 100 bags	....	2 35
Rolled oats, jute bags, 90-lb. single bag lots	....	2 50
Do., cotton bags, 90-lb., single bag lots...	....	2 55
Rolled oats, barrels	....	5 25
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—Business in flour is rather quiet, export trade being decidedly dull. As far as domestic demand is concerned, dealers say it is no more quiet than other years at this season.

Flour holds a steady position, perhaps strengthened to some extent by easing off in feed prices. Winter wheat grades under small offerings and poor prospects are steady.

Manitoba Wheat.		
1st patent, in car lots, per bbl.	....	5 70
2nd patents, in car lots, per bbl.	....	5 20
Strong bakers, in car lots, per bbl.	....	5 00
Feed flour, in car lots, per ton	....	30 00
Winter Wheat.		
Straight roller, domestic consumption ..	....	4 80
Patents, fancy, domestic consumption...	4 90	5 10
Patents, 90 p.c. domestic consumption..	4 60	4 70
Blended, domestic consumption .....A....	5 00	5 40

CEREALS.—Rolled oats show no future features since last week's decline of 15 cents per sack. Trade continues to run along in even lines, as is natural at this time. Cornmeal has lost to some extent the strength of a few weeks ago.

Rolled oats, small lots, 90 lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk.	....	2 64
Rolled wheat, small lots, 100-lb. bbls. ..	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	2 35	2 40

Rolled oats in cotton sacks, 5 cents more.

MILL FEEDS.—Bran and shorts are both down $1 per ton this week, and now selling at $23 and $26 per ton respectively in car lots. The let up in demand usual at this season is the cause.

MANITOBA.

FLOUR AND CEREALS—Flour is unchanged, but steady advance in wheat prices indicates a further advance. Rolled oats are now quoted by jobbers at an advance.

Flour—		
1st patents, cwt.	....	3 05
2nd patents, cwt.	....	2 75
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 69
40 lb. sack	....	1 35
80 lb. sack	....	2 65
Granulated oatmeal, per cwt.	....	2 75
Corn Meal—		
98 lb. sacks	....	2 40
49 lb. sacks	....	1 25

WILL DAIRY EXPORTS DISAPPEAR?

Montreal, June 6.—Montreal produce man predicts the end of Canada's dairy export business within the next four years. He bases this prediction on the fact that for the past few years Canada's dairy exports have fallen off and that there is every reason to believe that they will continue to do so in the near future. He further states that while Canada's population has been increasing by leaps and bounds, its butter and cheese production has not been increasing anywhere in proportion. He points out that the internal trade between the east and west is drawing from our export trade, and that this will increase until there is none left for foreign trade.

This opinion is not held by all, for some dealers say that the past is no pattern for the future. It is contended by others that the three Northwest provinces will eventually become the great producers of butter and cheese, which will be forced upon them by mixed farming.

It seems a question for time to solve.

The Handlers of Confectionery in the West

Outside of Larger Cities It is Practically All in Hands of Grocers and General Dealers—The Masses the Greatest Consumers of High Class Goods—Profits are Good.

In Western Canada the retail grocer sells a lot of confectionery and makes good money from it, too. Owing to the fact that there are such a large number of towns in the West with a limited population, the exclusive confectioner would not find his business very remunerative.

The grocer in all these towns is in a position to cater for a very wide range of trade, and it is evident that the majority of them have taken advantage of the opportunity to stock confectionery, and it is further evident that with the increasing stocks of confectionery which they are carrying year by year and the attention they pay to that department, that they find confectionery a valuable asset to their business.

Where the Masses Reside.

It must be remembered, however, that in the larger cities of the West, for instance, Winnipeg, Regina, Calgary, Saskatoon and Vancouver, that exclusive confectionery shops may be found, and the number of shops in each city varies with the population of the city; but these cities are, after all, a small part of the West and the great mass of people deal in centres with a limited population.

Although in the above mentioned cities there are exclusive confectionery shops, in many cases they are not of the best type of stores, but are managed by people from foreign countries, who have inadequate knowledge of retail conditions here, and, to say the least, most of these shops present a very unattractive appearance.

Grocers Carry Larger Stocks.

This being the case the grocer in the large centres finds it greatly advantageous to carry complete lines of confectionery stock, and he is well enough experienced in retail merchandising to know that this stock must be kept attractive, and that attention must be paid to it. In doing so he is enhancing his success in that department.

The inferior merchant who handles an exclusive confectionery stock does not always carry the best confectionery, and he cannot appreciate a high class confection, such as the grocer can and does, and it is fully recognized that everywhere in Western Canada where there is a good grocery store, that that grocery will have a highly developed confectionery department.

Of late years it has been recognized that the high class brands of chocolates and creams done up in fancy boxes are not as popular, with the wealthy and with the social set as formerly, but even though this class of trade were well maintained, it could not hope to equal the great volume of trade which is now going on in this class of confectionery to the middle class.

The grocer in a small town surrounded by a well-to-do agricultural community can well afford to stock the very best standards of fine confectionery, as the number of customers for this class of goods is greater than any grocer or confectioner can hope to get from the more highly developed social class of any community. For this reason, the grocer everywhere in the West carries a full stock of confectionery, and has perhaps unconsciously taken advantage of this condition of the public mind.

The Preservative Qualities of Spices

At One Time Were Considered Indigestible—The Important Ingredient of a Spice is Its Essential Oil—Cinnamon Preserved Apple Juice—Southerners Like Mustard.

It was not uncommon to hear a few years ago that spice materials were indigestible and that spices themselves were rather an irritant than healthy stimulants of digestion. This idea is now disappearing under contradictory evidence of chemists.

Study of the preservative action of spices, demonstrates that such spices as cinnamon, cloves and mustard are valuable food preservatives, while nutmegs and allspice delay microbic growth of most kinds and thus help in the preservation of all foods with which they are mixed.

Essential Oils Valuable.

Nutmeg is used as a sedative in German medicine, replaces sleeping powders and would seem to be especially valuable for a restless people, such as our climate makes us.

The active antiseptic agents in these spices are their aromatic, or, as they are sometimes called, essential, oils. The essential oil of mustard is particularly active as an antiseptic. Cinnamon yields not only an essential oil, but also cinnamic aldehyde, which belongs to the same group of chemical substances as formaldehyde, the antiseptic action of which has made it very precious in recent years. Investigators declare that cinnamic aldehyde possesses a preservative action superior to that of benzoic acid, over the use of which there has rightly been so much discussion. Foods prepared with it keep much longer from spoiling than those to which no condiment is added.

Used Apple Sauce to Experiment.

The experiments were made on apple sauce, and it is possible to preserve specimens of this for long periods, even when exposed to the air, provided only abundant quantities of cinnamon are used in it.

It has often been a problem why men in warm countries like mustard and various other forms of rather hot spices. It would usually be thought that such additions to the diet were scarcely appropriate in the tropics, where the external heat would seem to be quite enough without any internal heating. It is in the hot countries, however, that food is particularly likely to spoil, and the use of mustard with it tends to neutralize such effects.

TESTING EARLY CLOSING BY-LAW.

Hamilton, Ont., June 13. — Seven Hamilton merchants who kept open in alleged violation of the early-closing by-law were before the magistrate last week. Their solicitor argued that the by-law was defective. The act under which it was framed stated that stores should close from 7 p.m. till 5 a .m. but the by-law provided that they should close at 6 p.m., and did not provide for any opening time. He thought that if a shopkeeper closed at 6 o'clock and opened again at 6.05 he would not violate the law according to the way it was framed. The magistrate reserved his decision.

The grocers are not connected with the early closing arrangement, only certain lines of business having petitioned for it. There is much opposition to the by-law by the smaller merchants and they have organized to oppose it.

Letters patent have been issued changing corporate name of "International Milling Company of Canada Limited" to "Continental Milling Company Limited."

Easiness in Both Old and New Potatoes

New Product Eased Off Rather Quickly and Holders of Old Potatoes at Several Centres Become Nervous — New Vegetables in General Easier—Canadian Strawberry Makes Its Debut—Good Demand for Pines.

There is a general easier turn to potatoes, and at several centres old stock, which has been noted this spring for scarcity and high price, is included as well as the new article. The easier tone has developed rather quickly, due to rapid increase in new product, which took place rather earlier than usual, and sooner than expected. Virginia has been the source of supply for Eastern Canada and offerings have been at a reduction.

This new turn has put rather a different complexion on old potato situation. Hitherto many holders have felt confident that there would yet be another squeeze before new season really arrived. This may yet be true at an odd centre, but at others, stocks are heavier than necessary, and dealers have become rather nervous and are offering price concessions. As prices lower on new potatoes, demand will naturally be shifted from the old stock. There appears no reason for any big slump, but the tone at many centres is decidedly easier.

New vegetables with advancing season are generally in larger supply and easier in price. This should work for increased sales in this department. Tomatoes are an exception to general trend and at present are scarce and high. Florida has now only a limited amount to offer, while Texas, although sending forward a few lots, is later than expected in getting under way. Mississippi is also about ready to ship.

The Canadian strawberry made its debut on Saturday last when one case from Essex arrived on Toronto market. This is a full week or more later than a year ago, and season is in general close on two weeks behind last year. Considerable quantities of straws are coming from the U. S., where crops are good, but duty necessarily adds to cost before they can be laid down at Canadian points.

Demand for pineapple continues good and large quantities are being sold to housewives for preserving purposes. Prices have been fairly cheap and probably have reached as low a point as they can be expected to touch this year. Cuba is still shipping, but will shortly begin to show a let up.

Attention was drawn last week to probability of high summer lemon market. Already it is beginning to take shape, and warm weather would no doubt make it more marked. Verdelli are due to arrive, and are worth even more than November cuts are now commanding.

MONTREAL.

FRUITS.—The lemon situation is becoming thoroughly interesting, and needs attention, as prices are showing an upward tendency, and it is quite probable that there will be a considerable increase later if the present cool weather does not continue. Trade in bananas continues heavy and warmer weather before us will bring about a further demand and possible increase. Oranges remain firm under steady demand. It is quite probable that navels are about exhausted, as it is noticeable that orders are passing to the growers for California late Valencias. Strawberries, as might be expected, are in really good demand, and are quoted at different prices, according to quality. But on the average, the price is fifteen cents, and that is hardly high, considering the levels reached by other fruits.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 00	2 50
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	7 00	7 50
Jamaica, case	....	3 50
Lemons	3 00	3 50
Limes, box	....	1 60
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 50
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 15	0 20

VEGETABLES. — It does seem strange that new potatoes at the minute are cheaper than the old; but there is no reason to look for a scarcity, as arrivals are pretty free. Carrots have been a little more plentiful, but prices are still high, and will remain so. Cucumbers have had a sudden fall, as also have beans, but the market fluctuates so frequently, that it is impossible to say how long they will remain at prices quoted. Canadian red onions are practically nil now, the Egyptian variety receiving most attention, and the demand is good.

New American vegetables will be on the market shortly, and their arrival should somewhat ease the situation.

Beans, green, hamper	....	2 25
Wax beans	....	2 50
Carrots, boxes	....	3 75
Cabbage, crate	....	2 75
Cauliflower, dozen	....	3 50
Celery, Bermuda, crate	....	9 00
Cucumbers, basket	2 50	2 75
Garlic, 2 bunches	....	0 45
Peppers, green, crate of 6 baskets	....	4 00
Lettuce, Boston, per box of 2 doz.	....	2 50
Leeks, dozen (N.Y.)	1 00	1 25
Onions—		
New Egyptian, per lb.	....	0 03
Radishes, dozen	0 25	0 30
Sweet potatoes, per basket	....	3 00
Potatoes, Green Mountains, bag	....	2 00
New potatoes, per bbl.	5 00	5 50
Spinage, per bbl.	....	4 00
Parsnips, bag	....	2 50
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	....	4 50
Turnips, per bag	....	1 25

TORONTO.

GREEN FRUITS.—More seasonable weather is proving beneficial to fruit trade. There continues a good demand for pines, and they will probably be little or no cheaper.

The first case of Canadian strawberries came to Toronto market on Saturday last, just 1 week later than last year. Essex County was their source. Very limited quantities have come forward so far, and quite large shipments are coming from across the line, but prices have held quite steady.

The reference to lemons in last issue was well warranted. Already market is showing effects of stronger situation and $3.25 is being asked for fresh cuts, while November cuts are bringing as high as $4.50 per case. Verdelli are due to arrive and as pointed out last week, will be high, probably ranging from $4.50 to $5.00 per case. There are some California lemons on the market at $3.50 per box. Limes are selling better, bringing $1.50 per 100.

Watermelons as anticipated are easier and are selling well.

Apricots are arriving, bringing $2.50 to $3.00 per box. There will be some plums in latter part of this week.

Bananas, per bunch	1 50	2 00
Red bananas, per bunch	3 75	4 00

Lemons, fresh cuts	....	3 25
Lemons, November cuts	4 00	4 50
Lemons, California	....	3 50
Limes, per 100	....	1 50
Oranges—		
California navels	2 75	3 50
Tangerines, half box	1 50	2 00
Pineapples, case of 24	....	2 75
Pineapples, case of 30	....	2 75
Pineapples, case of 36	2 65	2 75
Strawberries, quart	0 14	0 15
Rhubarb, per dozen	0 00	0 40
Watermelons, each	0 50	0 65

VEGETABLES.—Vegetable situation is helped this week by more reasonable prices on several lines. On some new goods the reduction has been considerable, and should materially assist the sales of these lines. Among the lines which are lower are beets, carrots, cabbage, cucumbers, beans, radish and green peas. Large supplies at producing sections has been the cause.

Potato situation has undergone a considerable change of tone in past week or so. New potatoes have come along in substantial quantities, much earlier than usual this year, and prices have been on the slump, now selling at $5 per barrel locally. This low price was rather unexpected at this season, and has put a different color on old potato situation, and prices all along the line are easier, and although holdings are said to be in fairly safe compass, some dealers are nervous, and are cutting prices to reduce stocks. One city firm is offering English stock in 90 lb. bags at $1.50 per 5 bag lot, $1.40 per 10 bag lot, and $1.30 per 50 bag lot. There are others asking up as high as $1.90 for No. 1 New Brunswick.

Tomatoes hold steady. There will be some Mississippi stock in this week at $1.90 to $2 per 4 basket crate. Hothouse bring 21c lb.

Asparagus, Canadian, basket	1 50	1 75
Beets, new, hamper	....	1 50
Carrots, new, hamper	....	1 50
Cabbage, new, per crate	1 50	1 75
Cucumbers, Florida, hamper	2 00	2 25
Green beans, hamper	1 50	1 75
Egg plant, each	....	0 25
Turnips, bag	0 65	0 70
New radish, per dozen	0 12½	0 15
New lettuce, per dozen	0 35	0 45
Onions—		
Egyptian onions, 110 lb. bags	....	2 75
Bermuda onions, 50 lb. crate	....	2 00
Parsnips, per bag	....	1 75
Potatoes, N.B.	1 80	1 90
Potatoes, Ontario, bag	1 70	1 80
Potatoes, Irish	....	1 65
Potatoes, new, bushel	....	2 00
Potatoes, new, bbl.	5 00	5 50
Green peas, 1 bush. boxes	....	3 00
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	0 90	1 00
Wax beans, hamper	2 00	2 25
Green peppers, case	....	4 50
Green peppers, basket	....	0 65

WINNIPEG.

FRUITS AND VEGETABLES. — Potatoes and all dried vegetables are high priced and getting scarce. Hood River strawberries are now taking place of southern crop. Pineapples and cherries are cheaper, lemons dearer. Demand is first rate.

Fruits—		
Bananas, bunch	2 50	3 50
California lemons, crate	....	5 50
Cauliflower	....	3 50
Cucumbers, doz.	....	2 00
California celery	....	8 50
Cherries, case	3 00	3 25
Grape fruit	....	7 00
Florida tomatoes, crate	....	5 50
Limes, box	....	2 25
Messina lemons	4 25	4 50
Oranges, navels	....	5 50
Strawberries, case	....	5 00
Washington apples, box	3 00	3 50
Australian onions, per cwt.	....	5 00
Peppers, basket	....	1 25
Potatoes, per bushel	....	1 10
Carload lots, F.O.B.	....	0 80
Pineapples, case	....	5 00
Florida tomatoes	....	5 00
Almeira grapes	5 50	8 00

Strawberry and Raspberry Crop Prospects

Drought of Last Summer the Primary Cause of Keeping Down Strawberry Yield—Prices Expected to be Fairly High —Big Crop in United States—Selling at Low Price There — Raspberries May be Better Than Year Ago.

From all accounts the strawberry crop of the Niagara Peninsula will be again short of the normal this year, and we may therefore expect fairly high prices for both fresh and preserved fruit.

Investigations made by The Grocer during the past week indicate that last year's drought has had a somewhat damaging effect on this year's prospects. Owing to the extremely dry summer, the strawberry plants did not run well, and many patches that were set out did not live or if they did produce a few runners, a considerable number of these on low ground were killed by the severe winter. The plants therefore began this spring under a handicap for a big crop.

Growing Vines Yielding Well.

Apart from this, the season so far has been favorable, and all the vines that came through the winter seem to promise a heavy crop. If there should be no untoward climatic influences, the crop, according to one fruit grower, might be as heavy as last year. This, however, is not saying a great deal, as owing to the prolonged drought the 1911 crop was very light, considering the showing there was at the beginning of the season.

What Might Have Been.

It has been estimated by one large grower that if the crop last year had turned out as heavy as anticipated it would probably have been the biggest the country ever produced.

The above opinion as to this year's prospects is corroborated by a large fruit preserver in the following statement to The Grocer: "Strawberries are certainly a short crop this season on account of the dry spell of 1911. The plants did not grow sufficiently to be strong enough to stand the hard winter. As I passed through the different strawberry sections, I found many patches, in places, winter killed."

He further stated that he would require 800 tons of strawberries for his own pack, and this will undoubtedly mean a large acreage in itself.

"Our own information," says another preserver, "is that the strawberry acreage is not so heavy as last year, owing to last year's drought. There is every indication, however, of a heavy yield according to whatever acreage there is."

Want Good Prices.

It is, of course, usual that growers who have berries for sale should be pessimistic as to yield, and hard luck stories appearing from time to time in the daily press should be taken with a grain of salt. But it is safe to say that the 1911 dry weather has had a far-reaching effect on this season's output. Under the circumstances it is difficult to anticipate with any definiteness what the crop will be, and consequently what prices will be as compared to last year.

Low Prices in U. S.

In the United States strawberries are an unusually heavy crop this season, in fact, they have been offered in carload lots as low as 4½c, f.o.b., shipping point, and as the boxes used there are almost 20 per cent. higher than Canadian boxes, the price is an exceedingly low one.

Outlook in Raspberries.

So far as raspberries are concerned, they will probably be better in comparison with last year. Raspberries have been a short crop for three years back, and therefore held over stocks of preserved fruit are small. There are those who do not expect a large yield. Some of the raspberry cane was affected by frost during the winter, but on some fruit farms prospects are fairly bright.

"I anticipate a crop of raspberries double that of last year," is the opinion of one grower, "but you must remember last year there was a particularly light crop in 1911, owing to the drought."

Black Looking for Blackberries.

As far as other small fruits are concerned the prospects seem to be bright with the exception of blackberries. Of these, such varieties as Lawton and Kittatinies have been almost annihilated, according to a grower, by the cold winter, so far as the crop this year is concerned, but no doubt such varieties as Snyder, Western Triumph and other varieties which are hardy should produce a crop all right.

Opportunities in Fish During Summer

Grocer Who Features Fish Can Work up an Appreciable Trade—A Good Summer Food— Opening of Fishing Season Brings Line Into Public Prominence—Mackerel Season at Its Height in Nova Scotia.

The usual summer trade in fish is reported from the various centres with conditions of much the same nature as have already been stated. Fresh fish constitute the bulk of business with a certain trade being done in smoked varieties.

Mackerel fishing is at its height on the Nova Scotia coast. Cape Breton appears to be having a fairly good season, although handicapped somewhat by lack of bait. Salmon is now in greater supply in East, while New Brunswick reports shad season well to an end.

Retail dealers would do well to consider the harvest to be reaped by handling fish during summer months. Fish are without doubt an excellent summer food, and if handled properly an appreciable trade may be created by the retail grocer.

The fishing season is opening up in many of the provinces. It opens in Ontario on June 15. Now this might be considered as detrimental to the fish department, but such is not the case. It brings fish prominently before the public, and as a good many have not the opportunity of visiting lake or river to secure their own, they naturally turn to the dealer for a substitute.

QUEBEC.

MONTREAL.—For the season fish trade must be considered thoroughly satisfactory, and all leading lines are well looked after. There seems to be a greater interest taken in fish by the retail grocers, and it is a good and profitable line to handle. Prices on all lines are unchanged.

FRESH AND FROZEN.		
Fancy spring salmon, per lb.	0 18	0 20
Fancy shad bucks, each	....	0 30
Fancy shad roe, each	....	0 50
Large shad herring, each	....	0 02
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	....	0 04½
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	....	0 08
Steak, cod	....	0 06
Mackerel	....	0 09
Dressed perch	....	0 09
B.C. red salmon	0 10	0 11
Gaspe salmon, per lb., new	....	0 10
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 12
Whitefish, large, per lb.	0 09	0 10
Pure cod tablets, 20 1-lb. tablets	....	2 30
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 08½
PREPARED FISH.		
Boneless cod, in blocks or packages, lb.		8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle		5 50
Shredded cod, 2 doz. in box, per box		2 10
Boneless strip cod, 30-lb. box		0 12
SALTED AND PICKLED.		
New green cod, per bbl., 200 lbs.		10 00
New Labrador herring, per bbl.		5 50
New Labrador herring, per half bbl.		3 00
No. 1 mackerel, pail		2 00
No. 1 mackerel, half bbls.		8 00
Lake trout, kegs		6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.	....	0 06
Salt sardines, bbls.	....	5 00
Salt sardines, half bbls.	....	2 75
Lake trout, half barrel	....	6 00
Scotch herring	....	0 50
Scotch herring, keg	....	1 00
Holland herring, half bbl.	....	5 50
Holland herring, keg	....	0 75
Boneless new herring, 10-lb. boxes	....	0 12½
Salt eels, per lb.	....	0 06
Labrador salmon, bbls.	....	18 00
SMOKED.		
Bloaters, box		1 10
Yarmouth bloaters, fancy, per box		1 25
Haddies, fancy, 15-lb. boxes, per lb.		0 07½
Fillets, fancy, 15-lb. boxes, per lb.		0 11
Herring, new, smoked, per box		1 18
Kippers (small) per box of 50 fish		1 10
Smoked salmon, per lb.		0 25
SHELL FISH.		
Solid meats—Standards, gal., $1.75; selects, gal.		2 00
Boiled lobsters, per lb.		0 20

ONTARIO.

TORONTO.—General situation is running along in much the same shape as during past few weeks. There appears to be a moderate trade for season, about the same lines are selling while volume of receipts shows little or no change.

White fish and trout are selling well, while halibut, herrings, pike and pickerel are all doing well.

Open season for game fish in Ontario commences on June 15 and this will bring fish more into public prominence. This is the time for the grocer to give special atention to this department.

FROZEN FISH.		
Gold eyes	....	0 05
FRESH CAUGHT FISH.		
White fish, per lb.	....	0 12
Lake trout, per lb.	....	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	0 09	0 11
Flounders	....	0 07
Lake Ontario herrings, basket	....	1 00
Lake Erie herrings, per lb.	....	0 06
Pike	0 07	0 08
Perch	....	0 07
Suckers	....	0 05
SMOKED.		
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65
PICKLED.		
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25
PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Cod in loose strips, 25-lb. to box, lb.	....	0 06½

NEW BRUNSWICK.

ST. JOHN.—Feature of fish market during past week has been arrival of first real supplies of salmon. There have been a few caught during past fortnight, but they were not received in any quantities to speak of until a day or two ago. Wholesale, they are quoted at 18 cents per pound, while retail prices vary according to cut from 25 to 30 cents a pound.

Shad season is about finished and few are now being caught about St. John. Heavy shipments were made to Upper Canada, both of shad and gaspereaux while they were plentiful, but now both of these are about done. Large catches of mackerel are reported from along the coast and from Whitehead alone report was that for one day's fishing there had been 10,000 mackerel. This species of fish have been schooling in great numbers along the coast but disagreeable weather has interferred with fishermen in their work during past week since the fish have set in. Should finer weather continue there is reason to believe that the mackerel catch would be a record-breaker.

NOVA SCOTIA.

HALIFAX.—The mackerel fishing on the Nova Scotia coast is now at its height and dealers and fishermen are working day and night. About ten thousand mackerel were landed here last week. Most of these fish were packed in ice and shipped to Boston.

There are good signs of fish along the coast, but they are wild and no large hauls have been made at any one time.

Salmon are now coming on the market in better supply and the price is lower.

Advices received here from Newfoundland state that owing to bad weather catches of codfish are below the average.

There is practically nothing doing at present in export of salt or dried fish. Foreign markets are not in satisfactory condition, and prices are lower.

Produce & Provisions

Downward Tendency to Butter Prices

At Many Centres—Receipts are on Increase—Demand From West Has Fallen Off—Premium on Best Select Eggs—Supplies are Large and Some are Still Being Stored—New Cheese Shows Signs of Wavering.

That undertone of easiness which has been noted in butter for past week or so, but which was accompanied by little or no change in actual quotations is beginning to show more tangible evidence of its presence, and this week there have been some downward moves in prices at several centres. The East has perhaps shown the most marked easiness. At Cowansville, Que., on Saturday, the ruling price was 25 cents, a drop of more than a cent a pound below the previous week.

The tardy return of prices to normal is caused by several reasons. Markets were exceedingly bare when new goods began to come forward, and even when receipts began to be appreciable on Eastern markets, a strong call from the West prevented any accumulation. Reports from the West indicate, however, that Alberta and Saskatchewan will now be able to supply the needs in that direction. Season in general is progressing nicely, pastures being in excellent condition and receipts should continue substantial. Dealers therefore believe that the future holds a certain amount of easiness in butter. A counteracting factor just now is that many factories are turning from production of butter to cheese.

With advent of warmer weather there is generally a premium on guaranteed select eggs. Dealers at most centres state there is already considerable shrinkage, and that when receipts have gone through candling process prices are increased considerably. Speaking generally, there is softer tone to eggs with lower prices being paid in country.

There is a certain amount of storing being done. It is still maintained at certain centres prices are rather high for this. Reports from 41 produce houses in U. S. show supplies on hand on June 1 as 2,626,900 cases, 20,200 cases over last year at this time. Canadian situation is said to be somewhat on a par with this showing.

What has been said of old cheese in the past can be repeated. Stocks are well to an end at practically every centre, and nothing but a good strong front can be looked forward to. New cheese has maintained a stiffer position than many anticipated, but values at country boards show an inclination to waver, indicating that dealers feel with good June make it is probable that prices would point downward.

MONTREAL.

PROVISIONS.—Prices for all lines are steady with a fair trade passing in hams and bacon, but the other lines are quiet.

Lard commands a fair volume of business, and while prices are the same, nevertheless an advance is not at all unlikely as the number of hogs marketed is not as large as usual.

Long clear bacon, heavy, lb.	0 13½
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼
Large sizes, 20 to 28 lbs., per lb.	0 16
Medium sizes, 15 to 19 lbs., per lb.	0 17½
Extra small sizes, 10 to 14 lbs., per lb.	0 17½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 19
Spiced roll bacon, boneless, short, per lb.	0 15
Boiled ham, small, skinned, boneless	0 26 0 28
Hogs, live, per cwt.	9 25 9 50
Hogs, dress, per cwt.	13 00 13 25
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14⅛
Cases, tins, each 10 lb., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14⅝
Cases, tins, each 3 lbs., per lb.	0 14¾
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 14¾
Tubs, 50 lbs. net, per lb.	0 14¼
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¾
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10⅞
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10¾
Pails, wood, 20 lbs. net, per lb.	0 10¼
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10¼
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces.	25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pork, bbl.	26 50
Plate beef, 100 lb. bbls.	8 75
Plate beef, 200 lb. bbls.	17 00
Plate beef, 300 lb. bbls.	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—The feature of the butter market is the weaker feeling which has developed, the cause being given as increased offerings from the country; the accumulation of stock on spot, and the falling off in the demand from outside sources for supplies.

Creamery blocks	0 27	0 28½
Dairy tubs, lb.	0 21	0 22
Fresh, dairy rolls	0 21½	0 22

EGGS.—The demand for selects is good and prices remain unchanged, but other grades are not sought much and trade is consequently quiet.

New laids	....	0 29
Selects	....	0 27
No. 1	....	0 24

CHEESE.—Prices remain steady and the trade is remarkably good for this time of year, still the undertone in new cheese is somewhat weaker. Shortly supplies will be a great deal heavier and prices must come down. Large Westerns are asked for strongly.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY. — During the summer months, when a large number of boats are in port, there is always a strong demand for poultry and all lines receive attention. Turkeys are in good demand and remain firm at twenty-four cents for No. 1, while the minimum price for the next grade is 22 cents.

Fowls are not so plentiful just now, and a slight advance may be quoted if supplies are not better within the next week or so.

Turkeys, No. 1, per lb.	....	0 24
Turkeys, No. 2, per lb.	0 22	0 24
Chickens, per lb.	0 16	0 22
Fowls, per lb.	0 13	0 15
Ducks, per lb.	....	0 25
Geese, per lb.	....	0 15

HONEY.—Trade in honey is anything but brisk, there only being a hand to mouth business done, but little else can be expected during the warmer weather. As soon as fall trade commences things will pick up and the situation will present more activity.

White clover, strained	....	0 10½
Buckwheat, strained	....	0 08½

TORONTO.

PROVISIONS.—Movement of provisions is quite satisfactory, sales shaping more towards smoked and cooked meats,

which are always in greater request during warm weather. Lard is again somewhat firmer, around 14 cents being asked for tierces. Fact that butter is not as yet exactly cheap keeps sales of lard at good level.

Smoked Meats—		
Light hams, per lb.	0 18	0 18½
Medium hams, per lb.	0 18	....
Large hams, per lb.	0 16	0 17
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 13½	0 13¾
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13¾	0 14
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13¾	0 14
Lard, tubs, per lb.	0 14	0 14¼
Lard, pails, per lb.	0 14¼	0 14½
Lard, compounds, per lb., tierces	0 10	0 10½
Live hogs, at country points	....	8 15
Live hogs, local	....	8 45
Dressed hogs	12 00	12 50

BUTTER.—There is an easier tone to butter this week, and a general tendency to reduce quotations. Indeed, more than one firm note a decline of 1 cent per pound. There has been more coming along, while let up in demand from West has brought about an easier turn and wholesalers are paying lower prices in the country. Prices are lower in Quebec as well, and it looks like still further easiness ahead. Dairy goods are now confined to prints and solids, it being impossible to ship rolls just now.

	Per lb.	
Fresh creamery print	0 26	0 27
Creamery solids	0 25	0 26
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 21	0 22
Dairy solids	0 20	0 21

EGGS.—Eggs are coming along in goodly quantities, and there would be considerable easiness were situation not balanced somewhat by good demand. There is some stock still going into storage. While there is no material change in local quotations, prices are down in the country, 18 to 19 cents being paid this week. Shrinkage is already quite marked, and candled stock here is bringing 23 cents.

New laid eggs, per doz.	....	0 23
Fresh eggs, per doz.	....	0 22

CHEESE. — "Those who have old cheese can get almost what they want for it," said one dealer this week. Stocks are exceedingly small, and now in a couple of hands locally, and therefore firm. There has been no large accumulation of new cheese, and situation has continued quite steady. Certain dealers think that perhaps market is a little high, as June production should be large. Slight waverings at country boards also indicates this feeling.

Old Cheese—		
Large	0 17¾	0 18
Twin	0 18	0 18¼
Stiltons	0 19	0 19½
New Cheese—		
Large	0 14¾	0 15
Twin	0 15	0 15¼
½ Twin	0 15¼	0 15½

HONEY.—There is not much business in honey. This is not honey season in first place, and stocks are pretty low, being about confined to dark honey. Amber and buckwheat is bringing 7 to 8 cents in 60 lb. tins.

Honey—strained—		
Amber honey, 60-lb. tins, per lb.	0 07	0 08
Buckwheat, 60-lb. tins, per lb.	0 07	0 08

Outlet for Surplus Country Store Produce

Mount Forest Firm Establish Retail Store in Toronto—What They Purchase From Farmers is Sent on to the City—Make Sure Butter and Eggs are of Good Quality—All Eggs Candled.

As an outlet for the surplus produce and dairy products taken from farmers in exchange for goods, R. Scott & Co., general merchants of Mount Forest, Ont., conduct a store at 678 Bloor St. West, Toronto. The Toronto branch is known as the Mount Forest Produce Co., and is in charge of S. C. Maltey, a man of several years' experience in the butter and egg business.

It is his contention that many country stores lose no little trade on account of not being able to take all the produce offered by farmers for the reason that they are not able to dispose of it to advantage. This was the reason that Scott & Co. opened a branch in Toronto, where there is always a good demand for quality farm produce. This store has been established now for over a year.

Began With Butter and Eggs.

It was the idea of the firm at first to handle only butter and eggs and kindred lines, secured at the Mount Forest store; but as many customers asked why they did not handle groceries as well, they finally decided to stock this line also.

Butter and eggs are the chief lines brought in from the country, poultry and potatoes being imported at certain seasons. During winter, shipments are brought by express daily, and sometimes oftener. In summer the firm secures weekly shipments, which come in refrigerator cars. The goods are quickly transferred to the store, where they have a refrigerator with a capacity of 4,800 pounds of butter. Butter is handled in prints only.

Make Sure of the Quality.

The system which the company has, makes certain that goods sent out to customers are fresh and of good quality. This is in itself considered an advertisement, and brings customers back again, while satisfied patrons pass the word along to their friends, and a good deal of advertising is thus secured.

Why Bad Eggs are Sold.

There has been a great deal of complaint made by country merchants and wholesalers regarding bad and stale eggs, boiled eggs, nest eggs, and anything in the shape of an egg which farmers insist on marketing. Mr. Maltey, manager of the Mount Forest Produce Co., has had a wide experience in the egg business, and believes this is to a large extent the fault of the merchants themselves, who are afraid to take a decided stand against the marketing of such eggs, lest they should lose a little custom and because they do not understand eggs and cannot tell stale ones from fresh.

"The only solution of the problem," maintains Mr. Maltey, "is for the merchant to candle the farmers' eggs as they are brought in. At our Mount Forest store we have a man who thoroughly understands candling, and eggs that are not fresh are rejected. The farmer has no right to sell stale eggs, and if all merchants would take a firm stand, this in justice would soon disappear.

Rejected Thirty Dozen.

"Last winter I had a man bring 30 dozen eggs into the store. He said they were just in fresh from the country, and wanted fresh egg price for them. I saw they were not even second class, and would not take them. Some grocer probably bought them at a fancy price, and sold them for strictly fresh. If he had understood eggs, he also would have rejected them."

Mr. Maltey told of another interesting experience in Mount Forest. A farmer's wife brought in 40 dozen eggs. Now it takes a big flock of hens to produce that many eggs in a period of time which would assure them all being fresh.

"You must have quite a few hens?" he remarked.

"No, not very many," was the reply.

Over Half Above Age Limit.

This answer gave her away. Suspicions were aroused, and it was decided to candle them. It certainly paid, too, for over half, to be exact 20 dozen and 10 were found to be over the age limit. If they had not been candled in her presence, the loss would have had to be borne by the merchant, or some one else in the line of distribution.

"And they call them the honest farmers," was Mr. Maltey's comment.

Did Not Prosecute.

"The merchant who purchased these eggs is one who does not candle his receipts. He would probably send them on to a commission house and wonder at the poor returns, or, if customers who got them complained that they were all bad, he would probably regard them as prevaricators.

"He was told that they were bad. Did he prosecute this woman for selling food she knew to be unfit for consumption? No, he did not. 'It would lose her trade and probably that of her friends and neighbors,' was his excuse for not doing so."

GUNNS QUALITY HAMS

PON-HONOR GUNNS FOOD PRODUCTS

The Epicurean Ham

Always Sweet—Tender—and Juicy—Perfect in Selection—Trim and Cure.

Hams under this Brand are specially selected for their leanness, smooth skin, and plumpness. Cut from choice young pigs of prize winning breed. Cure—the finest that up-to-date Packing House methods and years of experience can produce. The Acme of Perfection in every respect.

GUNNS LIMITED

Beef and Pork Packers, Cotton Oil Refiners,

WEST TORONTO

Some Grocer Will Supply

The Steady, Increasing demand in your locality

For

Grape-Nuts

Heavy, continuous advertising of Merit—proved by the experience of consumers has created this demand which must be supplied by some grocer.

The profit on Grape-Nuts is good and the sale of every package guaranteed by the manufacturer.

It pays to push Grape-Nuts!

Canadian Postum Cereal Company, Limited, Windsor, Ont.

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SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen.....	10c	85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
½-dozen.....	2½-lb.	10 50
½-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen.....	5c	50
4-dozen.....	4-oz.	75
4-dozen.....	6-oz.	1 00
4-dozen.....	8-oz.	1 30
4-dozen.....	12-oz.	1 80
2-dozen.....	12-oz.	1 85
4-dozen.....	16-oz.	2 25
2-dozen.....	16-oz.	2 30
1-dozen.....	2½-lb . .	5 00
½-dozen.....	5-lb.	9 60
2-dozen.....	6-oz. }	Per
1-dozen.....	12-oz. }	case
1-dozen.....	16-oz. }	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. } 2 doz. ½-lb. paper pkgs. }	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs.	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 doz. in case...	1 25
¼-lb. tins, 4 doz. in case...	0 75

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 80
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ...	0 17
In 10-box lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books .....each	0 04
100 books and over.each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case. per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz ..	0 90
Perfection, 5-lb. ins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes ...	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes ..	0 36
Lunch bars, 5-lb. boxes ..	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott'sbreakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s..	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 50
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1,25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. pkgs. White Moss ...	0 26

LETTER ORDERS

We take particular care of all orders sent to us by mail, telegraph or telephone—This particular business has been a hobby with us for many years and have made such a success of it that we have an increasing list of satisfied people who keep on coming at us with this class of trade, and which we are sure they would not do if they were other than perfectly satisfied. Try it yourself and put us to the test of proving our claims.

RAISINS

We are selling California Fancy Seeded Raisins, Monarch Brand, 16 oz. packets at 7¾c. If you desire any of these goods at this low figure communicate with us at once as our stock is now getting limited.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb, tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	0 21	0 17
Best shredded .	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN MILK CO., LTD.

	Per Case
Eagle Brand, each 4 doz..	$6 00
Gold Seal Brand, each 4 dz	5 25
Challehge Brand, each 4 dz	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00
St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00
Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50
(Sweetened.)	
Reindeer Brand (4 doz. in case)	5 50
Mayflower Brand (4 doz. in case)	5 25
Clover Brand (4 doz. in case	4 50
(Unsweetened.)	
Reindeer Jersey Brand, Family (4 doz. in case).	3 75
Reindeer Jersey Brand, Medium (4 doz. in case)	4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)..	4 00
Reindeer Jersey Brand, Gallon (½ doz. in case)	4 60

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.

	Per Case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 75
Canada First Medium Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 00
Canada First Sweetened Condensed Milk	5 25
Canada First Rosebud Condensed Milk	5 15
Canada First Beaver Condensed Milk	4 50

COFFEE.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	5 00
Regal Brand (2 doz. in case)	4 50
Reindeer Brand, in glass jars (2 doz. in case)	6 20

COCOA.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	4 80

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha.	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins do	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins. ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ..	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.

Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

CONFECTIONS.

PEANUT BUTTER.

MacLaren's Imperial—	Ontario Prices Per doz
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb....	0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.	
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 35
Large (each 1 doz.)	2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz. ..	2 00
4 oz. (all flavors) doz. ...	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottle (retail at 90c)	6 80
8 oz. bottles (retail at $1.50	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.....	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case, 12 lbs. 2½-lb. bars,lb	0 08½
Case 25 lbs., 11-lb. bars, lb	0 07½
Case 50 lbs. ¾-lb. bars case	3 50
Case 200 lbs. 3½-oz., case.	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs. 11-lb. bars, lb.	0 07
Case 12 lbs. 2½-lb. bars, lb	0 08
Case 50 lbs., ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs. 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme,12 q	5 00
Champagne de Pomme,24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	11½
Tubs	11¾
Pails	12
Tins, 20 lbs.	11½
Cases, 3 lbs.	12½
Cases, 5 lbs.	12⅜
Cases, 10 lbs.	12¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 10½
Tubs	0 10¾
20-lb. pails	0 11
20-lb. tins	0 10½
10-lb. tins	0 11¼
5-lb. tins	0 11½
3-lb. tins	0 11½
1-lb. cartons	0 12

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 30
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00

YEAST ROYAL CAKES

ROYAL YEAST CAKES

ROYAL YEAST CAKES

WHY EXPERIMENT?

Grocers: Royal Yeast Cakes, like all of the products of this Company, have, on account of their superior quality, long been acknowledged as the standard of Canada. They have given perfect satisfaction for so many years that the attempt to experiment with unknown brands may, and likely will, cause the loss of valued customers.

ROYAL YEAST CAKES

BLUE LABEL

Most Perfect Made

E.W. GILLETT COMPANY LIMITED
TORONTO, ONT.
WINNIPEG MONTREAL

BLUE LABEL

COOKED HAMS

This is the season for cooked meats. Your customers will appreciate not having to cook during hot weather and nothing will please them so much as "Star Brand" cooked hams.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

F. D., ¼-lb. 0 85
F. D., ½-lb. 1 45
Per jar
Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz. 0 45
Medium, cases 2 doz., doz.. 0 90
Large, cases, 1 doz., doz.. 1 35

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight

Lemon contains 2 doz..... 1 80
Orange contains 2 doz.... 1 80
Raspberry contains 2 doz. 1 80
Strawberry contains 2 doz. 1 80
Chocolate contains 2 doz.. 1 80
Cherry contains 2 doz.... 1 80
Peach contains 2 doz..... 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50

Straight

Chocolate contains 2 doz.. 2 50
Vanilla contains 2 dozen.. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 dozen.. 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.

Criole soap, per gross $10 20
Floriola soap, per gross.. 12 00
Straw hat polish, per gr.. 18 20

SNAP HAND CLEANER.

3 dozen to box .....$ 3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....$ 5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD. MONTREAL "SAPHO" INSECTICIDE

1-16 gall., doz. .....$ 2 00
¼-gall., doz. 6 00
½-gall., doz. 10 00
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. .....$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry..	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss, 6-lb. draw lid boxes.....	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	07½
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½

(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry— Boxes about 40 lbs....	.05¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry— 3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss— 1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case ..	.08¼
6 lb. toy drums, with drumsticks, 2 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch— Boxes containing 45 cartons, per case	3 75
Culinary Starches— Challenge Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn— 1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch. 1 lb. packets, boxes of 40 lbs.	.07¾

(20 lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1 lb., per case, $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligataway, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 ..... 3¾
Quarter Barrels, 175 4
Pails, 38½ $1 90
" 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails,5's, each 2 55

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case, per doz... $1 35
3's, 2 doz. case, per doz . 1 95
5's, 1 doz. case, per doz. .. 3 75
10's, ½ doz. case, per case. 3 40
20's, ¼ doz. case, per case. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz... 2 35
5's, 1 doz. case, per doz... 4 00
10's, ½ doz. case, per case. 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90
H. P. Pickles—
Cases of 2 doz. pints .. $3 35
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per dez.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch 6s .. 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6½s and 12s ... 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7½s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking — Great West Pouches, 8s 53
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale R't'l
Brown Label 1's and ½'s	.25 .30
Green Label, 1's and ½'s	.27 .35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30 .40
Red Label, 1's and ½'s..	.36 .50
Gold Label, ½'s	.44 .60
Red-Gold Label, ½'s ...	.55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s ..... .24 .30

HOLBROOKS

of Birmingham, England

Sole Manufacturers and Proprietors of

HOLBROOK'S

Worcestershire

SAUCE

Imported Absolutely ! !

The most extensively advertised Worcestershire Sauce in the Dominion of Canada and throughout the World.

Used in the Dining Rooms of the English House of Commons, House of Lords and also the leading Hotels and Clubs throughthe Dominion.

Yields a larger percentage of profit to the grocery trade than any other advertised product.

General Offices for Canada and U.S.A., - TORONTO, Ontario

Manager, H. GILBERT NOBBS

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1s.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R'T'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c		.24
Green Label, retail at 40c		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c		.42
Gold Label, retail at 80c		.55

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Late Valencia Oranges

First car will arrive about the 15th.

Have still few cars Navels arriving.

Imported Strawberries are nearly over, Canadians expected early next week.

Lemons, Bananas, New Potatoes, Cukes, Wax and Green Beans Tomatoes, etc.

Pine Apples arriving daily.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH TORONTO

are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

"Quality"

is the

"come before any" consideration when Tracuzzi packs

"St. Nicholas"

J. J. McCabe

Agent

Toronto

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S

WATERMELONS

Warm weather is creating a splendid market for melons. Our melons are large selected stock, fine cutting and eating.

November Cut Lemons

We are now offering the **GENUINE November Cut Lemon.** Noted for their keeping qualities.

SEND US YOUR ORDERS

WHITE & CO., LTD.
TORONTO and HAMILTON

WATERMELONS

The first of the season—Large ripe melons—Fine Flavour.

PINEAPPLES
STRAWBERRIES
TOMATOES
ORANGES, LEMONS, BANANAS,
NEW VEGETABLES

THE HOUSE OF QUALITY.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

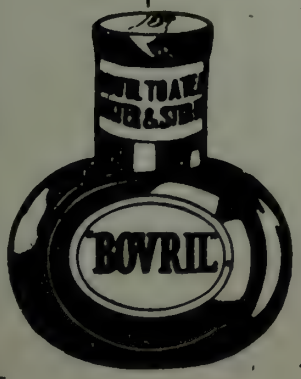
PURE **RELIABLE**

Have no hesitation
in stocking and recommending
"COW BRAND"
BAKING SODA
It is noted for its strength, purity and reliability, and is a marked favorite with the cook.
See to your stocks. Order from your jobber.
CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

Facts Concerning Bovril

The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsomeness when added to other foods.

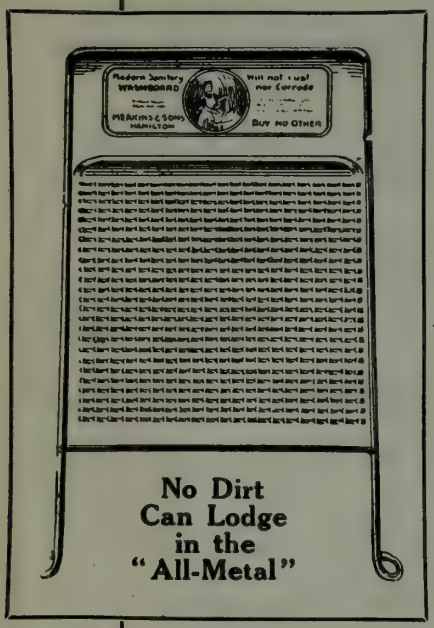
The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.



Make up Your Stocks To-day

BOVRIL, LIMITED
MONTREAL

A Revelation in Washboard Making



No Dirt Can Lodge in the "All-Metal"

We are the instigators of the all-metal washboard, and have "made good." From all sides we are being complimented upon the good health points, and practical working of the

MEAKINS' SANITARY WASHBOARDS

Do you stock them? If not, you are losing on opportunity for many good sales. Every woman now-a-days is interested in modern methods. The "all-metal" has won favor for its practicability and sanitary construction. It will not rust or corrode. Send for particular and prices.

MEAKINS & SONS, HAMILTON, ONTARIO.

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence

ST. CHARLES BRAND EVAPORATED MILK

has a reputation that it fully deserves for purity and general goodness.

St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA.

"Bamboo" Handle Brooms

are the choice every time, because they are light, strong and serviceable — very profitable for the dealer. A special value 50c. line is being offered for a short time. Write now.

Lacquered Stove Pipe Wire

Neatly packed in paste board boxes. 50 ft. No. 19 gauge, 3 in. coils, in box. Half gross boxes in case. Try a case.

Walter Woods & Co.
HAMILTON - - WINNIPEG

Brunswick Brand Canned Fish

EXCELS ALL OTHERS

Connors Bros. have won their present high standing in the grocery supply business by a conscientious keeping up of a grade, and their long experience gives them a place of authority in the fish trade.

All goods are packed under ideal conditions and come perfect to the consumer.

OUR CHIEF SELLERS INCLUDE:—

¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies (oval and round tins)	Clams
	Scallops

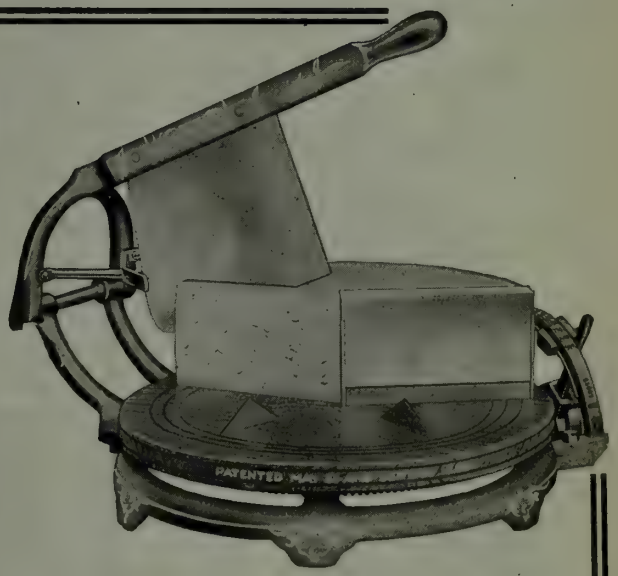
Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Retail Grocers

Modern Store Fixtures Multiply Your Sales and Beautify Your Store



Buy a SAFE Cheese Cutter, Beautify Your Store and Increase Your Sales. Make Every Cheese Sale a Profitable One Instead of a Loss.

What is gained and saved by it's use will soon pay for it. It's the only way to absolutely eliminate expensive mistakes in selling cheese.

The SAFE is also a great time saver which means much to you.

Don't overlook these points. Place your order now with your wholesale grocer and accept no other.

You always know the exact profit you will make on a cheese when you set this cutter. Our computing device is the most simple, mistakes with it are impossible. The SAFE is the only cutter that continues to cut accurately.

If your jobber hasn't got it, write us for prices.

COMPUTING CHEESE CUTTER COMPANY

621-625 Main Street **ANDERSON, IND., U.S.A.**

A Good Profit Assured

Satisfaction Warranted in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock, always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer.

Write for particulars to

W. P. Downey
MONTREAL

NATION'S CUSTARD

POWDER

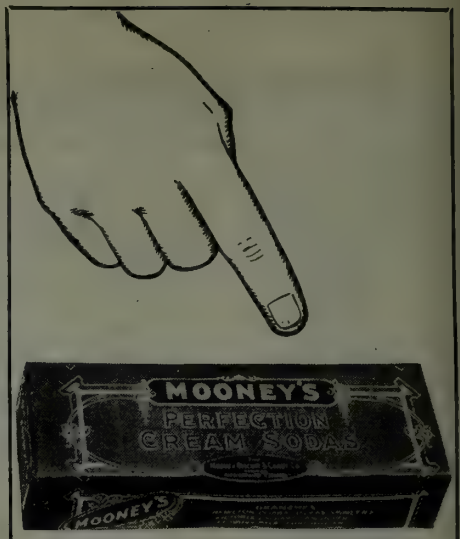
The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd. Edmonton, Alta.
Ayre & Sons, Ltd., St. John's Newfoundland
J. M. Crosswell & Co. Kingston, Jamaica

Samples free by post.



THIS—

is the name and package to which the buying public point for their Soda Biscuit wants.

Mooney's Perfection Cream Sodas are the favored table delicacy on account of their creamy crispness. Everybody likes them, even the dealer — he knows they have a ready sale and quick, profitable turnover is sure.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.
BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

I make the demand for

WILSON'S FLY PADS

and Retail Grocers make a profit of

66⅔ to 80%

Archdale Wilson, Hamilton, Ont.

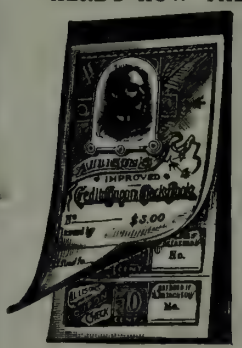
Put Your Credit Accounts on the Right Side of the Ledger,

Adopt the ONLY WAY to make credit business SAFE and at the same time eliminate charging, errors and disputes.

ALLISON COUPON BOOKS

Are in Use All Over the World.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale by Jobbers Everywhere.

Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

All Good Things are Imitated.

MAPLEINE

(The flavor de Luxe)

Is not the exception.

Try the imitation yourself and note the difference.

Order from your jobber, or
Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

A want ad. in this paper will bring results from all over Canada.

When writing advertisers kindly mention this paper.

ROYAL SHIELD BRAND OF GOODS

Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks

Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

TRADE MARK KEYSTONE BRAND REGISTERED

"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

OUR ADVERTISING HELPS YOU TO SELL HEINZ FOODS

We are regularly telling your customers about our products through the most widely circulated magazines in the country. Just now we are running an extensive advertising campaign on

HEINZ BAKED BEANS

(The Oven-Baked Kind)

Get your share of this increased demand by keeping a stock of Heinz Beans constantly on hand.

H. J. HEINZ COMPANY

YOU make fully 25% when you handle Reindeer and Jersey Brands Milk, Coffee and Cocoa. (Stock the full line.) The Reindeer head on any label gives your customer confidence that you sell the best goods in that line (at least) that money can buy. So it's your fault if you are not increasing your sales and profit on preserved milk. The price denotes the quality.

REINDEER LIMITED

TRURO, Nova Scotia.

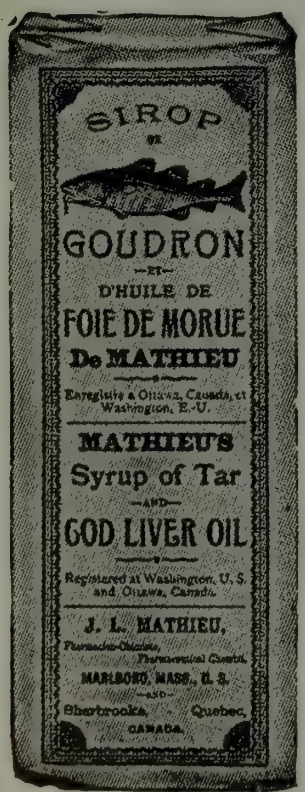
CHILDREN

grow sturdy and strong on

ABSOLUTELY PURE

It's full of nourishment and easily digested.
Order a box from your jobber to-day.

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something"—and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest

Mathieu's Nervine Powders

—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER.—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—R. B. Hayhoe & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal

SOLE AGENTS FOR CANADA

Reason It Out You Will Realize that

It is more profitable to satisfy all of your customers all the time than some of your customers some of the time.

STERLING

MIXED PICKLES

are a staple line that have always satisfied, are giving satisfaction, and will always continue to give satisfaction.

THE T. A. LYTLE CO., LIMITED

STERLING ROAD, TORONTO

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Order from your wholesaler or direct from the factory, Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOM & SON

ST. GEORGE, ONTARIO.

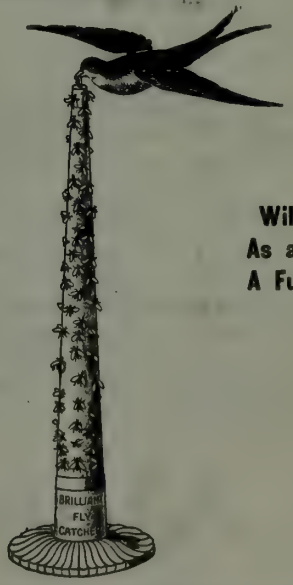
You Can't Get Any Cheaper. You Can't Get Any Better. So, Why Pay Any Higher?

$1.75 per box of 100

Profitable enough, too, eh?

The Most Reliable Glued Catcher On The Market.

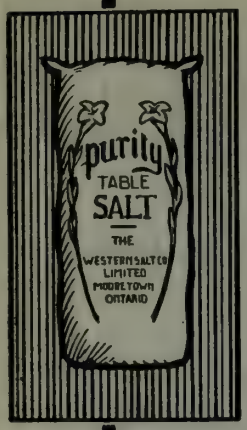
Will Unroll As a Ribbon A Full Yard.



For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. - Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario

KEEP YOUR STORE AHEAD

Made in one and two dozen sizes

Do not be satisfied to be "just as good": make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

made clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

IF the merit wasn't there Wonder Fly Killer would not have attained its present popularity. The people and dealers have in seasons past seen its effectiveness and lasting qualities and are falling back on the old reliable. It kills the flies and lasts the entire season.

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building TORONTO

Distributors:—ALBERTA, Nicholson & Bain MANITOBA and SASK. W. H. Escott, 137 Bannatyne Ave., Winnipeg, Man.; ONTARIO, Jas. Turner, & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.: EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with the Canadian Navy, remember, but is the popular

CHEWING TOBACCO

packed by the firm which guarantees prompt delivery and quality all the time.

THAT FIRM IS

The Rock City Tobacco Co.

Quebec Winnipeg

WRITE ABOUT

Maple Sugar - - - Chewing Tobacco
Master Mason - - - Smoking Tobacco
Rose Quesnel Smoking Tobacco

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES

FOR SALE—A THRIVING GROCERY BUSINESS in the best town in Eastern Ontario—Smith's Falls. Apply Box 430, Canadian Grocer. (4)

GOOD, CLEAN, NEW GROCERY BUSINESS for sale in Eastern Ontario. Town of 2,000 population. Turnover $20,000 to $30,000 per year. Store may be rented on easy terms. Apply Box 431, Canadian Grocer.

SITUATIONS VACANT

WANTED—FIRST-CLASS GROCER — MAN capable of buying for two fair-sized retail stores in Western Canada; to look after costing and pricing, and oversee underhelp. First-class opening for the right man. Apply, stating salary, experience and references, to Box 429, Canadian Grocer.

SALESMAN WANTED — ONE WHO HAS made good selling specialty or staple line. For a man thoroughly acquainted with the grocery business and with experience in advertising, this is a splendid opportunity. Apply, giving age, experience and salary expected, to Box 500, Canadian Grocer, Toronto.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c., 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOKKEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

MISCELLANEOUS

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

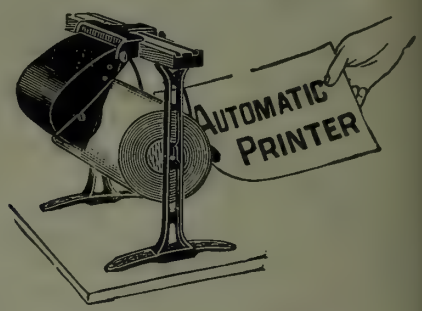
YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

When writing advertisers, kindly mention having seen the ad. in this paper.

Here's a Bargain In Every Sense

This neat little machine, selling at a ridiculously low figure, will be the means of saving you a good sum annually.

Reduces Advertising Bills.



because you send your messages about cheap sales, etc., to every home on your wrapping paper and bags.

SEND US A LINE.

Utilities Limited

Bank of Ottawa Bldg.

MONTREAL

A CARD

will bring you interesting information about a number of profitable lines which you should handle.

Black Olives

and

Olive Oil

should be featured strongly during the hot weather, and, needless to say, we can offer you the very best in both lines.

Black Olives

are frequently recommended by physicians as a tonic. Why not get a supply and make them your leader?

ADDRESS IN FULL

H. E. VIPOND

197 St. Paul St.

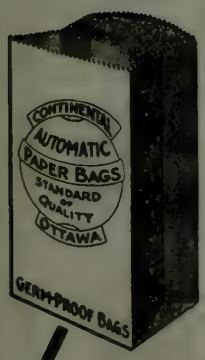
MONTREAL

Century Salt

The Salt With A Reputation

Comes to the Grocer all packed in a neat cotton bag ready for delivery, or in bulk quantities, as required. No adulteration or uncleanliness in the preparation.

THE DOMINION SALT CO., LIMITED
SARNIA, ONTARIO



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS, accept no other,** but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto: Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton: The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA

SEE

the new attractive label which will in future decorate the E.D.S. Pure Fruit and Vegetable products. E.D.S. Jams and Jellies have not only received the approval of the masses but also that of the Government inspector.

The dealer who is looking for a good line, or who desires a better line of Canned Fruits or Vegetables will get the acme in production when he gets the E.D.S. pure variety.

Made only by

E. D. SMITH

WINONA, :: ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

E
D S

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Sells When Seen

Have Fels-Naptha soap in a prominent place where your customers cannot fail to see its attractive wrappers and they'll buy it steadily, without persuasion, because the wrapper reminds every one of them of soap that is satisfactory.

Merchants and Salesmen!

Would you be willing to pay $2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
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Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.
183 pages, 5¾ x 8¾ inches.

PRICE $2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

YOUR SUGGESTION

To The June Bride

will no doubt result profitably for you through a sale — if you suggest an Ermaline Cooking Bag.

There is nothing that helps to make the newly-wed more interested in her home than the knowledge that she is observing modern methods.

Tell her of the possibility of making roasted meats more tender, juicy and sweeter, and the many other advantages that she could obtain through the use of the Ermaline Cooking Bags.

Don't overlook this season, Mr. Grocer, for doing a good sale in Ermaline Cooking Bags. It will pay you well.

Ask your wholesaler, or write us for particulars.

EDWARD LLOYD
LIMITED
MONTREAL

SPECIAL TO ONTARIO GROCERS

The MacLaren Imperial Cheese Co
TORONTO
are now Distributors in Ontario of

ANTI-DUST
DISINFECTANT SWEEPING POWDER

Sales jumped over 300% in six weeks.

If you aren't getting some of this business write the MacLaren Imperial Cheese Co. Ltd.
ANTI-DUST is something quite different to ordinary compounds – its quite a favorite

SAPHO MFG Co. LIMITED – MONTREAL P. Q

Better Buy Beans

Quaker Brand Best Baked

Mathewson's Sons

Wholesale Grocers

MONTREAL

SPREAD IT ON THICK AND EAT IT BY THE SPOONFUL

that's what your customers will do when they buy

L. & B. BANNER BRAND JAMS and JELLIES

These Jams and Jellies are so good, pure and wholesome that customers eat lots of it, and buy lots of it.

Packed in 2, 5 and 7 lb. gold lacquered pails and 30 lb. wooden pails.

LINDNER & BENNER, Toronto
Phone Park 2985 291 Arthur Street
WESTERN AGENTS:
Laing Bros., Wholesale Grocers, Winnipeg, Man.

IS THE MATCH ON WHICH TO SPECIALIZE. THE MOST CAREFULLY MADE MATCH ON THE MARKET. IT PAYS TO HANDLE THE BEST IN ANY LINE OF MERCHANDISE.

DOMINION MATCH CO., LIMITED
DESERONTO, ONTARIO

Or The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt, Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

The Best in Teas at New and Interesting Prices

Your stocks of tea are probably running low. Before replenishing your chests, send for samples of the undermentioned. We have some surprising bargains.

JAPAN TEAS

From 18c. to 50c. in 5, 30, 40, 80, 90 lb. boxes.

Fannings and Siftings from 10c. to 15c. in 70, 80 lb. boxes.

CEYLON AND INDIAN BLACK TEAS

From 23c. to 42c. in 50, 90 lb. boxes. 5, 30, 50 sealed tins.

CHINA TEAS

Gunpowder from 15c. to 37½c. in 25, 40 lb. boxes.

CEYLON GREEN

From 15c. to 25c. in 80 lb. boxes.

YOUNG HYSON

From 15c. to 18c. in 20, 60 lb. boxes.

We specially recommend
"VICTORIA AND PRINCESS LOUISE" BRANDS

Always in stock, large assortment of package teas. "LIPTON, TAMILKANDE, SALADA."

The quality of the above goods is all that can be desired.

LAPORTE, MARTIN ET CIE., LTEE.,
568 ST. PAUL STREET, MONTREAL
TELEPHONE MAIN 3766

INDEX TO ADVERTISERS

A

Allison Coupon Co. 60
Aylmer Con. Milk Co. 4

B

Barr Register Co. 25
Balfour-Smye & Co. 16
Benedict, F. L. 21
Bickle, J. W., & Greening 17
Borden Condensed Milk Co. 3
Bovril, Ltd. 57
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 61
Canadian Cocoanut Co. 22
Canadian Postum Cereal Co. 49
Canada Sugar Refg. Co. .....
Outside front cover
Carr & Co. 14
Chaput, Fils & Cie 6
Chivers & Sons ....Outside back cover
Church & Dwight 57
Clark, W. 7
Clawson & Co. 20
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Computing Cheese Cutter Co. 59
Connors Bros. 59
Continental Bag & Paper Co. 67
Crescent Mfg. Co. 60

D

Dalley, F. F., Co. 15
Davidson Estate, Jas. 11
De la Rond Business Chance Broker 21
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Molasses Co. 13
Dominion Register Co. 12
Dominion Salt Co. 67
Dominion Match Co. 70
Downey, W. P. 60
Dunn, W. H. 17

E

Eby-Blain, Limited 19 26
Eckardt, H. P. 51
Edwardsburg Starch 28
Eno, Ltd., J. C. 10
Epps, Jas. 21
Escott & Harmer 20
Eureka Refrigerator Co. 15
Eydoux, Felix 63
Ewing & Sons, S. H. 23

F

Fearman, F. W., Co. 53
Furuya & Nishimura 18
Fels & Co. 68

G

Gaboury, L. Emile 21
Gillard, W. H., & Co. 64
Gillett, E. W., Co., Ltd. 27 53
Gorham, J. W., & Co. 20
Gorman, Eckert & Co. 16
Gray, John 23
Granger Freres 63
Gunns, Ltd. 49

H

Hamilton Incubator Co. 11
Hamilton Cotton Co. 22
Heinz & Co. 61
Hillock, J. 6
Holbrooks, Ltd. 55

I

Imperial Extract Co. 12
Irish Grocer 21
Island Lead Mills Co. 18

K

Keith, Geo. & Sons 26
Kessel Co., F. 21
Kilgour Bros. 22
Kops Breweries 8
Kingery Mfg. Co. 18

L

Law, Young & Co. 63
Lambe, W. G. A. 20
Laporte, Martin & Cie 70
Laurentia Milk 18
Lawrason, S. F., & Co. 26
Lemon Bros. 56
Lind Brokerage Co. 20
Lindner & Benner 70
Lovell's Bag & Packet Mchy., Ltd 15
Lloyd, Ltd., Edward 68
Lytle Co., T. A. 63

M

MacLaren Imperial Cheese Co. ....
Inside front cover
MacNab, T. A., & Co. 20
McLaren, W. D., & Co. 6
McCabe, J. J. 56
McDougall, D., & Co. 21
McLeod & Clarkson 21
McWilliam & Everist 56
McVittie & Price 14

Magor, Son & Co. 28
Malcolm, Jno. & Son 63
Mathewson's Sons 69
Mathieu, J. L., Co. 62
Major, L. H. & J. Soubliere..... 21
Methven, James 16
Menard Motor Car Co. 24
Meakins & Sons 58
Millman, W. H., & Son 20
Mooney Biscuit & Candy Co. 60
Morton & Sons, David 22
Mott, John P., & Co. 62

N

Nation, E. J. 60
Nelson, Dale & Co. 14
Nicholson & Bain 72
North American Chemical Co..... 22

P

Paine, J. B. 23
Patrick, W. G., & Co. 20
Peek, Frean Co. 9
Perrin, D. S. 2
Pickford & Black 56

R

Reindeer, Ltd. 62
Richards Pure Soap Co. 71
Robinson & Co., O. E. 21
Robson & Co., F. E. 4
Rock City Tobacco Co. 67
Rowat & Co. 8
Ruttan & Chipman 20
Ryan Bros. 25

S

St. Charles Condensing Co. 58
St. Lawrence Milling Co. 8
St. Lawrence Sugar Refining Co... 17
Salada Tea 27
Sanitary Can Co. 10
Sapho Mfg. Co. 69
Silver, H. R. 20
Smith, E. D. 67
So-clean Mfg. Co. 4
Spurgeon, H. G. 20
Smith & Shepper 21
Stevens, Hepner & Co. 61
Starr Egg Carrier Co. 62
Stewart, I. C. 21
Stuhr, C. F. 68
Symington & Co., Thos. 17
Symington Soups 4

T

Taylor & Pringle 26
Tedley & Co., Ltd., Joseph 24
Thum Co., O. & W. 56
Tilton, J. A. 20
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Sons Co. 67
Turnbull Co., The 20
Tees & Perssee .....Inside back cover

U

Utilities, Limited 66

V

Vipond, H. E. 66

W

Walker Bin & Store Fixture Co.. 16
Walker, Hugh & Son 57
Warren, G. C. 20
Watson & Truesdale 20
Western Salt Co. 64
Wellington Mills 56
Western Distributors, Ltd. 20
Wethey, J. H. 53
Western Brokerage Mfg. Dis..... 20
White & Co. 57
White Swan Spice & Cereals, Ltd 14
White, Cottell, Ltd. 8
Wiley, F. H. 20
Wilson, Archdale 60
Wilson, Jos. R. 65
Woods & Co., Walter 58
Woodruff & Edwards 62

The best 5c. line with an extra good margin of profit.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

5 Cases at $4.15
with 20 bars Naptha free.

10 Cases at $4.05
with 40 bars Naptha free.

25 Cases at $4.05
with 150 bars Naptha free,

FREIGHT PREPAID

Net 30 days. 1% Cash.
Assorted or otherwise.

A fifty-year-old favorite—Quality counts.

NICHOLSON & BAIN

CALGARY

NEW WAREHOUSE

50 x 110'

Mill Construction

Steam Heated

Two Elevators

Loading Platform

Four Unloading and Loading Doors

Lowest Rate of Insurance for Storage in Calgary

Possession Immediately

Private Spur Track

FOUR FLOORS TO RENT
STORAGE SPACE TO LET

APPLY

NICHOLSON & BAIN

WHOLESALE COMMISSION MERCHANTS — CALGARY, ALTA.

TEES & PERSSE LIMITED

WINNIPEG WAREHOUSE

SASKATOON WAREHOUSE

CALGARY WAREHOUSE

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

The E. B. EDDY CO., Ltd.
TUCKETTS LIMITED
The ST. LAWRENCE SUGAR CO.
The ST. LAWRENCE STARCH CO.
The N. K. FAIRBANK CO.
LEVER BROS., LTD.
The T. UPTON CO., LTD.
J. & G; COX, LTD.
CHURCH & DWIGHT, LTD.
O. & W. THUM CO.
Etc., Etc., Etc.

Employ us as Western Representatives and appreciate the advantages of our having warehouses and staffs at

Fort William
Winnipeg
Regina
Moose Jaw
Saskatoon
Calgary
Edmonton

AGENCIES SOLICITED

Address

TEES & PERSSE LIMITED
WINNIPEG

TEES & PERSSE OF ALBERTA Limited
CALGARY

"From the Great Lakes to the Rockies."

REGINA WAREHOUSE

MOOSE JAW WAREHOUSE

EDMONTON WAREHOUSE

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or di[illegible] is unsurpassed—if it is Chiv[illegible]

L C Harkness (D R)
34 Royal Bank Bldg

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

THIS IS THE 1,280th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI PUBLICATION OFFICE: TORONTO. JUNE 21, 1912 No. 25

HARVEST BRAND

HARVEST BRAND Pure Jams, Jellies, Catsups, Marmalade and Canned Goods are guaranteed strictly high grade.

All Canned Goods packed in sanitary cans only.

Fresh Fruit and Pure Cane Sugar only used in the manufacture of all our Jams.

Our new up-to-date factory — just completed — has all the latest equipment throughout. Our aim is to produce the PUREST and BEST.

HARVEST BRAND

FRETZ LIMITED

COR. BARTON AND BELLEVUE AVE.
HAMILTON, - ONTARIO

ORANGE Marmalade Jellies, Jams,

¶ The Grocer that handles UPTON'S Marmalades, Jellies, Jams, Catsups, etc., is supplying his patronage with Canada's Quality Leaders.

¶ Canadian fruit (second to none) and Canadian refined sugar together with scientific processes produce the pure much - in - demand UPTON Fruit and Vegetable lines.

Order from your jobber.

The T. Upton Company
LIMITED
HAMILTON, ONTARIO

A Satisfaction-Giving Dish

Every user of Cox's Gelatine may be put down as so much **sure** business for your store. Its superior quality has worked a "good will" that will **always** be yours and mean business that will grow indefinitely.

For upwards of **a** century the name Cox has been connected with the making of Gelatine. To-day it towers over all competitors and is the tribute to genuiness of British manufacture, because it has not varied one iota from that perfection attained years ago.

Made by

J. & G. Cox, Limited

Edinburgh

For sale everywhere

Imitations are Not Succeeding

The sales of Kellogg's Toasted Corn Flakes are increasing every month.

There can be no stronger proof of the worth of an article than the fact that it is being imitated.

During the present season there is an enormous bid for cereal goods. Have you the stock that **will** sell?

Kellogg's Toasted Corn Flakes have the largest sale of any cereal in Canada. Is not this a commendatory feature that speaks for high quality and saleability of this popular food?

Push Kellogg's---save your coupons. It sells rapidly, and is always fresh.

Ask for particulars of our coupon deal.

The Battle Creek Toasted Corn Flake Company, Limited

London, Ontario

BORDEN

Brands

Give Perfect Satisfaction

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

The Original and Leading Brand since 1857.

Consequently the name BORDEN'S is a strong guarantee in the sale of MILK PRODUCTS

A Trio of Leaders:

BORDEN'S

Eagle Brand Condensed Milk
St. Charles Brand Evaporated Milk
Reindeer Brand Condensed Coffee

DEALERS---Stocking these brands are catering to the demands of the general public and adding prestige to their business

Borden Milk Co., Limited

"Leaders of Quality"

Montreal

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

DAIRY CREA

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

WHEN YOU HAVE THE HOUSEWIFE ON THE PHONE, SUGGEST

The Phone offers the housewife a quick way of ordering her groceries, and gives you an excellent opportunity to suggest goods not asked for.

When the housewife is ordering her groceries for a "rush meal," suggest to her delicious "SIMCOE" BAKED BEANS. They are ready for the table and make a nutritious, wholesome and tasty meal. "SIMCOE" BAKED BEANS can be obtained either plain or with chili or tomato sauces.

FEATURE THE FAMILY SIZE—"THE LARGER CAN AT THE SMALLER PRICE"

DOMINION CANNERS LIMITED

HAMILTON, CANADA

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

MR. J. P. WRIGHT has left Canada for Australia, but hopes to see his friends in the Dominion again on his homeward journey in the Fall.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

They Are Coming Fast

Flies are increasing rapidly and the dealer has many excellent opportunities of suggesting to his patrons the effectiveness of the modern fly exterminator

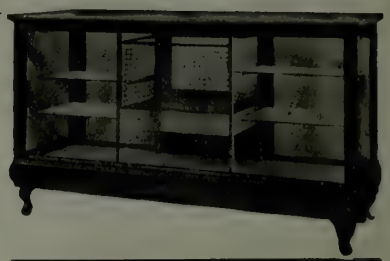
Wonder Fly Killer

It will last the entire season and give the best satisfaction to the buyer and a profitable margin for the dealer.

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building TORONTO

Distributors:—ALBERTA, Nicholson & Bain MANITOBA and SASK. W. H. Escott, 137 Bannatyne Ave., Winnipeg, Man.; ONTARIO, Jas. Turner, & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

The Silent Salesman Refrigerator

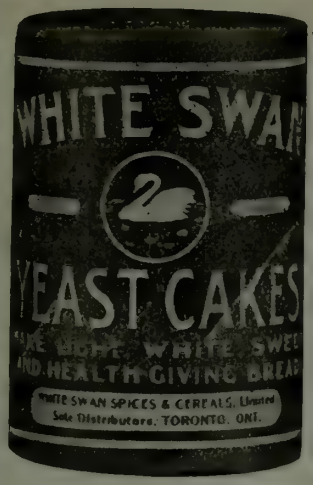


Protects your perishable stock as no other will. A most valuable asset to the grocer during the heat of summer.

Order now—or write for 1912 catalog.

Representatives in the west: Donnelly, Watson & Brown, Calgary, Alta.

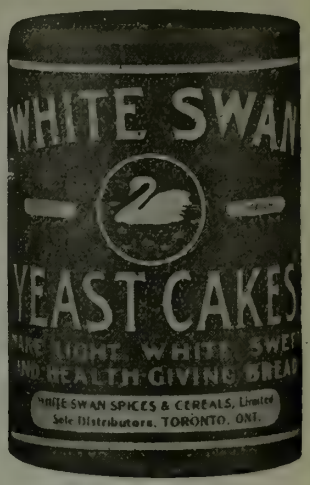
JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.



RED LABEL

GROCERS

IN STOCKING



RED LABEL

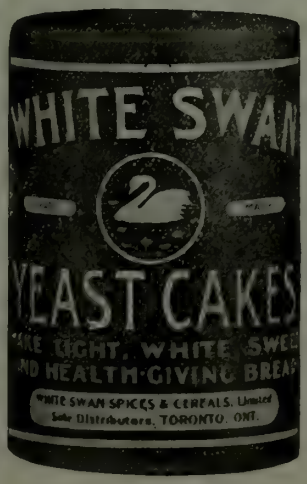
WHITE SWAN YEAST CAKES

YOU ARE NOT EXPERIMENTING, AS SOME WOULD HAVE YOU BELIEVE, BECAUSE THEY ARE MADE BY THE MOST SUCCESSFUL DRY YEAST EXPERT IN CANADA, WITH AN EXPERIENCE OF OVER A QUARTER OF A CENTURY WITHOUT A SINGLE FAILURE; AND THOUSANDS OF CONSUMERS WILL BACK OUR ASSERTION THAT THEY WELCOMED SOMETHING BETTER THAN THEY WERE ABLE TO PROCURE BEFORE WHITE SWAN YEAST WAS OFFERED.

INSIST ON THE PACKAGE
WITH THE RED LABEL

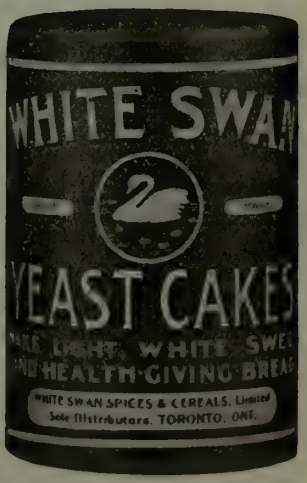
WHITE SWAN SPICES & CEREALS LIMITED, TORONTO

SOLE DISTRIBUTORS



RED LABEL

FOR SALE BY WHOLESALE GROCERS
EVERYWHERE IN CANADA



RED LABEL

WAGSTAFFE'S

Fine Old English

Pure Jams, Jellies, Marmalades

NEW SEASON
1912
PURE

WHOLE FRUIT
STRAWBERRY
JAM
NOW READY
FOR DELIVERY

The most up to date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic and has every modern sanitary method that skill or money can procure.

CLEANLINESS IS OUR MOTTO

WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton - - - - Ontario

CLARK'S PORK and BEANS

The Brand that everybody **KNOWS**
The Brand that everybody **WANTS**
The Brand that every grocer **SELLS**

The housewife has proven their quality, the bread winner appreciates their worth, the children clamor for them. **ALL** the people like them. ∴ ∴ ∴ ∴

THEY NEED NO EXTRA PUSH

Recommend Clark's Soups

STOCK CLARK'S PORK AND BEANS
.DISPLAY CLARK'S PORK AND BEANS

They will sell themselves and increase **YOUR** business.

W. CLARK - MONTREAL

CANADIAN DEALERS SELL

TETLEY'S

TEAS

Look for the elephant on every package—the guarantee of quality and excellence.
Beware of Imitations.

and make large turnover and substantial profits. Packed in various sized packages: $1.00, 75c., 60c., 50c., 40c.

JOSEPH TETLEY & CO., LIMITED
110 JAMES STREET - WINNIPEG, MAN.

Points of Significance

that recommend WONDERFUL SOAP above all others, lie in the points of merit—Safe—Sure—Speedy.

Safe—in that it does not injure the finest fabrics.

Sure—It thoroughly cleanses all classes of dirty and soiled clothing.

Speedy—Its thoroughness and quickness of cleansing soiled clothes commend it to the busy housewife.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

POTATOES

ENGLISH STOCK IN GOOD ORDER—GOOD COOKERS

We have just received a large shipment. These must be cleared out, so we are offering them while they last at prices that will induce you.

Wire or 'Phone for a Ten-bag Sample Order.

Put up in 90-lb. bags. We quote ex-warehouse Toronto:

5 bags at $1.35 per bag.
10 bags at $1.25 per bag.
50 bags at $1.15 per bag.

GEO. KEITH & SONS
124 King Street East, - TORONTO

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

ILLUSTRATED ALBUM ON APPLICATION

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,

LONDON, ENGLAND

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

COWAN'S CAKE ICING

Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited - Toronto, Ont.

English Brewed Ale and Stout

The most healthful drink of old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

SNAP

Does the Trick

when the mechanic, the chauffeur the painter or any person requires something more than soap to remove dirt from the hands.

The action of Snap loosens the particles of dirt and clears them away, leaving the hands clean and white.

Introduce Snap wherever you can and you will please and satisfy your patrons.

Keep Snap Displayed

Snap Company
LIMITED
MONTREAL

Elgin Brand

Lard that Satisfies

must conform to a severe test by the housewife. Every known means of testing quality has been applied to the Elgin Brand, and it has made itself solid with hundred of users—that you can have as satisfied customers if you stock it.

Put up in prints, tins, pails and tubs.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants

Pork, Pork Products and Beef, Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books

WE don't try to make many things. We just make **BROOMS** and **WHISKS** as well as we possibly can.

THE PARKER BROOM is the last word in workmanship. Order them from any wholesale grocer anywhere.

We guarantee them.

THE PARKER BROOM CO.

692 Wellington St. - - OTTAWA

A GOOD SUMMER LINE

The housewife avoids cooking as much as possible during the summer, her inclinations being toward the buying of prepared meats.

Brand's Turkey Tongue

is a favorite and can be highly recommended to those who have not yet tried this delicacy. It is excellent for picnic or camping parties, and with a little introduction the dealer can make many profitable sales.

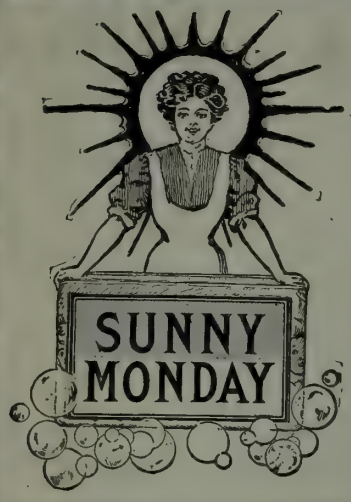
Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

THE NAME "FAIRBANK" MEANS SOAP SURETY



SUNNY MONDAY

Tell your customers that SUNNY MONDAY (the White Laundry Soap) contains a wonderful dirt-starter that saves rubbing, time and clothes.

SUNNY MONDAY works equally well in hard, soft, hot or cold water.

You'll find SUNNY MONDAY, will completely satisfy more women than any other laundry soap you can sell; this fact, together with our heavy advertising, means you can sell more of it than any other.

SOLD TO RETAIL AT 5c.

"Sunny Monday Bubbles Will Wash Away Your Troubles"

THE N. K. FAIRBANK COMPANY, MONTREAL

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a **COLES** mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?

COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

KIT

COFFEE

"perfectly simple to make
Simply perfect when made"

OUR TREAT

We want every good grocer to have a good drink of good coffee that will show you a good profit, and so you are invited to send for a free sample of—

KIT COFFEE

—DO IT NOW—

KIT COFFEE CO. GOVAN, GLASGOW.

ALEX. TYTLER, Temple Building, London, Ont.
J. A. CROOKS, Bedford, Halifax, N.S.
KIRKLAND & ROSE, 312 Water St., Vancouver, B.C.
G. C. WARREN, Regina, Sask.

FREDERICK E. ROBSON & CO. TORONTO.

Buy a better Laundry Blue.

Playing a great part at the tail end of the wash, every Blue has to satisfy the searching eye of the critical woman, which means every woman. If it does not satisfy—if in purity, strength, and colour it fails under the microscope of experience—somebody at the counter is going to face a "breeze." "OCEAN" Blue signifies not strength alone, or brilliant colour only, or purity, but all three—as much of them as can be packed into the best 5 cent packets sold. And they never vary, or somebody would have said so.

OCEAN BLUE

Squares in 5 cent. packets.
Bags in 5 cent. cartons.

Cheap enough for the million.
Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.
Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East, TORONTO

2 — 2

Does the work of Liquid & Paste Combinations
Combinaison du Liquid et de la parte
TWO IN ONE
SHOE POLISH
DEUX DANS UN
NOIR A CHAUSSURE
The F.F. Dalley Co Limited
HAMILTON, CANADA
CONTAINS NO TURPENTINE
KEEP COVER ON TIGHT

— 2

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1.** It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.
LIMITED

Hamilton, Canada Buffalo, U.S.A.

2 2

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, **HAMILTON**

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

Sells on Its Merits

25 Years the Standard

Forest City Baking Powder satisfies your customers because of its reliability. Satisfies you because it holds trade and sells with profit.

Gorman, Eckert & Co.
LIMITED

LONDON, Ont. WINNIPEG, Man.

PRESERVING SEASON

for Strawberries is now in full swing. Your customers will have reason to thank you if you sell them only

St. Lawrence Granulated

THIS IS THE BEST SUGAR ON THE MARKET

OLD AND GOOD

Although the oldest on the market

JAMES DOME BLACK LEAD

is still the best quality of any stove polish made.

NO DUST NO DIRT NO WASTE

W. G. A. LAMBE & CO. - Canadian Agents

THE RELIABLE MATCH

MATCH IT WITH ANY OTHER MAKE OF MATCH, YOU WILL SEE THAT THE QUALITY OF THE DOMINION IS UNMATCHABLE. THE BEST SELLER.

DOMINION MATCH CO., LIMITED

DESERONTO, ONTARIO

Or The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt, Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

WHY NOT

sell the most modern and most effective fly destructor on the market?

Pyramid Fly Catcher

(REGISTERED)

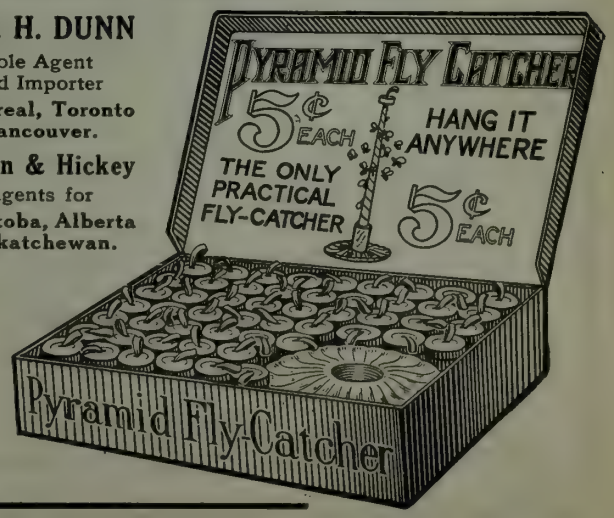
Is famed as the most practical and quick-selling fly catcher ever produced.

Each case contains forty cartons of fifty Pyramids each.

ORDER BY THE NAME "PYRAMID."

WM. H. DUNN
Sole Agent and Importer
Montreal, Toronto Vancouver.

Mason & Hickey
Agents for
Manitoba, Alberta Saskatchewan.



FURUYA & NISHIMURA

have early picked NEW SEASON'S JAPAN TEAS and SIFTINGS arriving at different points about the 22nd instant.

Trade Mark of Quality

The Perfection of Purity and Quality

or in other words

SWEETHEART BRAND GOODS

Your customers demand goods of high merit. The problem is solved by handling our line.

A FEW OF OUR STANDARDS

6-12-16 oz. Baking Powder. 4 oz. D.S.F. Mustard. 4-8 oz. IXL Mustard.
Finest Blend Coffee. Pure Fruit Flavoring. Delicious Jelly.

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

LAURENTIA MILK

is absolutely Pure Rich Milk (no chemical ingredients being added), that keeps sweet until opened, in any temperature but frost. And after opening remains sweet longer than ordinary milk. Laurentia Milk is the result of the latest and most scientific method of handling milk.

LAURENTIA MILK CO., Limited
371 Queen Street West TORONTO

Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—THE VERY BEST.

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Larner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

John Gray & Co., Ltd.

Glasgow

STANDARD BLENDS

To the Grocer:

Dear Sir—Possibly in the past you have been imposed upon by Tea Dealers selling you teas that have been anything but right and consequently you are sceptical of our offer.

There is no necessity to be so, for the simple reason that you have ***nothing to lose, nothing even to risk.***

When a reputable Firm has such confidence in the value they are offering, that they undertake to take back, at their own expense, goods that do not give satisfaction—***rest assured there is something in the offer.***

If you do not care to mail your order right away—at least send us a card for free samples. Test them by making Tea for your own household. ***Have their opinion on the merit of the respective Blends, and as sure as we write this advertisement your order will follow.***

In those districts where there are numbers of Old Country folk do not fail to order STAR at 27c. per lb., as it is just the Tea they used to drink in the Old Land, and they will buy regularly.

Take us at our word and send along your order.

			Cost Grocer	Sell Retail
2	**STAR**	Fine liquor—good regular leaf. Black, mixed or green.	19c.	25c.
3	**DIAMOND**	Choice, flavory, rich liquor. Handsome leaf. Black or mixed.	22c.	30c.
3	**DIAMOND** GREEN	Golden color. Piquant liquor. Fine appearance.	22c.	30c.
5	**STAR**	Choice growths of India and Ceylon. Splendid appearance.	27c.	40c.
4	**STAR**	**ENGLISH** Breakfast Tea. A powerful blend of Indian and Ceylon Teas, having fine quality and flavor.	27c.	40c.
TOGO		**JAPAN.** Good liquoring Blend, with nice even leaf. A champion Tea for a 30c. canister.	21c.	30c.

EBY-BLAIN, LIMITED

Tea Blenders to the Trade

Toronto, Ontario, Canada

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

WINNIPEG
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

TORONTO

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS
Soliciting inquiries.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1886

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.
LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

MARITIME PROVINCES

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

When writing advertisers, kindly mention having seen the ad. in this paper.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

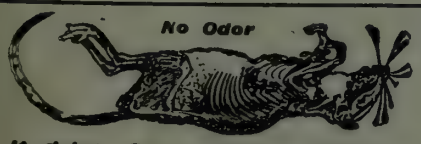
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager



It dries them up **Common Sense**

KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Mfg. Co.

Crestos, Iowa, U.S.A.

QUEBEC

L. EMILE GABOURY

Manufacturers' Agent and Commission Merchant

235 St. John St., QUEBEC, CAN.

Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

BUSINESS OPPORTUNITY

Cor. store. Cigars, Candy, Soda, News, etc. Established 10 years. Rent $20. Weekly receipts $350. Located in Montreal. Price $1,500, $1,000 cash. Dozens of other money-making opportunities. V. dela Ronde, Business Broker, 14-16 McGill College Ave., Montreal.

The

Condensed Ad.

page

will interest you

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co., Ltd., GLASGOW, SCOTLAND

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA

TORONTO

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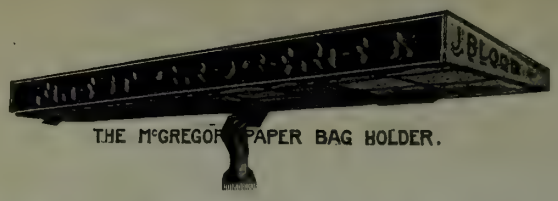

Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

"On the Side

MacLean's WHITE MOSS

is THE Seller;
Take the Tip."

Canadian Cocoanut Co., Montreal

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

SALT

RICE'S SALT

IS

Always Pure

Increase your business and also your profits by handling a good article—your customers appreciate it and you keep their trade.

RICE'S SALT for Table, Dairy and general use is a good seller and always reliable. *Write us for prices.*

THE NORTH AMERICAN CHEMICAL CO., Clinton, Ont.

British America Assurance Company

A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

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CAPITAL	$1,400,000.00
ASSETS	2,061,374.10
LOSSES PAID SINCE ORGANIZATION	35,000,000.00

BLACK JACK

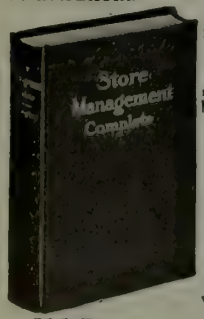
The Best Family Polish Made
TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz.
in case.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

It took us years of extensive study of flavour blending to bring "MELAGAMA" to its present stage of perfection and high standard quality.

Users are enthusiastic in the praise of its unique merits. Why not become a buyer?

Sold in sealed lead packages and tins to ensure aroma and freshness.

FREE SAMPLES ON APPLICATION

MINTO BROS. - - TORONTO

MONEY MAKING
SATISFACTION GIVING

KO-KO-BUT

is one line to which you should give your most careful attention, because it is **bound to please**, both for its economical use and lack of greasy odors.

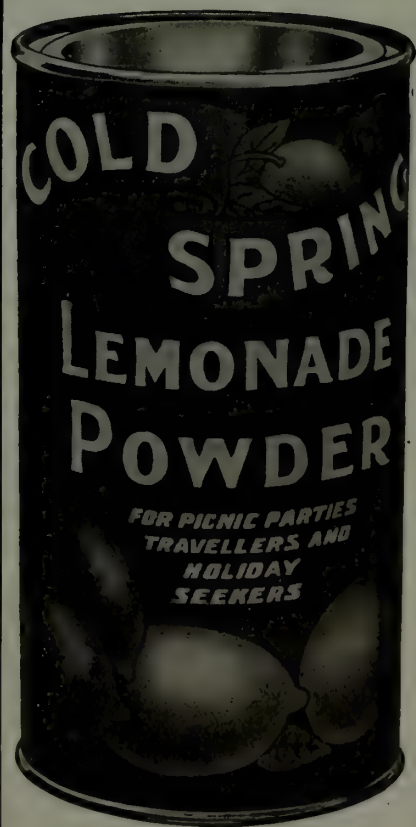
KO-KO-BUT

packed in neat, lithographed tins makes your shelves look attractive. More economical than butter or lard. One pound Ko-Ko-But goes as far as one and a half pounds butter, lard or any other cooking substitute.

Write re special free advertising scheme.

Dominion Cocoanut Butters Limited

Montreal



THE TRUE LEMON FLAVOR

Hot Weather is Lemonade Time

Keep Tab on

Cold Springs Lemonade

S. H. Ewing & Sons

MONTREAL

The Most Profitable Stock

for the average grocer is the stock the public asks for. By our large advertising campaign we are telling millions of people in Canada why they should ask for Chase & Sanborn's High Grade Coffees.

CHASE & SANBORN

COFFEES

MONTREAL

WON NATIONAL FAME

It has been the policy of hundreds of housewives to use bar soap, for various good reasons; day by day hundreds more are seeing the advantage; and now it is the policy of the housewives of the entire nation to use N. P. Bar Soap.

It lasts longer—gives better satisfaction, and is more economical than any cake soap.

These features, and the fact that it pays you good profit are reasons why you could and should sell N. P. Bar Soap.

Send for prices, etc.

David Morton & Sons, Limited

Victor Soap Works HAMILTON, ONT.

Things Seldom Just "Happen"

There are sound reasons, if you look for them.

Red Rose Tea is as distinctive in cup quality as it is in name. This didn't just "happen." The reason is that in Red Rose Tea we use a proportion of the rich, strong teas of Northern India—teas grown in the district of Assam, where the tea bush is said to have had its origin, and where it grows so luxuriantly that the bush in its wild state sometimes reaches a height of 25 ft. or more.

These teas, when blended with the finer sorts of Ceylon teas give that rich strength, and pleasing flavor which are the distinctive characteristics of Red Rose Tea: especially so in the Blue Label quality.

Head Office, St. John, N.B.

Western Branches } Winnipeg, 156 Lombard St. Calgary, 322-326 Ninth Ave. W.

T. H. Estabrooks Co., Limited

7 Front St. E. - - TORONTO, ONT.

A Proposition That Is Worth While

One that will fill your spare time with congenial work—bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

IF YOU ARE SEEKING AN

IDEAL FACTORY LOCATION

INVESTIGATE THE FACTS ABOUT

MAISONNEUVE

IN ADDITION TO EXEMPTION FROM TAXES FOR TEN YEARS

MAISONNEUVE OFFERS

TO INDUSTRIAL INTERESTS.

Five Freight Lines, reaching all parts of the Dominion and the States.
Deep Waterways, excellent Wharfage, Freight and Passenger Docks now being built.
Very desirable factory sites on railroad lines and near river front.
Good wagon roads—a progressive municipal government.
Water, Gas, Electricity, Telephone and every public service to be had in any city in Canada.
Good drainage system and Fire Protection.
Absence of labor troubles.
Write us for further particulars.

TO WORKINGMEN.

Beautiful Parks and Play Grounds.
Pleasant home surroundings.
Good education facilities.
LOWER RENTS—lower gas, electric, water and tax rates than any other city of its size.
Factories employing high-class mechanics.
Good Fire Protection.
Modern Residences and Mercantile Buildings.
Good walks. Macadamized Roads.
A city government that DOES things for its people.
A desirable class of citizens.
A large percentage of property owners.

What Some Business Men Have Done After Investigating

Vickers-Maxim Son's Co. have decided to establish a large naval yard and docks here.—United Shoe Machinery Co. are building large factory, costing nearly $2,000,000.—Montreal Steel Works, American Rubber Co., Bell Telephone Exchange Building, Bank of Toronto, Molsons Bank, City Hall, and Three New Schools, all in course of construction or contracts let for construction.—Over $900,000 spent in building operations last 12 months.—Population increase of 22½ per cent. in one year.

"Better Make It in Maisonneuve"

WRITE

M. G. Ecrement
Secy-Treas.
Town of Maisonneuve

or

Harris & L'Esperance
Commissioners
13 Bank of Toronto Bldg., Montreal

The Maximum of Quality

"SALADA"

Tea for twenty years has served the Public with unequalled quality. Its reputation for reliability in purity and fine flavor has won the public confidence and the enormous demand makes selling easy. There is no uncertainty in handling "SALADA"; both the sale and the profit is sure, and every pound you sell advertises you as a dealer in "Quality." Make "SALADA" the leader in your Tea Department and see what it will do for you.

The "SALADA" Tea Company

TORONTO - - - - - MONTREAL

ANCHOR BRAND TRADE MARK REGISTERED

"ANCHOR" QUALITY

IS
THE FINEST
IT IS POSSIBLE
TO PRODUCE.

"ANCHOR" brand English JAMS

APRICOT, BLACK CURRANT, GREEN GAGE
RASPBERRY, STRAWBERRY

16 oz. Glass Jars, Cases 4 doz., $2.00 doz.
4 lb. Sealed Tins, Cases 12 tins, 60c. tin.

Made from fresh fruit and best granulated sugar only.

A TRADE WINNER—that's profitable.

"West of England" PICKLES

MIXED CHOW AND ONIONS

32 oz. Octagon brls., 3 doz., $2.35
20 oz. Octagon brls., 6 doz., 1.75

Exceptionally fine goods in English Vinegar.

The BEST value on the market.

Get our quotations on

DOMESTIC SARDINES

They are low.

5 c/s lots delivered from factory.

EBY-BLAIN, LIMITED

Wholesale Grocers
TORONTO

For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

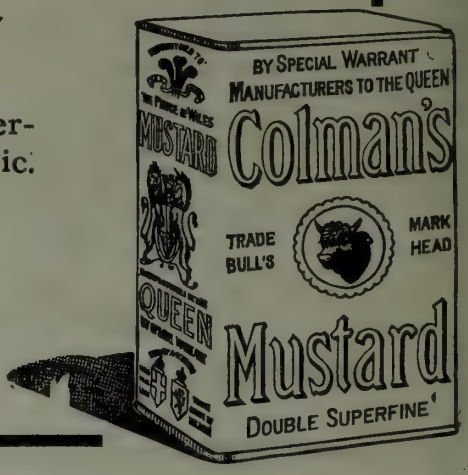
COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality
In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



To Your Family Trade You Can Offer No Better Pure Food Product Than

Benson's Prepared Corn

¶ The purest and finest Corn Starch obtainable. The busy Housewife knows that with Benson's she can quickly prepare delicious and nourishing Summer dishes—rich custards, blanc mange, ice cream, etc.—that will appeal to every member of the family.

¶ She knows that children, elderly people and convalescents thrive on Benson's.

¶ She wants Benson's because no other Corn Starch will do.

Display Benson's on your counter and shelves—Sales will quickly follow.

YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

A Quebec City Store Front appropriate for the Ancient Capital. Four large display windows and a broad glass door are to be seen.

The Store Front--As Business Builder

Should Have Some Distinctive Character to Attract Business—A Quebec City Store Exterior With Four Display Windows — The Value of Favorable First Impression—Lighting of the Display Window.

That a man is known by the clothes he wears, is considered much of a truism these days. The careless, ill-dressed individual who mopes along in half-hearted fashion, isn't likely to create much of a furore in the office of an employer of salesmen, technical or skilled labor.

The exterior of the store is somewhat analagous to the exterior of a man. No particular customer is attracted by a dirty, uninviting store front. She would not likely give the service of such a store even a chance to make good. On the other hand cases are numerous where the front of the store has been the means of securing not only occasional business but permanent customers. Such an exterior becomes a valuable asset; it is a business builder and therefore merits careful attention when a new building is being planned or an old one remodelled.

The Favorable First Impression.

First impressions, says the artist, are usually best. When he erases his original sketch his ideal sometimes disappears. His second effort is inadequate to improve or even equal his first impression.

The same applies to the purchaser of food stuffs. The woman or man on a shopping expedition, whose first impression of a store exterior, is favorable, will frequently be found later on to be a regular customer of that store. It sometimes takes a great deal of inadequate service inside the store to dispel the power of the original idea formed.

It must also be realized that the store front has the first call on a passerby towards getting new business. The windows, the doorway, the architecture and the building itself either speak out to the public to come, or they repel.

An Introspection Advisable.

Many dealers, however, are blind to their own shortcomings. Robert Burns' immortal prayer on "Wad some po'er the giftie gie us," etc., has not yet been answered to many of us. We fail to see the beam in our own eye, but even a mote looms large in that part of our neighbor's. This presents a splendid opportunity in the study of store fronts. By getting out and observing the exteriors of other establishments; by noticing the attracting powers of the windows and doorway, and taking it all to heart, one can easily see the defects and advantages and apply them to his own case.

There is character to the store front illustrated above. It comes from the old city of Quebec, and one who is familar with the architecture of the ancient stronghold will realize its appropriateness. A. Grenier, the proprietor, is one of Quebec's progressive dealers. He realizes the selling power of attractive windows set in a distinctive store front. With four display windows always available and an inviting doorway, he secures considerable business that otherwise would go elsewhere.

Advanced Store Front Ideas.

The planning and erection of store fronts has reached a degree of importance that calls for manufacturers who make this work a specialty. In many of the present day retail establishments scientific and practical principles are introduced which were unheard of a few years ago. For instance manufacturers of store fronts are urging the use of copper, brass, bronze and aluminum, as these metals do not rot, rust, nor is it necessary to paint or decorate them in any way. Insurance, too, is saved.

Improvements have been rapid in devices for regulating ventilation and drainage. By means, for instance, of a metal sash, ventilation can be regulated by simply operating a slide. In winter this prevents the accumulation of frost, and if desired the entrance of air can be entirely cut off.

The lighting of the front window at night calls for a few remarks. It should be remembered that the light should always come from the top, and the lights so located that they are not visible to the passerby. Critics, too, claim that lights should not be placed in vertical rows as they are glaring to the eyes and detract from the richness of the display.

Help the Housewife Kill the House Fly

Now is the Time to Sell Fly Destroyers—Advice on Why the Pest Should be Done Away With Early Will be Worth While —Ridding the Store of Flies Necessary to Hold and Attract Custom—Watch the Window.

It is not an uncommon sight at this time of the year to see the busy housewife with grim countenance, denoting determination and several other things, armed with broom, club, mop or flat iron taking vigorous calisthenic exercise in every room of the house. These calisthenics are not gone through for mere exercise, nor does she move from room to room for a change of air. It is in an effort to clear every part of the house—well, to get down to brass tacks, she is in pursuit of that troublesome little pest, the housefly.

This cartoon explains what customers are likely to do if flies are allowed to hover about food stuffs.

Backward in Coming.

Thanks to the kind consideration of the weather man, the fly this year has not yet become so troublesome a nuisance in either home or store as is usual at this season. Special emphasis should be laid on the word "yet," for while the production of flies has, like the season in general, been rather backward to date, we may soon expect to see it blossom forth in full array—and it will not be a thing to gladden the heart of the housewife.

If there is anything that the housewife detests, it is the presence in the house of flies. Not only are they bothersome, but they cause a great deal more work, which is not appreciated in hot weather. Besides it is becoming recognized that because of the capacity of the fly for carrying disease germs, it has no place within the home.

The Opportunity Here.

These facts should surely give a cue to the dealer which he should be able to turn into increased business and profit. Now is the time for the dealer to get his campaign of selling fly destroyers under way. He has strong arguments to put forth to convince the housewife why she should purchase now. It is in her own interests to early annihilate as many as possible, for one fly killed now means as much as a great many more killed later in the season.

Now is the time to begin when they are few in number. Once the real warm weather sets in, the number will show an enormous increase, in proportion to the number the housewife has failed to destroy.

These lines should be swung into prominence, so that the customer will frequently be reminded of them. More than that, the dealer and his clerks should take every opportunity to talk them up. Advertising space may be made good use of because one has strong and convincing arguments to put forth why they should be purchased.

The Store to be Watched.

But there is another side to this question for the grocer. With the advent of warm weather and the appearance of the fly in large numbers, many grocery windows become almost valueless. In fact, some windows even swing over to the opposite extreme and become a detriment. An unclean, ill-kept window instead of carrying out the purpose of selling goods, drives customers away. The same may be said to be true of the interior of the store as well, unless some steps are taken to prevent it.

The "No Admittance" Sign.

A little money spent in barring the fly from the store and the display window is money well spent. Those dealers who have not already made provision for "no admittance" to the fly should do so at once.

A start should be made by the removal of all refuse and filth from the neighborhood of the store, for this is the breeding ground of the fly. A screening of all openings that will prevent the fly entering, is the next step, while the dealer should himself put his fly destroyers to work to clear the place of those which have already congregated.

The window being a valuable selling medium, it is important that arrangements be made to maintain its value during fly time. Some dealers have already a closed in display window. Others, however, have not. A good many of the latter class have screens fitted into the back of the window during the summer months. One dealer has several frames about a yard wide over which ordinary fly netting is stretched. A good point about these is that it allows a free circulation of air into the window. With this latter plan one frame only needs to be removed when the window is being dressed.

A Deterrent to Trade.

But the fly should be driven from the store for its presence there will drive customers away. Newspapers are continually harping at the general public to beware of flies, and people are beginning to look with marked ill-favor on the store where flies hover in swarms over exposed food. Here is a sample of what some newspapers are saying about the fly:

"They are born in filth; they feed on filth; they walk on filth; and then with filth sticking to their feet, legs and bodies, they feed and walk on the food which has been prepared for human beings to eat."

Wholesalers and Peddlers in Limelight

Some of the Former Again Alleged to be Selling to Consumers—Retailers Ask Legislation Committee of City Council to Stop Peddlers Calling Out Their Wares on the Streets—Beginning With January of Next Year Fee of Members of Toronto R. G. A. Will be $2—One Dollar to Go to Provincial Body.

Toronto, June 20 (Special)—That the problem of some wholesalers selling direct to consumers is showing no improvement, but on the other hand is becoming worse, was the declaration of many members of the Toronto Retail Grocers at their monthly meeting on Monday night. The association has before denounced the practice as unfair to the retail grocers, and appears determined that it shall be checked. Many instances of alleged violation of this trade principle were cited by the members.

Delivering to Dealers' Customers.

"On our street, which is not much over 300 yards long," declared one member, "I have seen the wagons of five different wholesale fruit men delivering goods at wholesale to my customers. One customer told me the price she paid for pines, and it was exactly the same as I have to pay.

"Another customer came in the other day and was wondering if she too could get her pines wholesale. Moreover, she declared she was getting two different kinds of cereals at wholesale, and the price she quoted was exactly the same as I pay."

"The fruit men are big offenders in this regard," said another, "I have a customer who claims he can get fruit from any fruit house he wants to."

On Drivers' Books.

"If you look over the drivers' books," chimed in another, "you will find there is a great deal of selling to consumers. Just the other day I saw three pounds of butter going out to a customer of mine."

"We can be loyal to the people that are loyal to us," remarked a member. He suggested that the association point out to members the names of reliable and upright firms. It was suggested by another that two companies that were willing to refrain from selling consumers be asked to sign an agreement to forfeit a certain amount for each proven offence, and that the names of the companies that would do this be posted up in the association's rooms.

It was finally decided to communicate with all wholesale firms, asking them if they will agree to refrain from selling to consumers. This will allow the association to ascertain just how each house views the problem.

It was decided that the association meet the legislature committee of the city council, and urge on them the passing of a by-law prohibiting peddleds from calling out their wares on the street. Wm. C. Miller was appointed to lead the deputation. They waited on this body on Tuesday afternoon, the request being forcibly put by Mr. Miller, backed up by D. W. Clark, Neil Carmichael and J. S. Bond. The chairman of the Civic Legislation Committee, Ald. McGuire, favorably received the deputation, adding that peddlers calling out their wares were a great annoyance to the sick, citing a case in point. It took the members of the committee but a few minutes to recommend to the council an amendment to the by-law, embodying the request of the grocers, who will further their cause before the council next Monday when the matter comes up.

The deputation while at the city hall called on Dr. Hastings, Medical Health Officer, to ask him to see that the by-law re covering fruit such as berries, etc., be enforced, and that an amendment be brought in compelling all fruit to be kept inside the store. The doctor gave a favorable ear to the requests, promising his support in both cases, and advising the deputation to lay the latter matter before the health board at its meeting on the first Wednesday in July. It would then be referred to him and he would advise its adoption.

Dr. Hastings pointed out that netting could not now be used to cover fruit.

Breaking Sanitary By-Law.

The opinion of the grocers expressed at their meeting was that fruits being peddled around were not properly covered, that the grocers were complying with the law regarding the covering of fruit, while foreign fruit dealers were not, that the goods being peddled were not rigidly inspected, and a lot of inferior goods were being sold; that policemen did not understand many of the by-laws of the city, and last but not least, that the city medical health officer did not himself understand the scope of some of the by-laws he has had passed.

Two motions, notices of which were given at last meeting, brought forth a deal of warm discussion. There were several tilts among members as to parliamentary rules. The following motions were finally put through: That $1 per member be drawn from the trust fund to pay the association dues to provincial association," and "that fees of the association be raised from $1 to $2, commencing January 1, 1913, one dollar to go to provincial association and $1 to local association."

Some of the members wanted the passing of this last motion deferred until later in the year. They thought the rise in fees might affect the membership. This was not the opinion of majority, however. "Two dollars is little enough," "Our fees have been too low anyway," "anyone who wants to belong will be willing to pay $2," were some of the comments.

Notes and Comments.

Fred Giles, College Street, and H. G. Macdonald, Sorauren Ave., were admitted as members.

"The canopy of cotton some peddlers have on their wagons is no good. The dust blows right through it."

"That netting cover is a farce."

"Is there a house that doesn't give discounts to certain customers?"

"Where are we going to draw the consumer line? I don't think even big hotels should be sold."

Provincial Association Work.

The platform of the association has been distributed throughout the province.

Secretary W. C. Miller has written to the Wholesale Grocers' Guild regarding the selling to consumers question, but as yet has received no reply.

The executive have been busy on the Weights and Measure inspection question. They are planning to wait on the Government at next session.

NEW BULK TEA CONCERN.

Stock in the Canada Tea Company is being offered this week. It has just been incorporated under an Ontario charter, and has taken over five other companies operating tea routes from Woodstock, Brantford, Peterboro, Hamilton and Toronto. These companies, which have been in existence from four to ten years, were formerly operated by J. S. A. Whealy, of Toronto, who is president of the new company. C. J. Scandrett, late partner of Hayter & Scandrett, tea importers, Toronto, is managing director.

The increased capital according to the prospectus will enable the company to purchase at more advantageous times and to take advantage of all discounts. It is very important that a sufficient quantity of certain teas, composing the company's blends, should be purchased at one season of the year, in order that the blends may be kept uniform. This will now be possible owing to the additional capital provided which will be ample to meet the company's requirements."

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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ASK FOR WARRANTY.

A dealer has been fined for selling adulterated ginger. It cost $5, plus the analysis fee, and that of the prosecution lawyer, amounting in all to some $37, to settle the matter.

Retailers who are honest should realize that there is no reason whatever why they should have to pay fines for selling adulterated foods There is a section of the Adulteration Act by which a dealer, in order to protect himself against fraud, can demand a warranty from the manufacturer that the goods are pure. If this warranty, which amounts to a sworn declaration, is obtained, the retailer cannot be held accountable for selling adulterated goods. The onus then belongs to the manufacturer or party who gave the warranty.

This is a protection which every dealer, anxious to buy and sell pure goods, should avail himself of. It costs him nothing, and insures him against a manufacturer unloading on him goods of inferior quality.

DOMINION DAY SELLERS.

This is haying time in the country. Farmers are following that old but wise advice, "Make hay while the sun shines." It is good advice for the grocer as well to consider. For instance, around every holiday the grocer has an opportunity of getting extra business. The wise merchant makes hay while the sun shines.

The next Canadian holiday is July 1. Dominion Day is one of our most important holidays, and already people are eagerly looking forward to its celebration. It is this spirit of celebration, of holidaying, of more than usual generosity in the expenditure of money, that works greatly to the advantage of the merchant who is live enough to realize the results to be attained by working in unison with this holiday spirit.

There are several lines of goods in special request at this time in which the grocer should anticipate his wants, and be prepared to supply the demand. Fruits of almost every variety will sell well and should be given extra prominence. Another line which needs little effort to move at all holiday periods is confectionery, and it should also be wheeled into the limelight.

Both fruit and confectionery should be given liberal counter space, while a window display showing these two lines separately or combined is desirable. It would naturally add much to the attracting power of such a window to have a setting appropriate to the day. Flags may be made good use of in the decoration of the window.

There will also be many picnics and outings, and the dealer would do well to suggest by window and counter display lines that will assist in packing the lunch hamper. Any picnic goods would make a suitable subject for display.

The dealer will find it greatly to his advantage to reap as large a harvest as possible while the opportunity is at hand.

ATTITUDE OF THE DAILY PRESS.

It is a good many knocks the retail dealer receives in a year from the average large daily newspaper. Every opportunity that arises, the retailer is condemned for this or that, for charging excessive profits, holding up prices, combining to agree on margins and scores of other alleged irregularities, until he has almost become a fit inmate for the penitentiary among the usurers.

It was only last week that a Toronto evening paper practically accused retailers of making 92 per cent. profit on potatoes. It is safe to say that any retailer would be pleased to supply the writer of that article with his yearly potato requirements if he could show how any dealer might make 92 per cent. margin on such a well known line. The fact of the matter was some potatoes could be bought wholesale for somewhere around $1.30 and $1.50, the general price being from $1.85 to $2.00 for best stock, and some retail dealers were uoting $2.50 per bag. The article in question made it appear that the retailer who bought for the $1.30 price was selling at $2.50—a preposterous assumption for these days of competition.

It is refreshing to note, however, in another large Canadian daily, an editorial taking the part of the grocer on the charge of forestalling on the market, for which offence a number of St. John, N. B., dealers were recently fined $20 each. This was referred to in The Grocer of a couple of weeks ago, but the paper in question is worth quoting so far as its reference to the obstruction of the middleman is concerned. It says:

> Carlyle says the human mind treats what it does not know as if it did not exist. That accounts for the prevalence of such obstructions as the anti-forestalling law of St. John, the market charges and restrictions of Toronto and other well-intentioned obstructions. The consumer sees a dealer buy in wholesale quantities from a farmer and offer at retail at increased prices. The impulse is to prevent this, and it usually prevails. The obstructionists compel the farmer to stay for three hours before selling, when his time could be more profitably spent elsewhere. They do not see that they must pay for this time, just as they must pay for the time of the middleman when they allow him to exist. He has the business better in hand and better organized, and there is less waste to be paid for in his case.

This is an unusually frank statement from a source that generally flies to the side of the "poor, dear consumer" in any such controversy.

SELLING PROFITABLE LINES.

The example of the retail dealer referred to in the article in this issue on the placing of Crisco on the United States market, is one that should be taken home by every member of the trade. This man was the indirect means of getting for the trade of the United States a fair profit on a new line destined to become a large seller.

There are many Canadian dealers to-day giving greater attention to articles on which the gross profit is scarcely sufficient to cover their share of the overhead expenses than to lines bearing good margins. Providing the quality of the latter variety is equal to or better than the former, there is no earthly reason why it should not be pushed. It undoubtedly can be sold by the progressive dealer even if customers have never heard of it before. This is true, because we have so many evidences of the selling power of the retail merchant who comes face to face with the ultimate consumer.

The article referred to above should be read by every dealer. It shows a man of character who will stand up for his profits, and who does not submit to the low profession of giving his time, energy and ability to the sale of the goods of a manufacturer for nothing. There would be no unprofitable goods on the market to-day if every dealer insisted on a fair margin on every line.

TWENTY YEARS AGO.

A new column has been begun in this week's issue, which, we have every reason to believe, will prove interesting to the trade. It contains "Twenty Years Ago" items from the pages of The Canadian Grocer of the year 1892.

This column will appear from week to week, and will contain a few of the brief interesting items published two decades ago. As far as possible items will be used which can be connected up with situations and incidents of the present day. It will be particularly appreciated by old timers in the trade, but there will be a number of references to events that will appeal to the more recent generation.

Watch for these items every week. Some interesting coincidences may be expected.

FOLLY OF INCONSISTENCY.

A woman called at a certain large provision store in a Canadian city to purchase a pound of breakfast bacon —the woman tells this story herself—and was easily persuaded by the salesman to take the pound off a Wiltshire cut at a few cents above the price of the ordinary variety. The salesman explained that Wiltshire was a quality above the average, being cured especially for the British market, that it was superior to any other kind on the market, and that he was sure if she ever tried it she would want no other kind in future.

The appeal, as above intimated, was quite successful. The bacon was tried and found by this particular woman to be all that had been claimed for it.

Some time later she went back to the same store for bacon and chose the same salesman to serve her. He, of course, was not aware she had ever purchased from him before. It was a big city, he waited on many people during a week, and at any rate this particular woman had only been in the store once or twice previously.

"I want some Wiltshire bacon," she asked, with confidence in her capabilities as a purchaser of good goods.

"We haven't any Wiltshire to-day, madam," he replied, "but I'll show you some just as good."

"I thought Wiltshire was the best," was her next venture. "Isn't it better than the ordinary kind?" remembering her recent conversation with the same man.

"Why no, madame; there is no better bacon produced than this breakfact bacon; it is superior to the Wiltshire and I'm sure you would like it."

The purchase wasn't made. It looked too much like attempting to effect a sale at the cost of any statement, regardless of principle. That store is now regarded as one not to be depended upon. Satisfaction cannot be secured and there is one member of the public who will henceforth pass it by.

The moral needs no comment.

EDITORIAL NOTES.

Watch The Grocer's "twenty years ago" column for early news of the trade.

* * *

The great army of those who figure profits and expenses on turnover continues to grow.

* * *

There should be no let up on the crusade against the housefly. The dealer should do his share.

* * *

A good display in season is a force of power in selling goods that otherwise might not be thought of.

* * *

Sometimes the daily press does get down to a sound reasoning basis in discussing retail problems.

* * *

Dominion Day is one week from Monday. Prepare early for a big day's business the preceding Saturday.

* * *

"You're early of late," remarked the pleased grocer at the sight of his clerk one morning; "you were behind before, but now you're first at last."

* * *

If the Toronto grocers succeed in silencing the "hollering" street peddler, they will be doing a good turn to humanity. Selling in this manner seems to be about the lowest form of salesmanship one could think of.

* * *

People like to read an advertisement that tells them something that is going to help them. Give some news in an ad, some information about your store, your goods, your prices, your service, and people will eagerly read it.

* * *

The man who works for nothing in these days of high prices must be either a millionaire, a remittance man or an indigent individual in an old folks' home. It will be noted the retailer is not included in any of these classes.

* * *

The Modern Grocer of Chicago submitted a problem on profit figuring to all their readers similar to the one The Canadian Grocer published some weeks ago for clerks only. The result was that only a little over 50 per cent. were correct.

To Pay Grocers a Legitimate Profit

A Big United States Food Concern Changes Its Entire Selling Policy—Finds That It Cannot Afford to be Antagonistic to the Dealer—Co-operation Necessary to Ultimate Success.

By R. Bigelow Lockwood.

The Story of Crisco, the new cooking fat that has made butter "infamous," has as its dominating character a certain individual about whom very little is known outside of those who have made his study their specialty; the retail grocer.

In the scramble to "reach the consumer," manufacturers of products selling through grocers have been prone to forget that the grocer is the mouthpiece between them and the person who uses their goods. The fact remains that grocers and their solicitors know their customers so well that it is safe to say that the ordinary retail grocer can sell seven out of ten customers any brand of food he wants to. Granted that consumer, influenced by an advertisement in the general magazines, asks for a certain product, the grocer is able in most cases to substitute something else if he wants to, for the simple reason that the customer knows him and trusts to his judgment.

Created Baking Powder Demand.

To illustrate just one case where this relation between grocer and customer offset the influence of advertising. The Acme Tea Company, of Philadelphia, a chain of nearly 250 stores, sells four times as much of a certain baking powder as it does another brand. Next to nothing has been spent on advertising the former to consumers, and probably $500,000 per annum has been spent on the latter.

When a manufacturer reaches grocers he reaches their customers. Creating a demand on the part of the consumer is important, but beware lest the tendency be to overestimate the consumer end of the campaign to the detriment of securing active co-operation with the dealer. Work on the dealers is the missing link in modern selling methods; or if not actually missing, it is often the weakest link in the chain. Every manufacturer has to cross a certain bridge—and that bridge is the retailer, provided his product is one which must be sold through this channel.

Dealer Needs Profit Story.

The manufacturers selling a product through the medium of the retail grocer must convey two messages; one to the consumer about Quality, and an entirely different one to the grocer about Profit. If a consumer, and we are speaking now of the housewife, could remember a manufacturer's message and repeat it verbatim it would hold not the slightest particle of interest for the grocer. The grocer must be sent a message which cannot be entrusted to the consumer—a message regarding Profits which will make him push the manufacturer's goods. The consumer cannot be expected to convey this message; there is no reason why she should, and it would not be the best policy to let her know it anyway.

The logical campaign is to reach both grocers and consumers—but reach the grocers first. Thus when launching a new grocery product the dealer campaign should be started at least 30 days before general advertising begins.

NO SPOILAGE!
CRISCO
Keeps Sweet Without Refrigeration
THERE is no icing cost, no loss from spoilage to be charged against your steady profit on Crisco, the new product for frying, for shortening, for cake-making. If kept in a moderately cool place, Crisco will remain sweet indefinitely.
Our advertising is teaching women to use Crisco instead of lard or butter. It is showing why CRISCO is much more economical
Thousands of women already are steady users. All of your customers who have read our advertisements are ready to try it. Let them know they can get Crisco at your store, and you can be sure of a splendid trade.
Crisco pays a steady profit: the price never fluctuates. Order from your jobber today.
THE PROCTER & GAMBLE CO.
CINCINNATI, OHIO

Reduced from full page trade paper ad.

A Triangular Relationship.

Now, perhaps you are thinking what all this has to do with Crisco. The answer is just this: Before we take up the actual story of the product, it is necessary to thoroughly understand the actual field conditions and the relations which exist between the three corners of the triangle—manufacturer, grocer and consumer. Once this relationship is established we shall be able to follow clearly each move in the Crisco campaign.

In the way of enlightenment regarding the character and importance of the retail grocer, I am indebted to the C. M. Wessels Co., of Philadelphia, and to Paul Findlay, the New York manager of the company, and a recognized authority on grocery store management and other matters of general and specific detail about the retail grocery business.

Should there by chance be an isolated reader who does not know what Crisco is, then let me advise him to ask his wife. For the benefit of those who are not so fortunate as to possess wives, Crisco is a wholesome cooking fat made entirely from edible vegetable oils by a secret process. It is also a Proctor & Gamble product.

Method of Introduction.

When Proctor & Gamble fired their opening gun at the retail grocers and dealers the following letter came, in the usual course of procedure, to the hands of a Mr. Hjermstad, proprietor of a general merchandise store at Chippewa Falls, Wis.

"Cincinnati, Ohio, Dec. 12, 1911.

"Dear Sir:

"We are expressing you to-day, charges pre-paid, six packages (25c size) of Crisco. Please accept these packages with our compliments—they are given to you absolutely free.

"Our national advertising campaign on Crisco begins in January, when large advertisements appear in practically all of the leading magazines, especially in the household publications, which are so largely read by housekeepers.

"We want you to have Crisco in stock, so that you can supply the first demand this advertising will create among your customers. It will be big advertising and the magazines will be read in several million families. You will have calls for Crisco, and so will every other grocer who sells to a good family trade. Sell the six cans, and then order what further supply you need from your jobber.

"The price is as follows:

1 case (36 cans each) $7.50 per case.

5 cases (36 cans each) $7.45 per case.

10 cases (36 cans each) $7.40 per case.

"We enclose copy of our January advertisement, which we feel sure you will read with much interest.

"At the present time the jobbers only have Crisco in the 25 cent size the same that we have sent to you, but after the

first of the year we will be in a position to supply Crisco in 50-cent and $1 sizes also.

"Any further information you may desire will be promptly given you.

Yours respectfully,
The Proctor & Gamble Distributing Co."

Didn't Suit the Retailer.

Mr. Hjermstad replied to this letter as follows:—

"The Proctor & Gamble Distributing Co., Cincinnati, Ohio.

"Gentlemen:—

"We have received the six cans of Crisco, forwarded to us by express in accordance with your circular letter, dated the 12th.

"While we appreciate your kindness in sending us the six cans free of charge and recognize the spirit which prompted you to present us, entirely unsolicited, with so generous a gift, we cannot conscientiously act upon your suggestion to place an order with our jobber for your product.

"At your quoted price of $7.50 per case of 36, 25-cent cans, each can of Crisco would cost us nearly 21c. It costs us close to 18 per cent. to do business, which would leave us a net profit of less than one cent per can.

"We call it bad business to ask a merchant to handle your goods on such a basis of profit.

"We trust your advertising campaign will not be a disappointment to you and that the hundreds of thousands of dollars you will thus spend will not be entirely wasted. Personally, we think if part of that money were spent with the grocer in the way of better profits to him, the result would be far more satisfactory to both manufacturer and dealer.

"Anyway, we know it is time for the retail grocer to wake up and protest against the unfair treatment accorded to him by so many of the national advertisers of the day who want to make of him a mere automaton for the vending of their wares, with little or no compensation for services rendered; the customer simply puts the money in the slot and the manufacturer gets it all.

Yours truly,
The Success Store Co.
Per O. P. K. H., Secretary."

By this it might be inferred that Mr. Hjermstad had a grievance. Also that something was wrong with the Crisco selling scheme to provoke such an attitude on the part of a distributor.

A Question for Thought.

Paul Findlay, who was conducting a department under the name of "Hy Credit," in the Twin City Commercial Bulletin, for the benefit and uplift of the retail grocer received these letters from Mr. Hjermstad with the request to look into the matter.

With the arrival of this correspondence Mr. Findlay realized its vast importance. Here was a situation existing between manufacturer and dealer staged to take advantage of. Hasty action might waste the opportunity. Good judgment, on the other hand, might easily result in great and widespread betterment for both maker and distributor.

Fundamentally the Crisco selling scheme was wrong. Taken as an average, 20 per cent. is a fair profit for a grocer to make on a product, but by charging the grocer $7.50 per case, and fixing his selling price at $9, the profit to the grocer was limited to 16 2-3 per cent.

Consider this if you please. The Crisco campaign had only just started, on the wrong basis to be sure, but still there was ample time to work some change. What was the remedy?

From Half Page Trade Paper Ad.

A brief analysis of some representative Proctor & Gamble products will point it out.

Take Ivory Soap, Large Ivory, as the 10-cent cakes are called. Large Ivory was planned as a 10-cent seller. Present day costs are as follows: Single box, $7; 5 boxes, $6.92; 10 boxes, $6.85; 25 boxes, $6.80. Selling at 10 cents, the margins on these costs are 30 per cent, 30.80 per cent.; 31.50 per cent. and 32 per cent. These are certainly generous margins on an article nearly as staple as sugar.

Now Large Ivory may be cut by the grocer, with the following results. If sold at 9 cents the grocer retains margins of 22.22 per cent.; 23.11 per cent.; 23.88 per cent. and 24.44 per cent. If sold at 3 for 25 cents the scale drops below the line of safety with margins as follows: 15.96 per cent.; 16.92 per cent.; 17.76 per cent., and 18.36 per cent.

To Head Off Price Cutters.

Proctor & Gamble had thus always made it possible on all their products for the dealer to realize liberal margins —goods for which at the same time a steady market had been created through general advertising. Proctor & Gamble had always given dealers their goods on a basis where honest margins could be made when sold at the fixed standard price, but what did the dealers do? The 3 per cent. or 4 per cent. of natural born cutters, together with an unfortunately large percentage of dealers who do not know enough business to correctly compute their margins, destroyed the plan by taking advantage of its liberality.

The result was that when Proctor & Gamble were ready to launch Crisco a plan was shaped to head off the minority from price-cutting instead of attempting to co-operate with the majority; those who will take and keep an honest margin when it is offered.

The selling scheme which Proctor & Gamble launched and which caused all the trouble, was the very simple one of setting a price to the dealer which allowed such narrow margin that even the blind could see their loss if they attempted to cut. In their attempt to force the dealer to maintain the advertised price they had incurred his enmity.

Low Margin Fixed.

This plan fixed the possible margins on Crisco as follows: On one case purchased, 16 2-3 per cent.; on five cases, 17.22 per cent plus; on 10 cases, 17.77 per cent. plus. Thus the biggest purchaser was prevented from making a legitimate margin, right from the start. He was up against a stone wall, for remember, Crisco was advertised to the consumer at a fixed price per can.

All this Mr. Findlay realized — and more. He realized that Proctor & Gamble had, perhaps very naturally, been deceived by the noise of the few into forgetting the silent, intelligent many who figured right, retained fair margins and plugged ahead honestly, content with the legitimate profit allowed them.

Dealer Must Have Profit.

There was only one thing to do—and if done instantly the day might be saved. The price to the dealer must be reduced 30 cents per case, so that the smallest buyer could realize his full 20 per cent. profit.

To the everlasting credit of Proctor & Gamble, who through the entire period had really been anxious to work with the dealer, the price on Crisco was reduced not 30 cents but 50 cents per case, with the following results: 1 case yields the grocer a profit of 22.22 per cent. plus; 5 case lots 22.77 per cent. plus; 10 case lots 23.33 per cent. plus.

Thus a wrong selling scheme was changed into one which yielded the grocer a liberal margin of profit and changed his attitude into one of interest and co-operation.

Do not be deceived into thinking that this argument against price-cutting is a

sweeping protest against the entire system of price-reduction. Manufacturers and retailers alike are up against this question—"How far is it legitimate to go in price-reduction on special occasions?"

It is quite true that certain articles are handled for less than the cost of doing business, yet the statement cannot be made that they do not yield a net margin. Other articles pay heavy gross percentages, yet there is nothing to prove that there is anything left net, after they have been handled.

In the matter of price regulation the best guide is the judgment of the careful merchant—an educated judgment. Price-cutting, on special occasions, requires cool-headed calculation. But to return to Crisco.

Decide on Trade Paper Campaign.

Having decided to reduce the price to dealers there yet remained something else to be done—to reach the distributors with the message and to establish a new and closer harmony of relations between manufacturer and retailer. And to gain this end, to talk to these distributors in their own language and through mediums which would carry the message of Crisco home, it was finally decided to begin a trade paper campaign.

Comparing the cost and efficiency of letters, post cards and the grocer trade press we find that while letters are conceded to be twice as effective the cost is 14 times greater than trade paper advertising. Post cards are conceded to be equal to trade press advertising, in efficiency, but the cost in this case is 7 times greater. Thus it is that trade paper advertising would seem to be the most rational and economical way of reaching dealers. (We are speaking throughout this article entirely of the grocery trade press.)

A Change in Conditions.

Time was when the grocery trade press was not seriously considered by big manufacturers. As used to be the case among the technical publications—and trade and technical papers are as different as day and night—manufacturers considered their advertisements of so little importance that very little attention was paid to copy or plan.

Consider the two Crisco trade paper advertisements herewith illustrated. Notice how the new prices on Crisco have been displayed and how the argument of a steady profit to the grocer on Crisco has been driven home.

The Crisco grocery trade paper campaign has been running since March, and is proving very successful.

The complaint of Mr. Hjermstadt, which was representative of grocers everywhere, proves just this: "Unwilling service is never good service," and had Proctor & Gamble, through the expenditure of a great amount of money advertising to the consumer, finally forced grocers to handle Crisco the price paid for the distribution would have been excessive.

The Cheaper Methods.

It costs less to make grocers want to handle a product than it does to try and force them to do so. When a grocer buys a product because he is convinced of its merit and because it shows him a good profit he buys to sell it. If he is forced into buying against his will he may hand it across the counter when it is called for, but he certainly will not be likely to push it. Get the grocer's interest and the business is won. Allow him a fair profit and he keeps customers buying the product that yields him a fair margin.

Wholesale Commission Business Statement

Accounting Seems to Have Been Done in Businesslike Manner—Gross Profit Percentage Less Than Average Retailer's Expense Account—An Omission of Interest on Capital — Comments From Others Asked For.

* By Henry Johnson, Jr.

————, Can., Mar. 22, 1912.

Financial Editor, Canadian Grocer.—As a subscriber to your valued journal, The Canadian Grocer, we have from time to time noticed your interesting articles on the subject, the correct figuring of profits, and take the liberty of sending you our trading profit statement, which we would ask you to please criticize, but please do not use our name, place of business, etc. The open criticism of accounts, both trial balances and profit statements, and their method of arriving at results, is a matter that should interest all your readers, and we venture still further to say that there are many business men who are not paying the attention to their standing that they should. We therefore do not hesitate to say that your criticisms are a very big help to the man who will take advantage of facts, be they for or against his guesses. We are inclined to think that the retail merchant does not pay the attention to his system of booking and accurate accounting that this form of business demands, and, as stated in one of your articles, is content to go along thinking he is making a substantial profit, and sooner or later, Mr. Editor, such a man is bound to face the cold facts, be they for or against. We do not for a moment submit our statement for your criticism as a model, as we are quite aware that there is lots of room for improvement and we believe now that we should have written off $300 against our profits for interest at 6 per cent. on $5,000 capital invested, to show an accurate state of our profits, or to put it in common sense shape, just what there was in the business for the year.

You will in all probability criticize the cost of doing business. This percentage is brought about by our curtailment of help, as there are only three men to be paid out of the business, two partners and the hired man. The management and packing is done by ourselves, and all detail work.

We thank you for this privilege and trust it may be of service to your journal in opening up some new question for discussion.

Yours very truly,

P—— L—— & R—— S——.

Following is the statement enclosed:—

TRADING AND PROFIT AND LOSS ACCOUNT. Method adopted to find our standing:

9th September, 1911: Stock on hand at cost price, due allowance for market changes, lower price than purchase only		$ 5,206.61
30th Dec., purchased since 9th Sept.		27,930.00
		$33,136.61
9th Sept. to 30th Dec., sales ledger	$27,067.01	
30th Dec., stock on hand figured same as 9th Sept.	8,400.00	35,467.01
Gross profit, 9th Sept. to 30th Dec.		$ 2,330.40

Expense Account.

Horses, feed and mtce. acct.	$ 120.86	
Taxes, 1911	23.40	
Commission acct. and interest	81.09	
Advertising	21.25	
Freight acct., balance	*40.00	
Telegrams and phone	12.00	
Wages acct.	204.00	
Salaries, partners	680.00	
Incidentals	30.00	1,244.83
Net profits, 9th Sept. to 30th Dec.		$ 1,085.57

*$37 of this should be charged to stock.

Memorandum.

Gross profits to 9th Sept., 1911	$4,096.42	
Gross profits since 9th Sept.	2,330.40	$ 6,426.82
Expense acct. to 9th Sept, '11.	$1,641.65	
Expense acct. since 9th Sept.	1,244.83	2,886.48
Net profits to date		$ 3,540.34
Total sales	$73,957.36	

Memorandum of Percentages.

Per cent. gross profits	8.725
Per cent. net profits	4.783
Cost per cent. doing business.	3.942

Capital invested	$ 5,000.00
Less cost of properties, horses, plant, etc.	1,636.93
Capital for trading account	$ 3,363.10
Per cent. made on working capital	105
Per cent. made on investment	70.8

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

N.B.—The expense account from 9th Sept. to 30 Dec. you will note is out of all reason to previous expense account from date of starting business to trial stocktaking, namely, $1,244.83, against $1,641.65. The reason for this is, our last account of $1,244.83 bears the full charge for insurance for 1912, and the full account for fuel for 1912, also a charge overlooked in horse maintenance account made Sept. 9th. In setting our selling prices we have adopted the method as per example shown, and would like to have you confirm our method. Example, Article; total cost trucking placing in warerooms, $2.37½; selling figure, $2.65; margin, 27½c. Or, 10.37 per cent. gross profit, less

3.94 cost of doing business

6.43 p.c. net profit, as it should figure in year's statement.

N.B.—Statement of expenses, $1,641.65 leaves insurance charges which do not cover the whole year 1912; but up to September. You have no particulars of this account.

Applying General Principles.

I am frank to say that I know nothing whatever about the wholesale or commission business, so cannot dissect this kind of statement in any technical way. All I can do is apply general principles, leaving it to others to say whether this merchant is running his business as scientifically and economically as he should run it. Fact is, I shall be much interested in any continuation of discussion which may ensue from the publication of this letter, and I sincerely hope others will write on it. I shall merely review the figures and try to answer the definite questions.

I am pleased to know that my articles prove helpful to merchants of this class, for thus I am encouraged to believe that smaller traders may derive some real benefit from it—provided, as this man says, they will read it. True it is, no doubt about that, that the average retailer does not pay sufficient attention to his accounting. Only very recently I obtained convincing proof that some 28 out of 37 retailers in a big city had no idea whatever of what it cost them to do business; and of the reamining 9, only 1—note that, ONE—really knew what his expense account amounted to, as a percentage, on his sales! Wonder grocers go broke? No; wonder that so many succeed in keeping their heads above water, let alone making any money.

Should Add Interest on Capital.

The business done by this firm was practically $74,000. The total expenses were $2,886. This yields us exactly 3.90 per cent. I do not see where the 3.94 per cent. comes in. However, that is a trifle in view of the excellent net margin left over. I agree that they should have included 6 per cent. on their capital, or $300 more, in their expense account. Then they would have spent $3,186 for expenses, or 4.30 per cent. plus. This would not have changed the figures much, and the net money-result not at all; but it would have been better business.

The explanation of the variation in the expense accounts for the two periods covers that part of it O.K., so there is nothing to be said on that head. Two curious errors have crept into the statement sent—unless I am unable to add and subtract. First is the footing of the detailed expense account. This adds up not $1244.83, but $1212.60—difference, $32.23. I think this is a mistake merely in copying the items. Again, in giving the capital invested as $5,000 and subtracting the fixed investment therefrom, there is an error of 3c—the net should be $3,363.07 instead of $3,363.10. I mention these slight discrepancies merely to forestall criticism, not because they are important.

Computing Margins Correctly.

Surely I confirm that method of computing margins. The article which costs $2.37½ and is priced at $2.65 shows a margin of 10.37 per cent. plus. This is, of course, on the selling price—as it should be. If, now, we deduct 3.94 per cent. for expenses, we have the net margin of 6.43 per cent. for the profit account. The obvious inability of a retail grocer to do much with this kind of a statement may perhaps best be illustrated by these figures. For here is a gross margin which is much less than our average expense account. The different basis of computation all the way throughout the business is here strikingly demonstrated.

Glimpse Into Wholesaler's System.

I fear that I have not been of much service; but maybe my friends will ask me something further of a definite character which I may hope to answer more serviceably. Meantime, I certainly appreciate their writing as they have done, for the glimpse their letter has given us into the workings of the wholesale business. One thing is clearly demonstrated. That is, that the jobber does not make an abnormal average margin; and that he makes any reasonable net profit is surely due to good management, economy and plenty of hard work.

Sears, Roebuck & Co., the big Chicago mail order house, is putting up a building 325 x 300 feet, in which they propose to do a retail grocery business. On the upper stories the out-of-town trade will be attended to. The lower floors will be given up to the city trade. All business will be done on a strictly cash basis.

TWENTY YEARS AGO.

Interesting Extracts From Early Files of The Grocer.

In The Canadian Grocer of June 24, 1892, the following items appeared which will be of interest to present day readers, many of whom will recall the circumstances:—

"A. P. Tippet & Co., St. John and Toronto, have moved to more convenient offices at 43½ Welling ton St., E. W. H. Tippet will be the resident manager."

Editor's Note.—Their Toronto offices have since been changed to 84 Victoria St., but W. H. Tippet still retains control.

* * *

"Fraser Viger & Co., retail grocers, Montreal, have got all their suburban teams running and are now doing a big out of town trade."

* * *

A Montreal market report in this issue quotes granulated sugar at 4½ to 4 9-16 cents per lb. To-day it is $5.15 per cwt., or 65 cents per cwt. higher.

* * *

"Chas. Hudson, grocer, of Belleville, Ont., claims $3,000 for damages sustained on account of a defective road between Thurlow and Sidney in May last."

* * *

"The Toronto city travelers have completed arangements for their excursion. The date is 27th of July and the trip will be by boat to Buffalo and Niagara Falls."

* * *

"An ingenious way of buying the necessaries of life is reported from the neighborhood of Berlin. A peasant woman with a large basket on her back entered the grocer's shop of that place. In the circular basket was a large earthenware jar. The woman bespoke about five dollars' worth of things, which she carefully packed in the earthenware jar, then tied up the mouth and asked permission to leave the jar in the corner. She would return in an hour, she said, get the things and pay for them. The grocer having granted her wish, she carefully put the jar in a corner and retired—not to return. After many hours the shopman proceeded to examine the large earthenware jar. It had no bottom."

More than 50,000,000 lobsters are exported from Canada yearly.

Sugar Down 10c.---Rice Up 15c.

Sugar Down 10 Cents—Rice up 15 CentsRefined Declined 10c End of Last Week —Market Still Rather Weak—RangoonRice Moves up 15 Cents Per Cwt.—Gen eral Rice Situation Strong — CanadianSardines Reduced—Spices Continue St eady.

QUEBEC MARKETS.

POINTERS—

Sultana Raisins—Down.
Molasses—Very firm.
Rangoon Rice—Up 15c.
Hallowee Dates—Down ½-cent.
Manila Paper Up—25c per 100 lbs.
Sugar—Now down to $5.15 cwt.

Montreal, June 20.—One of the important features of the week was decline of 10 cents per cwt. in refined sugar, which took place on Friday last, bringing local quotations down to $5.15, as compared with $4.60 one year ago. With preserving season now about to open up in earnest, a brisk demand for this line is anticipated. There has been no big buying movement for a long time, and country is not by any means heavily stocked with sugar.

Another change of the week is an upward movement of 15 cents per cwt. in Rangoon rice, following the strong position of market recorded in our past issues. Reports from the East still indicate a market degree of steadiness. Adding to the amount of expenses of the grocer is the recent upward movement in price of manilla wrapping paper.

Business is reported as fairly satisfactory, but real warm weather would be beneficial to business in general, as it would give impetus to movement of summer and picnic goods.

SUGAR—The market at time of going to press for last issue certainly was a little weak, but the drop which came towards the end of week was, we might say, somewhat unexpected. Raws have advanced a little in New York, and the local market is pretty steady, though there is a downward tendency noticeable. We are now at the start of a good business season, the demand for home preserving purposes being well up to the mark.

Granulated, bags	5 15
Granulated, 20-lb. bags	5 25
Granulated, 5-lb. cartons	5 45
Granulated, Imperial	5 00
Granulated, Beaver	5 00
Paris lump, boxes 100 lbs.	5 90
Paris lump, boxes 50 lbs.	6 00
Paris lump, boxes 25 lbs.	6 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 80
Crystal diamonds, 100-lb. boxes	5 90
Crystal diamonds, 50-lb. boxes	6 00
Crystal diamonds, 25-lb. boxes	6 20
Crystal diamonds, 5-lb. cartons	6 70
Crystal Diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 55
Extra ground, 50-lb. boxes	5 75
Extra ground, 25-lb. boxes	5 95
Powdered, bbls.	5 35
Powdered, 50-lb. boxes	5 55
Powdered, 25-lb. boxes	5 75
Phoenix	5 15
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 yellow	4 90
No. 1 yellow	4 75

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES—An improvement has taken place in the demand for syrups, and prices remain firm. The molasses situation is exceptionally firm, and higher prices may be expected, as Barbados has sold all her holdings. The demand naturally keeps strong, as molasses is one of the few cheap foodstuffs remaining on the market.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls.	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS—The market for Californian fruits continues fairly dull, business being confined to small purchases. At this time of the year a slow consuming demand is natural, and as a result, little speculative spirit is shown. Bad weather has been experienced on the coast, and it is not at all unlikely that prices of new prunes will reach a high level. The supplies of old stock are not excessive, and may not last out till new crop arrives, so that present holders are not inclined to make any concessions. California raisins are inactive, while dates and figs are receiving good attention. Hallowee dates have dropped a half-cent. There is not much doing in apricots or peaches, the market being unusually dull.

Owing to high prices at which Sultana raisins were held and the accumulation of stocks, prices have declined one cent. The demand has not been up to expectations, and holders are anxious to see a strong movement before new crop arrives.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19¼
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¾
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 08½
Choice fancy seeded, 1-lb. pkgs.	....	0 09
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¼
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07⅝	0 08
Sultana raisins, loose, per lb.	0 11	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine, off stalk, per lb.	0 06	0 07½
Valencia, select, per lb.	0 06¾	0 07¾
Valencia, 4-crown layers, per lb.	0 07½	0 08

TEAS—IN JAPANS—Samples of new season's pickings are now in the hands of jobbers and are being closely examined, the trade being anxious to prove conclusively just how they stand compared to last year's crop.

There has been a noted falling off in quality of Ceylons, with the result that the lower grades are not receiving as much attention as usual, dealers being satisfied that still further depreciation is likely to take place, and, therefore, being more inclined to handle the better grades. Fine, high-grown teas are, therefore, in demand, but supplies are not over-plentiful.

In Chinas, Congous have been considerably quiet of late, the main inquiries being for other descriptions. Instead of the revolution having had any bad effect on the market, as anticipated, supplies are reported more plentiful, and there are indications of lower prices for all classes of China teas. The season for scented teas and Oolongs is nearly ended.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE—The recent decline of a few points in New York indicates a turn for the better, more activity in general being noted. Roasters report an increase in business over last year, despite the high prices prevailing, which once more proves that Canada is becoming quite a large coffee consumer.

The coming crop of Santos, which is generally acknowledged to be a small

one, is also a late one, and as the ripening of the fruit has been irregular, it is natural to conclude that the quality will also be irregular. There may, therefore, be a better demand for mild coffee, but the stocks of this are moderate, and will be small next year.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES—Market remains firm, and prices still present an upward tendency. Allspice is in good demand, while peppers are becoming firmer. Zanzibar cloves are selling more freely than usual. Certainly the trade demand in general is better than that for corresponding period of last year.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE—Following last week's report of likely advance in prices, we have to announce a further increase in Rangoons. The market is still firm, and the upward movement continues. According to cable received last week from Rangoon, it is estimated that the total quantity left in Burma to come to market is only about 250,000 tons, so that the Government estimate will not be realized.

An advance from Japan states that rice has risen to record prices, speculations there having converted the market. Thirty-seven dealers are said to have been arrested by the Government for gambling, and it was hoped that this would have had a lowering effect, but, on the contrary, it has had the opposite effect, prices still mounting up.

The present supply of rice in Tokio is about 165,000 tons less than that held this time last year, and there is now only enough to last for a month or so.

All these facts point to continued firm markets and higher prices.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 75	3 85
Rice, grade B, bags, 100 lbs.	3 75	3 85
Rice, grade B, bags, 50 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 95	4 05
Rice, grade B, pockets, 25 lbs.	3 85	3 95
Rice, grade C.C., bags, 250 lbs.	3 65	3 75
Rice, grade C.C., bags, 100 lbs.	3 65	3 75
Rice, grade C.C., bags, 50 lbs.	3 65	3 75
Rice, grade C.C., pockets, 25 lbs.	3 75	3 85
Rice, grade C.C., ½ pockets, 12½ lbs.	3 85	3 95
Patna, polished	4 30	4 35
Pearl	4 85	4 95
Imperial Glace	5 25	5 35
Sparkle	5 40	5 50
Crystal	5 40	5 50
Snow	5 70	5 80
Ice Dips	5 95	6 05
Caroline Rice	7 25	7 35
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

NUTS—As may be expected, trade in nuts is seasonably dull, and it will be some few weeks before the situation brightens up. There is a small demand for confectionery purposes, but it is more or less domestic, as manufacturers generally fill their requirements in these lines during the fall.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

ONTARIO MARKETS.

POINTERS—

Rice—Rangoon up 15c cwt.

Sugar—Down 10c to $5.25.

Domestic Sardines—Lower.

Peas and Corn—Lower prices by some firms.

Toronto, June 20.—Sugar is down another ten cents to $5.25 locally, as compared with $4.70 a year ago. The change took place the end of last week following the weak feeling which had characterized the market for some little time before. It is a most unusual thing to find a declining market at this time of year, as it is general to look for a tendency to strength when opening upon the preserving season. It is not custom, however, that rules the market, but crops and crop prospects—and some other things. With fruit now coming on, there should be a big consumption of sugar. Meanwhile retailers pursue a hand to mouth policy.

Trade continues normal for the month and season, although weather is somewhat unkind to certain lines. This had been particularly true in picnic and camping goods. Farmers are not so busy as they were, and have now a chance to get into town, although belated seeding on account of backward season is still being done in some sections.

SUGAR—Sugar, which was reported weak in last issue, declined 10 cents per cwt. at end of week. The general trend was towards easiness, but it has been suggested that arrival of some British sugar on market may have been immediate cause for the reduction in price.

"Sugar is weak and market practically a duplication of last week," was the way one sugar man summed up the situation this week. Market is steady to a certain degree at moment, although with an undertone of weakness, while outcome is shrouded in doubt.

Among the depressing feature just now is the anticipation of a full crop in Cuba, and Willett & Gray, in view of latest information have increased estimate of 1,850,000 tons. Besides this, weather in Europe continues favorable for growing crop. There being no indication of higher prices in near future, buyers continue a hand to mouth policy.

Extra granulated, bags	5 25
Extra granulated, 20-lb. bags	5 35
Extra granulated, 5-lb. cartons	5 55
Imperial granulated	5 10
Beaver, granulated	5 10
Yellow, bags	4 85
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 65
Extra ground, 50-lb. boxes	5 85
Extra ground, 25-lb. boxes	6 05
Powdered, bbls.	5 45
Powdered, 25-lb. boxes	5 85
Powdered, 50-lb. boxes	5 65
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 00
Paris lumps, in 50-lb. boxes	6 10
Paris lumps, in 25-lb. boxes	6 40

SYRUP AND MOLASSES — Corn syrups naturally sell better during cool weather, and in this regard weather man this summer has been kind to the grocer. High butter has also worked for a better syrup demand, but this line is now becoming more reasonable in price. Syrups show no change in price, but general values on raw material are easier.

Molasses continue steady, but demand will be rather quiet until on in fall.

	Per case.
Syrups—	
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals, 24 to case	5 40
Pints, 24 to case	3 60
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 — 0 32
New Orleans, barrels	0 26 — 0 30
Barbados, extra fancy	.... — 0 50
Porto Rico	0 45 — 0 52
Muscovado	.... — 0 30

DRIED FRUITS—Prices on dried fruits show no change, nor is there any material change in general spot situation. Evaps, dates and figs appear quite steady.

The California crop of prunes is being estimated at a somewhat smaller tonnage than recent current ideas, although still problematic. The California crop will run more largely than usual to small sizes, and it would seem that there will be plenty of these.

"Even, however, with as good crop as California can now expect, the situation looks steady in prunes." says a report from the West. "The world's supply for this crop, even figuring the largest probable spot holdings in as carry-over, appears to be below average annual consumption."

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09

Apricots—		
Choice, 25-lb. boxes	....	0 11
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....s	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¾
Dates—		
Hallowee full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA—Reports from India indicate a favorable opening of new plucking season with increased yields in many instances. The quantity advertised for first Calcutta auction of season on June 4, was 20,000 packages. In no previous season has an auction of such extent been held earlier than July 3.

COFFEE—The market shows no particular change, but appears to hold its own. Pending first out-turn of the crop of 1912-13, as well as action commenced by United States Government against coffee trust, general purchasing has continued small.

This year's crop of Santos is now over 9, 500,000 bags, and will probably reach the 10,000,000 mark. Next year's crop is estimated at not over 7,000,000 bags, so unless Government succeeds in breaking up existing combine, there will be no lowering of prices.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES—Demand from retailers for spices continues on a good scale. Indeed, spice men say that since early spring trade has been appreciable. Not only are dealers now purchasing for immediate needs, but are anticipating their wants for pickling season as well.

Markets as before reported, are generally firm, and entering as we are, upon season of largest demand, those lines displaying strength, are likely to continue firm. Peppers are among those with an upward tnedency, cloves are strong, as well as mace.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15—19	60—0 70	70—0 80
Cassia	20—32	85—1 15	95—1 25
Cayenne pepper	23—33	80—1 05	90—1 15
Cloves	23—29	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	65—80	.....	0—2 75
Nutmegs	30—60	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb. in bulk	0 35	0 37
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA—Emphasis has been given in our last two issues to strong position of rice. That it was well warranted is shown by this week's advance of 15 cents per cwt. in Montreal milled Rangoon. General market is still quite strong.

In Burma market is still firm, according to cables, and it is stated that owing to the strong position of eastern markets sellers are very reserved.

According to cable received last week from Rangoon, it is estimated that the total quantity left in Burma to come to market is only about 250,000 tons; in other words, the Government estimate will not be realized.

The chief feature of interest in Japan is reduction of duty on foreign rice entering Japan, the Japanese Government having decided to reduce this by about 1s. per cwt. Cable advice just received states that prices of rice in Japan having risen to record prices, speculators there have practically cornered the article.

Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	3 60	3 75
Rice, standard B., f.o.b. Toronto	....	3 83
	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

BEANS—There is no change in general bean situation. Canadian stock is scarce, and primes are bringing from $2.80 upward. Shipments of foreign beans have been delayed and are not in yet.

Prime beans, per bushel	....	2 85
Hand picked beans, per bushel	....	2 95
California Lima beans, lb.	....	0 08

CANNED GOODS.

TORONTO.—There appears to be an easier trend to peas and corn. At least lower prices on these two lines being quoted by a number of firms would indicate this. Corn at present is being quoted at 95c to $1. A couple of firms quote peas lower at $1.30 for extra sifted, $1.25 for early June, and $1.15 to $1.20 for standards. The new packing season is fast approaching, and some houses feel inclined to ease quotations somewhat in order to get stocks in shape for new pack.

"We haven't any too much corn," said one dealer, "and we had a wholesale house trying to buy from us just recently."

"How are peas?" he was asked.

"I don't expect to have ten cases left when new pack is ready," was his answer.

Salmon is steady and one firm is quoting $1.70 for ½ lb. flats. On account of high price of salmon, sale of this size is showing a big increase. Salmon is held with marked confidence.

Canadian sardines have been reduced 15 cents per case by packers. New packing season has just commenced, and so far promises none too rosy, so it is suggested that possibly competition is responsible for recent decline. There i a heavy carry over of domestic sardines in the United States, but it is not known whether this is true or not on this side of line. Canadian sardines are quoting by local wholesalers from $3.15 to $3.50 per case.

Demand is mostly for immediate wants in canned goods at present. Salmon is a good selling line, as well as other lines of fish. Pork and beans, soups, canned beef, jellied meats and other lines suitable for picnic and camping purposes should sell well from now on.

The California Fruit Canners' Association have named opening prices for this year, which show they are materially lower in practically all items than last year's opening prices. This is, of course, entirely due to the reduced cost of raw material this year. In No. 2½ extra standards apricots are 35 cents lower, except on peeled and sliced, which are 50 cents lower; yellow free peaches 15 cents lower and other peaches 20 cents; pears are 30 cents a dozen and plums 5 cents less than last year.

MANITOBA MARKETS.

POINTERS:—

Evaporated Fruits—Cheaper.

Sugar—Down 10 cents.

WINNIPEG, June 19. — There is a steady movement of staple goods in groceries and most lines in wholesale list are firm and unchanged.

Easier prices prevail in evaporated fruits and reductions are certain to come within a few weeks in prunes, the crop of which is heavy.

As regards general business outlook: Industrial activity goes on without any noticeable break, the labor situation throughout Western provinces on whole being most satisfactory. There is no enforced idleness. This is most favorable to the retail trade, and volume of cash business is reported as much larger than that of last year.

In the country, crop prospects are good, and farmers have been purchasing freely since seeding finished.

Collections have greatly improved, and there is a generally healthy tone to trade from the unusually large amount of cash in circulation.

SUGAR.—Refined prices were reduced 10 cents per cwt. on Friday last, bringing Montreal and B. C. granulated in barrels down to $5.80. There is a fair demand for all lines and prospects

are for parctiularly heavy trade in the preserving season, as many fruits promise to be plentiful and cheap.

Montreal and B.C. granulated, in bbls	5 70
Montreal and B.C., in sacks	5 65
Montreal and B.C. yellow, in bbls.	5 30
Montreal yellow and B.C. yellow, in sacks	5 25
Icing sugar, in bbls.	5 15
Icing sugar, in boxes (25 lbs.)	6 40
Powdered sugar, in bbls.	5 90
Powdered sugar, in boxes	5 90
Powdered sugar, in small quantities	5 70
Lump, hard, in bbls.	6 60
Lump, hard, in half-bbls.	6 65
Lump, hard, in 100-lb. cases	6 60

SYRUPS. — No further changes reported or anticipated. Market is inactive.

Syrups—	
24 2-lb. tins, per case	2 48
12 5-lb. tins, per case	2 88
6 10-lb. tins, per case	2 76
3 20-lb. tins, per case	2 77
Half-barrels, per cwt.	4 20
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal 0 30	0 31
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
½ gals., 1 doz. case	5 85
Gals., ½ doz. case	5 40

DRIED FRUITS. — Evaporated peaches and apricots are cheaper. Prunes steady but a substantial reduction in price is anticipated as the California crop promises to be exceptionally heavy.

	Per lb.
New Prunes—	
90-100s, 25s, s.p.	0 07½
90-100s, 10s, s.p.	0 07 4-5
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08¼
70-80s, 25s, s.p.	0 08½
70-80s, 10s, s.p.	0 08¾
60-70s, 25s, s.p.	0 09
50-60s, 25s, s.p.	0 09½
40-50s, 25s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 04¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 25
Fine, selected, 28s, s.p., per box	2 40
4-crown layers, 28s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 08
Washes, per lb.	0 08½
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—Coffee situation remains unchanged, and nothing has happened as yet to shake extremely high price of this commodity.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾
Green Santos	0 19
Roasted Santos	0 24
Chicory	0 12¾

BEANS.—Prices are firm, and demand moderate, although much greater than that of last year. There should be fair trade till new potato crop comes in.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—There is a first rate retail trade and no changes to report in staple lines.

Nuts—	Per lb.
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Cocoanuts, per doz.	0 90
Cocoanuts, sacks	5 00
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½

NEW BRUNSWICK MARKETS.

St. John, June 19.—The local market has offered little of interest since last report, and there were few changes in price listings. All grades of flour are steady at present.

Sugar market has apparently settled to a normal condition, but situation in molasses is adding strength every day. Stocks in the Barbadoes are practically exhausted, and a further advance is looked for at almost any moment. The sale of jelly powders, bottled juices, etc., has greatly advanced during past week or more.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 23	0 25
Butter, creamery, per lb.	0 21	0 23
Buckwheat, W., grey, bag	....	....
Cheese, new, lb.	0 14¼	0 14½
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	0 22	0 23
Eggs, case	0 19	0 21
Finnan Haddies	4 40	4 50
Fish, cod, dry	4 60	4 75
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 10	6 20
Lard, compound, lb.	0 12½	0 12¾
Lard, pure, lb.	0 14½	0 15
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 35	0 36
Oatmeal, rolled	....	5 75
Oatmeal, std.	....	6 35
Pork, domestic mess	24 50	24 75
Pork, American clear	23 50	25 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 04	0 04½
Salmon, Case—		
Red Spring	7 75	8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 30	5 40
Austrian granulated	5 10	5 20
Bright yellow	5 10	5 20
No. 1 yellow	4 80	4 90
Paris lumps	6 25	6 50

NOVA SCOTIA MARKETS.

Halifax, June 19.—Butter is only line in local grocery market in which price is easier. Receipts of butter during past week have exceeded all expectations, and as a result prices have tumbled. Quality of most of the stock arriving now is very fine, and choice dairy in small tubs is being offered at 23 cents per pound. Creamery also shows a decline of two cents per pound. From present indications prices will go still lower.

Flour prices are also firm in local market, and some predict that there will be a further advance. According to advices received here from Boston, prices of flour there are declining, and mills in some parts of the States are not working full time, on account of the surplus product.

WINDOW DRESSING COMPETITION

The prizes for the House Cleaning Window Competition have been awarded by the judges, H. C. McDonald, president, and J. L. Maude, secretary, of the Canadian Window Trimmers' Association. A large number of competitors sent in photographs of windows and many fine displays in all parts of the country were represented. It required careful consideration on the part of the judges to reach their decision, and it was only after a thorough sifting out of the merits of the different displays that the awards were finally made as follows:

1s prize, $50.00, Bruce & Sanderson, Toronto, Ont.; 2nd prize, $35.00, G. W. Robinson & Co., Ltd., Hamilton, Ont.; 3rd prize, $20.00, Goodall Bros., Ottawa, Ont.; 4th prize, $15.00, Wm. Black, Toronto, Ont.; 5th prize, $10.00, F. McDougall, Ingersoll, Ont.; 6th prize, $10.00, H. S. Terris & Co., Springhill, N. S.; 7th prize, $10.00, T. J. Moore, Stratford, Ont.; 8th prize, $10.00, Wm. B. Duffey, Charlottetown, P.E.I.; 9th prize, $10.00, A. P. Johnson, Ottawa, Ont.; 10th prize, $10.00, A. Hagmeier, Hespeler, Ont.

The competition was inaugurated by the St. Croix Soap Manufacturing Co., St. Stephen, N. B.

CATSUP MILLIONAIRE KILLED.

Had Many Acquaintances in Canada—The Origin of His Business.

Toronto, June 20—(Special) .— A week ago Monday T. A. Snider, a Cincinnati, O., millionaire, and the original maker of Snider's catsup, visited the wholesale trade in Toronto renewing some old acquaintances. A despatch reached the city one week later stating that Mr. Snider and his wife had been killed near Erie, Pa., by a train striking their automobile at a grade crossing. Mr. Snider's daughter was injured, but may recover, while the chauffeur escaped unhurt.

Canadians will be much affected by this news, which will be particularly regretted by many old friends who knew Mr. Snider before he left Canada. He was born at Eglinton about 70 years ago and has a brother living here now.

An interesting story is told of how he began the manufacturing business which was destined to make him a wealthy man. Shortly after his first marriage he and his wife moved to Rochester. Not being in very affluent circumstances, his good wife assisted in earning the family's livelihood by making catsup at her home and retailing it out to the neighbors and stores. It was appreciated and the demand for Mrs. Snider's catsup developed and developed, eventually rewarding Mr. Snider with the title of millionaire.

Sometime ago he retired from business to enjoy his wealth. His remains will be buried in Toronto.

Current News of the Week

Quebec and Maritime Provinces.

McLeod Bros., general merchants, Milan, Que., have registered.

J. A. Charest & Cie., grocers, Sherbrooke, Que., have registered.

Kelly & Hall, general merchants, Bathurst, N. B., are succeeded by Burns & Hall.

Chas. Devlin & Son, general merchants, Aylmer, Que., sustained loss by fire recently. Insurance was carried.

John H. Rowell, Montreal, has been appointed Quebec Province agent for Leitch Flour Mills, Limited, Oak Lake, Man.

W. J. Wilson, representing S. H. Ewing & Sons, Montreal, has left for the Maritime Provinces and Newfoundland on a business trip.

The Munn Boneless Fish Co., of St. John's and Harbor Grace, Nfld., have secured the services of G. A. Siteman, formerly of Nova Scotia, to superintend the manufacture of boneless codfish in their factory. He is now engaged in fitting up the premises, and in the near future the factory will begin operations. Preparations are being made to secure a large supply of fish throughout the season. Mr. Siteman was the man selected to take charge of operations for the Gorton, Pew Company, which, in the event of reciprocity passing, had purposed setting up a large fishery establishment at Louisburg, N. S.

Ontario.

Young & Co., grocers, Alvinston, Ont., have sold their business to Jas. H. Bruton, of Brigden.

H. Smith, of the traveling staff of H. P. Eckardt & Co., Toronto, has recently joined the ranks of the benedicts.

Colborne, Ont., stores will be closed on Thursday afternoons, commencing at 12 o'clock, during July and August.

Robertson Bros., wholesale confectioners, Queen Street East, Toronto, held their annual picnic to Niagara Falls on June 15.

Walter B. Solomon, Canadian agent of Hooton Chocolate Co., Newark, N. J., called on the Toronto wholesale trade last week.

The Patterson Candy Co., Toronto, are erecting a new factory at the corner of Queen and Massey Streets. It will be completed by November.

Frederick Dane, of Dane & Hortop, grocery brokers, Toronto, leaves next week on a business trip to the Old Country. He sails on the 24th.

Efforts are being made in Hamilton to organize a clerks' union, with fair prospects of success. One of their objects will be to secure early closing.

Chas. Solari, of the Symrna Fig Packers, Ltd., was in the city in the interests of the firm this week. Watt & Scott have been appointed the Toronto agents of this company.

Work has been begun on the new London, Ont., factory of the Toasted Corn Flakes Co. The new building is to be 60 x 100 feet, and three stories in height, with basement.

The great annual outing of the Drummers' Snack Club will again be held this year at Georgetown, Ont. The dates are July 19 and 20. Arrangements for the Friday night open air concert and the games on Saturday are well under way, and the usual big time is anticipated.

London, Ont., grocers held their annual picnic on Wednesday to Detroit The committee in charge was composed of President John Diprose, Vice-Presidents J. A. MacFarlane and H. Fountain, Secretary James Mackenzie and Treasurer Thos. Shaw. A report of the outing will appear in next week's issue.

Among the retailers from Ontario points who were in Toronto this week were: J. A. McCrea, of Guelph; Mr. Davis, of Point Aux Baril; J. M. Gallaway, of Haggerman's Corners; H. Everest, of Sharbot Jct.; J. Grisct, of Thornhill; W. T. Robinson, of Maple; W. R. Brock, of Port Perry; Geo. Thompson, of Brussels, and M. E. McDougal, of Victoria Mines.

E. J. Ryan, for some 15 years in the grocery business in London, Ont., and who recently went into the manufacturing business, was made a life member of the London R. G. A. at the last meeting. Mr. Ryan has been actively connected with the association for a long time as one of its prominent members. No one who knows him and his interest in organization work will deny him the honor.

Geo. Simpson, who has been connected with the advertising staff of The Canadian Grocer, has opened an office at 28 Toronto Street, under the style of Selling Service, Limited. Mr. Simpson will look after the advertising copy for a number of clients who are doing general advertising. From his experience on The Canadian Grocer and other publications, Mr. Simpson should be in a position to give his advertisers satisfactory service.

A quarter of a pound of adulterated ginger sold by a Toronto dealer to a Dominion food inspector, has cost that dealer thirty-seven dollars. The inspector, upon analyzing the ginger, found it to contain a mixture of starch. The defence was that the ginger was sold in the condition it was purchased, and while the magistrate offered sympathy, he found it necessary to impose a fine of five dollars and costs. As well, the defence must pay the cost of analysis, and the fee of the counsel who prosecuted her.

Western Canada.

M. H. King, general merchant, Estevan, Sask, is dead.

W. E. Brown, grocer, Greenwood, B. C., is giving up business.

D. M. Grant, grocer, Lauder, Man., has succeeded R. T. Logan.

H. Robinson, Regina, Sask., has sold his grocery to W. L. Price.

P. Warowy, general merchant, Winnipeg, is succeedd by B. Wattman.

John Harvie & Co., Treherne, Man., is adding groceries and general merchandise.

Lawrence Bros., general merchants, have succeeded Leslie Co., Waskada, Man.

A. J. Hendrick has purchased the general store of S. A. Kredba, Esterhazt, Sask.

A. Evans, of Evans & Lougheed, general merchants, Outlook, Sask., has been on a trip to Eastern Canada. He visited Toronto wholesalers on Friday last.

H. Detchen, of the Canadian Credit Men's Association, Winnipeg, has been in Regina, Sask., working on the organization of a branch for Saskatchewan.

The business men of Raymond, Alta., have decided to close their stores on Wednesday afternoons, and to keep them open until 7 o'clock on other days of the week.

C. W. Bartwell, general merchant, Treherne, Man., has sold to R. A. Sanderson, who has moved into his new store. The walls and ceiling are covered with metallic ceiling, and an ice cream parlor is fitted up at the rear. An addition is now being built to the back of the present structure.

Predicting Bumper Wheat Crop in West

One Man Looks for Yield of 200,000,000 Bushels — Nothing Certain Yet, However—Conditions are Favorable Now—Bran and Shorts Continue Downward Movement—Flour and Cereals Quiet—Cornmeal Less Steady.

While it is too early in the season to predict with any degree of accuracy the outcome of this year's wheat crop in the Canadian West, still conditions so far have been so favorable in the three provinces as to lead many to predict a yield which will establish a new high record point in the production of wheat in Canada.

This is how one man who looks for a production of 200,000,000 bushels figures it out. The acreage sown to wheat in Manitoba, Saskatchewan and Alberta is, according to estimates 11,180,000 acres, compared with 10,400,000 sown last year. He believes then that if fairly favorable conditions obtain from now on, and particularly during latter part of July, and early days of August, a bumper harvest can be safely anticipated.

In the three provinces, the final estimates of wheat production last year were about 170,000,000 bushels or an average yield per acre of 17 bushels. Taking this figure as a basis of comparison, the prospect, as it appears at present, providing conditions this year are no better, and no worse than last year, would point to over 200,000,000 bushels. The harvest is quite distant as yet, however, and any predictions now can be little more than guesswork.

The market continues rather uneventful, and from a news standpoint is saved by a further weakening in millfeed. Further reductions are announced at some centres, while at others downward tendency is apparent. This is due to a marked decrease in consumption, which has taken place during past weeks, as the grass became heavier. There is more demand for shorts than for bran.

As millers are now getting less money for their by-products, more strength is thrown on flour. Market is regarded as steady, but millers are not predicting any advance just at present. Demand is rather slack while as can be expected, there is little to boast of in the movement of cereals.

Following trend of raw material, cornmeal is less steady than a few weeks ago.

MONTREAL.

FLOUR.—Business for all lines for export is quiet; indeed, there is nothing interesting either from a domestic standpoint. The undertone remains firm—no change in prices.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 80
Manitoba straight patents, in bags	....	5 30
Manitoba strong bakers, in bags	....	5 10
Manitoba second, in bags	....	4 70

CEREALS.—A fair volume of business is being done in rolled oats, but there is no very great demand for cornmeal.

Fine oatmeal, single bag lots	....	2 75
Standard oatmeal, single bag lots	....	2 75
Granulated oatmeal, single bag lots	....	2 75
Bolted Cornmeal, 100 bags	....	2 35
Rolled oats, jute bags, 90-lb. single bag lots		2 50
Do., cotton bags, 90-lb., single bag lots...	....	2 55
Rolled oats, barrels	....	5 25
Rolled wheat, bbl.	....	2 25

TORONTO.

FLOUR.—Flour market is steady. Reduction in millfeeds has a tendency to throw greater strength on flour. Millers, however, are not predicting any advance just now. Trade is rather quiet as usual at this season.

Winter wheat flour also maintains a steady position, Ontario wheat holding up. Domestic trade is only routine, while export business is decidedly dull.

Manitoba Wheat.		
1st patent, in car lots, per bbl.	....	5 70
2nd patents, in car lots, per bbl.	....	5 20
Strong bakers, in car lots, per bbl.	....	5 00
Feed flour, in car lots, per ton	....	30 00
Winter Wheat.		
Straight roller, domestic consumption ..	....	4 80
Patents, fancy, domestic consumption...	4 90	5 10
Patents, 90 p.c. domestic consumption..	4 60	4 70
Blended, domestic consumption	5 00	5 40

CEREALS.—Cornmeal is less steady than a few weeks ago, due to weakening in raw material. Rolled oat situation remains about the same as reported last week.

Demand is inclined to quietness. There was a little brisker movement of rolled oats following recent decline, but this is not the season of big consumption.

Rolled oats, small lots, 90 lb. sacks	....	2 50
Rolled oats, 25 bags to car lots	....	2 40
Standard and granulated oatmeal, 98-lb. sk.	....	2 64
Rolled wheat, small lots, 100-lb. bbls. ..	....	2 90
Rolled wheat, 5 barrel to car lots	....	2 80
Cornmeal, 100 lb. bags	2 35	2 40
Rolled oats in cotton sacks, 5 cents more.		

MILL FEEDS.—While several firms are quoting same price as last week, the market is easy and weakening. This is shown by fact that one firm is quoting $1 per ton lower, namely $22 for bran and $25 for shorts. As expected, with good pastures the demand is falling off, although this is more marked in case of bran. A number of firms still quote $23 and $26 respectively.

MANITOBA.

FLOUR AND CEREALS.—Flour is steady and oatmeal firm. Cornmeal is quoted cheaper. The market in all lines is subject to change.

Flour—		
1st patents, cwt.	....	3 05
2nd patents, cwt.	....	2 75
Strong bakers', cwt.	....	2 40
Rolled Oats—		
20 lb. sack	....	0 69
40 lb. sack	....	1 35
80 lb. sack	....	2 65
Granulated oatmeal, per cwt.	....	2 90
Corn Meal—		
98 lb. sacks	....	2 25
49 lb. sacks	....	1 15

CLOSING SATURDAY AFTERNOON.

New Departure of St. John Grocer—Will Open Again in Evening.

St. John, N.B., June 20.—(Special.)—A new departure has been made in regard to the half-holiday in St. John among the grocery trade by Walter Gilbert, grocer of Charlotte Steet, whose policy and ideas of conducting a store have always been advanced in their character.

Mr. Gilbert has announced to the trade that during the warmer months of midsummer he will have his store open on Friday and Saturday evenings, but will close on Saturday afternoon at 1 o'clock, reopening again at 6 p.m. This affords his clerks and himself to take a little rest at the week-end, and he feels he will not lose much custom on account of it, as many of his customers are heartily in sympathy with the scheme.

Pine Season Has Reached Its Zenith

Let Up in Shipments Expected Shortly — Prices are on the Ascent—Fruit Showing Waste— Expect Lower Prices on Strawberries Shortly—Valencia Oranges Arrive on Market— Tomatoes Scarce and High.

The pineapple season has probably reached its zenith for this year in point of volume of supplies and amount of demand. Prices have been at quite a reasonable level, and there has been a big movement of this fruit both for preserving and table purposes. In the absence of strawberries for preserving this month, retailers have been pushing pines strongly, and not a little of their big sale has been due to retailers' efforts.

It was pointed out in last issue that prices on pines had probably reached lowest point they would touch this year. This will likely prove true at most centres. There has already been an upward movement at several centres, which will likely continue to become more marked. Not only have primary markets shown a stronger tendency, but recent arrivals have shown considerable waste, which all works for higher prices. Cuba is still shipping quite a quantity, but will probably soon show a let up. Canadian markets are beginning to receive some Florida stock, but prices are above the par at which Cubans have been ruling during past couple of weeks.

The Canadian strawberry continues very tardy in its progress. There are some shipments being received, but quantity is small, and the U. S. is called upon to supply the Canadian demand for this article. However, there is expected to be a big change in the situation shortly. At least this is the opinion of several fruit men who expect the Canadian berry to come forth in large enough quantities to cause prices to recede from present level.

There will still be quite a few navel oranges to come forward, but season is gradually moving towards end of its tether, while Valencias are starting in. Lemons are quite steady, and real hot weather would without doubt make this steadiness more marked. Verdelli lemons have arrived in Canada, and are bringing the high figure it was pointed out before could be expected.

Tomatoes continue scarce and high. Florida shipments are easing off, and Mississippi and Texas will now begin. New potatoes have eased, but very little more, but slight recessions are still being made in old stock.

Fruit men expect a big business next week when retailers will be purchasing their supplies for Dominion Day. Fruit will sell well around the holiday, and grocers should prepare to care for this trade.

MONTREAL.

FRUITS.—Bananas still receive close attention, but are not getting any cheaper, nor is there likely to be a decrease as the warm weather is now here. Lemons are active and there seems to be some speculation in this market, as it is not at all unlikely that prices will make a heavy jump. Oranges, as may be expected, are in good demand also, while pineapples are active, owing to big demand for preserving.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 50	2 75
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	7 00	7 50
Jamaica, case	....	3 50
Lemons	....	3 50
Limes, box	....	1 50
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 50
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 15	0 20

VEGETABLES. — Beans reached a reasonable figure last week, but have soared again. Carrots as stated in a previous issue have gone up, and a further increase will be registered if present good demand and scarcity continue. Sweet potatoes also show an advance and are becoming rare. New Egyptian onions are a shade easier, cauliflower not being so plentiful as usual and consequently a little dearer.

Beans, green, hamper	3 00	3 75
Wax beans	3 75	4 00
Carrots, boxes	....	4 00
Cabbage, crate	....	3 00
Cauliflower, dozen	....	3 50
Celery, Bermuda, crate	....	3 00
Cucumbers, basket	2 00	2 25
Garlic, 2 bunches	....	0 45
Peppers, green, crate of 6 baskets	....	4 00
Lettuce, Boston, per box of 2 doz.	....	2 50
Leeks, dozen (N.Y.)	....	1 00
Onions—		
New Egyptian, per lb.	....	0 02½
Radishes, dozen	0 25	0 30
Sweet potatoes, per basket	....	3 00
Potatoes, Green Mountains, bag	....	2 00
New potatoes, per bbl.	4 00	5 50
Spinage, per bbl.	....	4 00
Parsnips, bag	3 00	3 75
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	....	4 50
Turnips, per bag	....	1 25

TORONTO.

GREEN FRUITS. — Huckleberries and lawtonberries have made their appearance during past week. They come from across the line, and are selling at 20 cents per quart box. Strawberries have been holding decidedly steady, under exceedingly tardy movement of Canadian article. Fruit men are looking for a big change in this market, however, as they should now begin to come forward plentifully. One firm estimate strawberry crop at 60 per cent. of a normal yield, for while they are doing well this year, the dry spell of 1911 killed out a good many vines.

Pineapples are higher. Recent arrivals have shown a good deal of waste. With $3 per case being asked on Tuesday, price is likely to ascend to $3.50 by end of week. Some Florida are expected this week and will range close on $4 per case.

Navels are coming along, although crop is gradually winding up. Valencias have made their debut at $4.25 to $4.50 per case. Lemons are steady. Verdelli are in now.

The fruit men will betake themselves to their summer quarters at foot of Yonge Street next week.

Bananas, per bunch	1 50	2 00
Red bananas, per bunch	3 75	4 00
Huckleberries, qt. box	....	0 20
Lawtonberries, qt. box	....	0 20
Lemons, fresh cuts	....	3 25
Lemons, November cuts	4 00	4 50
Lemons, California	....	3 50
Limes, per 100	....	1 50
Oranges—		
California navels	2 75	3 50
California, late Valencias, case	....	4 25
Tangerines, half box	1 50	2 00
Pineapples, case of 24	3 00	3 50
Pineapples, case of 30	3 00	3 50
Pineapples, case of 36	3 00	3 50
Strawberries, quart	0 13	0 15
Rhubarb, per dozen	0 00	0 40
Watermelons, each	0 50	0 65

VEGETABLES.—Prices on new vegetables fluctuate considerably. This

week there has been an upward reaction in asparagus and carrots, while both green and wax beans are firmer. Cabbage is coming in large crates, and is quoted at $3. Green peppers are also higher, baskets bringing as high as $1.25.

New potatoes are about steady at last week's prices, supplies coming from Virginia. New crop Canadian are expected to be late this year on account of backward season. Easiness has continued in old potatoes, and further concessions have been made in prices by some firms. With best Delawares commanding as high as $1.90, prices rule down as low as $1.50 for some classes of imported.

Tomatoes are scarce and higher. Offerings are practically all Floridas as yet. Some Mississippi are in, but are rather green.

Asparagus, Canadian, basket	1 75	2 00
Beets, new, hamper	....	1 50
Carrots, new, hamper	1 75	2 00
Cabbage, new, per crate	....	3 00
Cucumbers, Florida, hamper	2 00	2 25
Green beans, hamper	....	2 00
Egg plant, each	....	0 25
New radish, per doz.	0 12½	0 15
New lettuce, per dozen	0 35	0 45
Onions—		
Egyptian onions, 110 lb. bags	....	2 75
Bermuda onions, 50 lb. crate	....	2 00
Potatoes, N.B.	1 75	1 90
Potatoes, Ontario, bag	1 65	1 70
Potatoes, Irish	1 55	1 60
Potatoes, new, bushel	....	2 00
Potatoes, new, bbl.	5 00	5 50
Green peas, 1 bush. boxes	....	3 00
Tomatoes, Florida, crate	....	4 50
Spinach, hamper	0 90	1 00
Wax beans, hamper	2 25	2 50
Green peppers, case	....	6 00
Green peppers, basket	....	1 25

WINNIPEG.

FRUIT AND VEGETABLES.—Business in fresh fruits is quite active since advent of real summer weather. Navel oranges are firmer, and lemons a little dearer. Cherries are cheaper. California red onions are now on the market. Florida pineapples are now on, Cubans off.

Fruits—		
Bananas, bunch	2 50	3 50
California lemons, crate	....	6 50
Cauliflower	....	3 50
Cucumbers, doz.	....	1 50
California celery, dozen	....	1 65
Cherries, case	3 00	3 25
Grape fruit	....	7 00
Florida tomatoes, crate	....	5 50
Limes, box	....	2 25
Messina lemons	5 00	5 50
Oranges, navels	....	5 50
Oranges, navels	4 25	4 50
Washington apples, box	3 00	3 50
Onions, Cal., sack	....	3 50
Onions, Bermuda, case	....	2 75
Peppers, basket	....	1 25
Potatoes, per bushel	....	1 10
Carload lots, F.O.B.	....	0 80
Pineapples, case	4 50	4 75
Florida tomatoes	....	5 00
Almeira grapes	5 50	8 00

ed to hurry home for the market.

Tom Shaw didn't care as long as he got home for Friday's ball game.

Adam Palmer had attended a wedding in the afternon and said he was too full for expression.

It is up to Toronto, Hamilton and Brantford to do likewise, said one of the boys.

FRUIT MARKET NOTES.

Huckleberries and lawtonberries are coming forward from the U.S.

Watermelons will sell well around Dominion Day.

The Valencia orange crop in California is short. Last year it was 9,000 cars. One New York man estimates that at outside it will not exceed 5,000 cars this season.

Most unusual heavy rains in Florida have interfered with growth and shipment of vegetables.

Honduras has sent its first shipment of bananas to Europe, 25,000 bunches going to Hamburg.

Good quality oranges ruled firm in New York last week.

London Grocers Lend Organization a Hand

Several Go Out to Belmont, Ont., to Attend Meeting—Eight Added to the Ontario Retail Grocers' Association — Sidelights on the Trip—A Pleasant as Well as Profitable Time.

London, Ont., June 19.—(Special)—On Wednesday evening last a deputation from the London Retail Grocers' Association went to Belmont, by invitation, to attend a meeting of the merchants of Belmont and the surrounding villages. The deputation consisted of Pres. John Diprose, Treas. Thos. Shaw, G. B. Drake, J. Dalgleish and W. A. Palmer, also E. J. Ryan.

A profitable and pleasant evening was the result, as every one of the deputation had to make a speech; some of them had to sing in the bargain, and those that could not sing had to tell a story. In connection with the pleasant portion of the evening one should not overlook Gordon Drake, with that infectious laugh. As Pres. Diprose intimated, it was better than any tonic.

Supper and Addresses.

The country merchants provided a nice little supper at the Charles House, which certainly was enjoyed by all. After the supper addresses were made on trade matters, including organization legislation, peddlers' licenses, and last but not the least one, the Ontario Retail Grocers' Association.

Eight members from the villages paid their fees for the Ontario Association. Pres. Diprose remarked that this would gladden the heart of Pres. Clark, of the Ontario body, and give encouragement to the executive to go ahead with the good work.

Treas. Thos. Shaw made a number of explanations for the benefit of the country merchants, which were appreciated very much. The credit belongs to Gordon Drake for bringing the different organizations together. It might be here remarked that he is a great favorite with the country merchants, more especially because in the fall of the year, they all unload their apples on Gordon when they are plentiful. In fact it was a standing joke with them, "How are the apples, Gordon?"

W. J. Coates, president of the village organization, conducted the meeting in business-like manner.

Those present were, W. J. Coates, Mossley; J. Talbot and A. Hodder, Dorchester; C. R. Eden, Harrietsville; J. Bloomfield; M. T. Payne, W. H. Soole, L. Purdy, O. Reid and W. Brown from Belmont; Pres. Diprose, Thos. Shaw, G. B. Drake, W. A. Palmer, J. Dalgleish, E. J. Ryan and J. Palmer.

On the Way Home.

Pres. Diprose drove out behind Gordon Drake's fine black team and rode home in Palmer's automobile. He want-

AN IMPORTANT VISIT.

More Than Half a Hundred British Manufacturers Touring Canada.

Montreal, June 20.—(Special.)—The party of British manufacturers referred to in The Grocer some weeks ago, visited Montreal on Monday. The embassy is considered to be the most important that ever left the shores of Great Britain for any of the self-governing colonies, as it includes the representatives of some 60 prominent British manufacturing firms. They are touring Canada with the object of observing first hand our resources, and it is believed some of them may decide to establish branch factories in this country.

The following firms of interest to the grocery trade are represented:—

Peak, Frean & Co., London, biscuit makers, $2,500,000.

Jas. Keiller & Son, Dundee and London, marmalade, chocolate, preserved fruits, $2,000,000.

A. J. Caley & Son, Norwich and London, mineral waters, chocolates and crackers, cider, $600,000.

Fardons' Vinegar Co., Birmingham, malt vinegar brewers.

Major Leather, representing Premier Refining Co., London.

Brown, Hopewood & Gilbert, Birmingham, wholesale provision merchants, $150,000.

Fish Weather Has Been in Retailer's Favor

So Far This Year—Has Allowed Beter Display of Fish—Cost of Refrigeration Has Been Less—More Difficult to Show Fish as Weather Becomes Warmer — Big Catch of Cod in Norway Depressing Market.

The weather man has been exceedingly kind to fish trade this year, at least from the retailer's point of view. While during other years we have had a great deal warm weather before this, during last couple of months there has been little real warm weather. Of course, as soon as the temperature reaches a certain point in the spring, refrigeration is necessary to keep fish in best condition, but if weather does not get too warm the cost of this is accordingly less. Besides, the weather has allowed the display of fish with less risk of loss. As weather becomes warmer, it will be more difficult to show fish unless the dealer has the desired glass refrigerator case used for the purpose.

The mackerel catch on the Nova Scotia coast so far this season is away below the average. Salmon are coming in better in New Brunswick. Whitefish, trout and halibut are three good selling lines of fresh fish.

It looks like easier prices on new cure codfish. Norway, it is estimated, will have close on double a normal catch and this is having a depressing influence on all markets.

QUEBEC.

MONTREAL. — Buck and roe shads are practically finished, while dressed bullheads and perch are very scarce. Lake trout and whitefish, also pickerel, are more plentiful, and prices are lower. Gaspe salmon is now in season, and price is reasonable. Fancy large fresh mackerel are selling freely.

FRESH AND FROZEN.		
Fancy spring salmon, per lb.	0 18	0 20
Large shad herring, each	....	0 02
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	....	0 04½
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	....	0 08
Steak, cod	....	0 06
Mackerel	....	0 09
Dressed perch	....	0 09
B.C. red salmon	0 10	0 11
New Gaspe salmon, per lb.	....	0 16
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 12
Whitefish, large, per lb.	0 09	0 10
Pure cod tablets, 20 1-lb. tablets	....	2 30
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 08½
PREPARED FISH.		
Boneless cod, in blocks or packages, lb.	....	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	....	5 50
Shredded cod, 2 doz. in box, per box	....	2 10
Boneless strip cod, 30-lb. box	....	0 12
SALTED AND PICKLED.		
New green cod, per bbl., 200 lbs.	....	10 00
New Labrador herring, per bbl.	....	5 50
New Labrador herring, per half bbl.	....	3 00
No. 1 mackerel, pail	....	2 00
No. 1 mackerel, half bbls.	....	8 00
Lake trout, kegs	....	6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.	....	0 06
Salt sardines, bbls.	....	5 00
Salt sardines, half bbls.	....	2 75
Lake trout, half barrel	....	6 00
Scotch herring	....	6 50
Scotch herring, keg	....	1 00
Holland herring, half bbl.	....	5 50
Holland herring, keg	....	0 75
Boneless new herring, 10-lb. boxes	....	0 12½
Salt eels, per lb.	....	0 06
Labrador salmon, bbls.	....	18 00
SMOKED.		
Bloaters, box	....	1 10
Yarmouth bloaters, fancy, per box	....	1 25
Haddies, fancy, 15-lb. boxes, per lb.	....	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	....	0 11
Herring, new, smoked, per box	....	1 18
Kippers (small) per box of 50 fish	....	1 10
Smoked salmon, per lb.	....	0 25
SHELL FISH.		
Solid meats—Standards, gal., $1.75; selects, gal.	....	2 00
Boiled lobsters, per lb.	....	0 20

ONTARIO.

TORONTO.—A regular even trade is being done in fish for season of year. Fresh fish is, of course, the line that predominates. Whitefish, trout and halibut are big selling favorites at present time. Lake Erie herring are plentiful and on account of low price are selling well.

FROZEN FISH.		
Gold eyes	....	0 05
FRESH CAUGHT FISH.		
White fish, per lb.	....	0 12
Lake trout, per lb.	....	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	0 09	0 11
Flounders	....	0 07
Lake Erie herrings, per lb.	....	0 06
Pike	0 07	0 08
Perch	....	0 07
Suckers	....	0 05
SMOKED.		
Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	....	0 13
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	....	1 65
PICKLED.		
Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	....	1 25
PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Cod in loose strips, 25-lb. to box, lb.	....	0 06½

NEW BRUNSWICK.

ST. JOHN.—Heavy winds and rains have greatly interfered with fishing, and catches of marketable fish have been rather small. Salmon are coming in better quantities than for past ten days, and there is reason to believe from the size of the present catches that market will be well supplied, and that a good run will be experienced. The present price ranges from 17 to 22 cents, according to cut. Local grocers who conduct fish departments in connection with their business say that business is slackening at present in this line, but sales up to the present have been encouraging.

NOVA SCOTIA.

HALIFAX.—The mackerel catch on Nova Scotia coast so far is away below average, and prospects for any large hauls of fish are not good. Only a few small catches were made during present week.

There is little doing at present in the line of pickled and dry fish. Dealers are more interested in closing out stocks of old cure before making contracts for the new catch. The abnormal catch in Norway, which it is estimated will reach 100,000,000 codfish against 55,000,000 ordinary catch, has completely upset all the large consuming markets.

A pleasing feature of situation is good catch of scale fish, particularly on the Nova Scotia coast, some of the districts reporting largest catch for years.

No opening prices have as yet been quoted on salt mackerel. These will be governed entirely by demand from United States market.

MANITOBA.

WINNIPEG.—There is a good demand for fresh fish, and theavailable supply is ample. The season on Lake Winnipeg has opened, and there is now a good supply of fresh whitefish. Salmon is 2c per lb. cheaper. Mackerel, smelt and soles are now on the market.

Fish—		
Lake Winnipeg whitefish, lb.	....	0 08½
Fresh pickerel	....	0 07½
Steak cod	....	0 07
Haddock	....	0 05
Market cod	....	0 05
Finnan haddie	....	0 08
Sea herring, doz.	....	0 10
Fresh goldeyes	....	0 04
Kippers, box	....	2 00
B.C. frozen salmon	....	0 10
Lake trout	....	0 07
Bloaters, per box	....	1 50
Smoked goldeyes, doz.	....	0 50
Norwegian herrings, per case	....	5 75
Labrador, per half barrel	....	4 40
Holland, kegs	....	0 65
Halibut	....	0 11
Fresh salmon	....	0 16
Fresh trout	....	0 12

Produce & Provisions

Season for Smoked and Cooked Meats

Now at Hand—Weather Should Soon Bring Big Demand for These Lines—Butter is Easier—Increase in Make and Less Demand from West—Eggs Still Being Stored—New Cheese is Easier.

The season for smoked and cooked meats is now with us, but it will loom larger under continued warmer and more favorable weather. It is usual at this season for sales on these lines to be on a much larger scale than during cooler months of year This has been true this year to some extent, but the dealer himself knows that the weather has not been favorable to best results. Now, however, Old Sol can be expected to hand out a better brand of sunshine, and smoked and cooked meats will shortly swing into the limelight. For this demand the dealer should be prepared. The advent of the picnic and camping season should bring a good trade in cooked meats of all kinds.

The West is becoming independent of the East—in regard to butter. For the past couple of months the West, even as far towards the setting sun as Vancouver has found it necessary to run back East in order to get butter to cover its bread. This demand has almost disappeared, the centre West now producing nearly enough to supply the Western provinces. As a result, speaking generally, the market is easier, with declines registered at some centres. Yet at other centres, although easiness was regarded as apparent last week, market has ruled steady. This may be explained to some extent by fact that some butter is being stored, in spite of fact that prices are ruling above normal. June butter is desirable for storing purposes, and country shippers, realizing this, have been firm in their ideas.

Pastures are good in nearly every part of the country, and there should be a big flow of milk. This should mean an easiness in butter, unless dealers insist in storing it, even at the high price. Dealers say the price is too high for storing. Lower prices might probably bring some more trade from the West.

The weather has been favorable for eggs to arrive in good condition, and storing has continued at many centres. There has also been a fair consumptive demand due to high price of meats, but there has been a big run on eggs this year, and public appetite is somewhat wavering. Receipts continue on a good scale, although behind last year's record at some centres.

New cheese is easier, influenced by trend of country boards, which, in turn, have been ruled by increase in production, the total of which should reach a good figure during June.

MONTREAL.

PROVISIONS.—Prices for lard remain unchanged, and as a result there is a steady demand for both local and country account. Demand for smoked meats is still dull, and trade is quiet. An improvement in trade for smoked and cooked meats should be noticeable from now on, as it looks as if the recent cold snap has passed and summer weather here in real fashion.

Long clear bacon, heavy, lb.	0 13½	
Long clear bacon, light, lb.	0 15	
Hams—		
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼	
Large sizes, 20 to 28 lbs., per lb.	0 16	
Medium sizes, 15 to 19 lbs., per lb.	0 17½	
Extra small sizes, 10 to 14 lbs., per lb.	0 17½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20	
Breakfast bacon, English, boneless, per lb.	0 18	
Windsor bacon, skinned, backs, per lb.	0 19	
Spiced roll bacon, boneless, short, per lb.	0 15	
Boiled ham, small, skinned, boneless	0 26	0 28
Hogs, live, per cwt.	9 25	9 50
Hogs, dress, per cwt.	13 00	13 25
Pure Lard—		
Boxes, 50 lbs., per lb.	0 14½	
Cases, tins, each 10 lb., per lb.	0 14½	
Cases, tins, each 5 lbs., per lb.	0 14¾	
Cases, tins, each 3 lbs., per lb.	0 14¾	
Pails, wood, 20 lbs. net, per lb.	0 14½	
Pails, tin, 20 lbs. gross, per lb.	0 14¾	
Tubs, 50 lbs. net, per lb.	0 14¼	
Tierces, 375 lbs., per lb.	0 14	
One pound bricks	0 13½	
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 10¾	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Pails, wood, 20 lbs. net, per lb.	0 10¾	
Pails, tin, 20 lbs. gross, per lb.	0 10	
Tubs, 50 lbs. net, per lb.	0 10½	
Tierces, 375 lbs., per lb.	0 10¼	
One pound bricks	0 11	
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00	
Bean pork	17 50	
Canada short cut back pork, bbl., 45-55 pieces	25 50	
Heavy short cut clear pork, bbl.	23 00	
Clear fat backs	25 50	
Heavy flank pork, bbl.	26 50	
Plate beef, 100 lb. bbls.	8 75	
Plate beef, 200 lb. bbls.	17 00	
Plate beef, 300 lb. bbls.	25 00	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	

BUTTER.—A weak feeling continues in the butter market, and prices are on the downward move, still quotations are too high as it is, for this time of the year. An easy feeling prevails in Montreal owing to an accumulation of stocks on spot and an unusually small demand from the northwest and Vancouver.

Creamery blocks	0 26	0 26½
Dairy tubs, lb.	0 21	0 23
Fresh, dairy rolls	0 21½	0 22

EGGS.—Supplies of eggs coming forward are satisfactory, but the receipts show a slight decrease over corresponding period of last year. The market for selects and No. 1 stock remains steady, there being a good local demand owing to high prices asked for all fresh meats. There is not so much activity as far as the lower grades are concerned.

New laids	....	0 29
Selects	....	0 27
No. 1	....	0 24

CHEESE. — The general trend of prices at country points is downward, and it would not be at all surprising to see a further decline following on the easy feeling. Still a fair amount of export business has been transacted, as the stocks of Canadian cheese in London are light for this time of the year, and as prices of meats, etc., are high, there is an increase in cheese consumption.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Prices remain steady, with good demand for all lines. Fowls are a little scarce, and unless supplies come along more freely, we may see a slight increase in prices, in spite of slow sales.

Turkeys, No. 1, per lb.	....	0 24
Turkeys, No. 2, per lb.	0 22	0 24
Chickens, per lb.	0 16	0 22
Fowls, per lb.	0 13	0 15
Ducks, per lb.	....	0 25
Geese, per lb.	....	0 15

TORONTO.

PROVISIONS.—A normal movement of pork products is reported by wholesalers. At this season it is natural to look for a greater demand in smoked and cooked meats than is present during the cooler months of the year. This is true this year as well, but only to

extent that weather would lead us to expect.

Prices show little or no variation. Long clear may be a little firmer, at least one house quotes it at 14 to 14½ cents. Hogs show little change, and some dealers seem uncertain as to their course. Cattle and meats in general are high.

Smoked Meats—		
Light hams, per lb.	0 18	0 18½
Medium hams, per lb.	0 18	....
Large hams, per lb.	0 16	0 17
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 13½	0 13¾
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13¾	0 14
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13¾	0 14
Lard, tubs, per lb.	0 14	0 14¼
Lard, pails, per lb.	0 14¼	0 14½
Lard, compounds, per lb., tierces	0 10	0 10½
Live hogs, at country points	....	8 20
Live hogs, local	....	8 50
Dressed hogs	12 00	12 50

BUTTER.—Butter prices are stationary at last week's prices, with exception of dairy solids, which are a little off. Last week dealers regarded market as rather weak. Explanations of why this did not follow is not exactly clear. Pastures are certainly in excellent condition, and as one man said, "if the cows are in the country, we should certainly get a flood of butter." In the country 24 to 24½ cents is being paid for creamery prints.

One reason for steadiness is probably that some butter is being stored. June butter is in great demand for storage purposes, and country shippers, knowing this, are firm in their ideas, although wholesalers declare prices are too high for storing. Still supplies are disappearing.

	Per lb.	
Fresh creamery print	0 26	0 27
Creamery solids	0 25	0 26
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 21	0 22
Dairy solids	0 19	0 20

EGGS.—"We are getting 25c for candled and 23c for uncandled stock," said one firm this week anent eggs. This would indicate a firmer feeling, but several other firms still quoted same prices as last week.

"There is no doubt," said one dealer, "however, that for guaranteed stock a price higher than our quotations might be secured."

Prices in the country remain on a par with last week. Receipts are on quite liberal scale, and storage is taking care of a considerable quantity. The weather has been favorable for this.

"Yes, the weather has been favorable," said one man, "but the price has not."

New laid eggs, per doz.	....	0 23
Fresh eggs, per doz.	....	0 22

CHEESE.—Slight waverings reported in new cheese continued during last week, country markets all reaching a lower level than during previous week. Our quotations are easier by about ¼ cent. Increased make is cause of easiness, and total June production should be large.

Old Cheese—		
Large	0 17¾	0 18
Twin	0 18	0 18¼
Stiltons	0 19	0 19½
New Cheese—		
Large	0 14½	0 14¾
Twin	0 14¾	0 15
½ Twin	0 15¼	0 15½

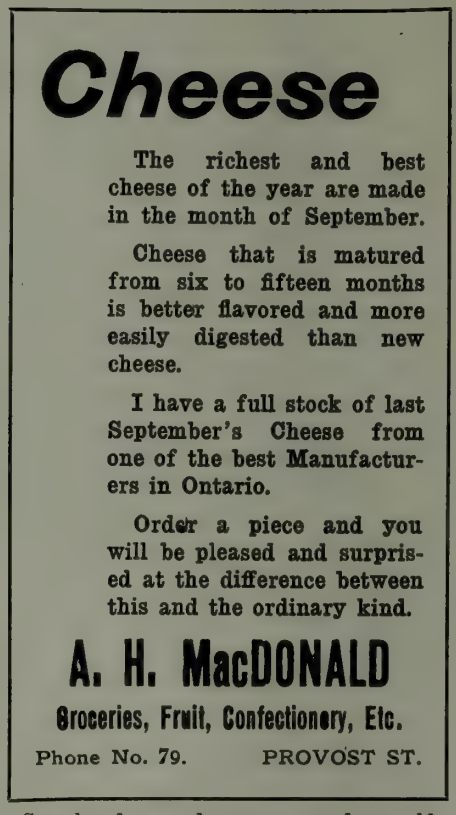
HONEY.—There is scarcely anything doing in honey. Stocks are small, and prices unchanged, though steady.

Honey—strained—		
Amber honey, 60-lb. tins, per lb.	0 07	0 08
Buckwheat, 60-lb. tins, per lb.	0 07	0 08

Selling Cheese by Means of Advertising

Sample of an Ad. Used by Nova Scotia Dealer Which Has Power to Bring Business—Selling Talk Worth While — A Good Subject on Which to Base an Advertisement.

There is no reason why the cheese department of a grocery store should not be developed into an extensive and profitable one. There are some dealers who have already made a special feature of cheese, and to good advantage, but still there are others who have not yet grasped the opportunities presented by this line.


Cheese
The richest and best cheese of the year are made in the month of September.
Cheese that is matured from six to fifteen months is better flavored and more easily digested than new cheese.
I have a full stock of last September's Cheese from one of the best Manufacturers in Ontario.
Order a piece and you will be pleased and surprised at the difference between this and the ordinary kind.
A. H. MacDONALD
Groceries, Fruit, Confectionery, Etc.
Phone No. 79. PROVOST ST.

Sample of a good newspaper ad. on old cheese.

Of course, while there is cheese and cheese—fancy, cream and the ordinary variety — and the age which different customers prefer the latter varies considerably. Still it is the matured cheese that finds greatest favor with the public. There may be a certain demand for the new product, but it is far exceeded by that of the old. In addition to this, cheese made during certain months seems to be in greater request. One dealer in particular prefers, or at least he says his customers prefer, June cheese, for winter cutting, and September make for late winter and spring cutting.

Deserves Greater Effort.

While almost every grocer carries cheese in stock, there are a good many who put forth little or no effort to increase its sale, other than presenting it to view in the usual show case or display stand. There are others' however, who have realized that here there is a chance to increase business. Some have used personal talks to good advantage while others have gone further and used newspaper space and found it profitable.

Sample of a Good Cheese Ad.

Herewith is an advertisement on cheese used by a Nova Scotia dealer in his local paper, and to say the least, is an excellent selling talk on cheese. Educative and selling facts have been combined in a manner which should create the desire on the part of the reader to buy, and this is truly the object of every advertisement.

It will be noticed how one statement has been made to lead up to another. The first paragraph gives information regarding cheese that is interesting to customers. Then the writer of the ad. gradually leads up to quite forceful selling talk in the last sentence.

A commendable feature of this advertisement is that it has been handled well by the printer. Much of the selling force of many an ad. is lost by being poorly set up.

The Price Omitted.

It is generally deemed advisable by ad. writers to add a price, but whether it would have been best in this case is a question, as the article advertised is rather a specialty and would probably command quite a high price, so that the addition of a quotation might not have been an improvement.

Another fact that can be made good use of in both personal talks and advertisements is the high food properties of cheese. Actual tests have shown that it ranges high in comparison with many other foods. Besides possessing a high food value, it is palatable, and can be used in a great number of ways.

GUNNS QUALITY HAMS

PON-HONOR GUNNS FOOD PRODUCTS

The Epicurean Ham

Always Sweet—Tender—and Juicy—Perfect in Selection—Trim and Cure.

Hams under this Brand are specially selected for their leanness, smooth skin, and plumpness. Cut from choice young pigs of prize winning breed. Cure—the finest that up-to-date Packing House methods and years of experience can produce. The Acme of Perfection in every respect.

GUNNS LIMITED

Beef and Pork Packers, Cotton Oil Refiners,

WEST TORONTO

Your Goods Kept Prominently Before the Wholesale Trade

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

IT'S YOUR MOVE

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg Regina Saskatoon Edmonton Calgary

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	
1-dozen	16-oz.	$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case ..$2 00
½-lb. tins, 3 doz. in case... 1 25
¼-lb. tins, 4 doz. in case... 0 75

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books .....each 0 04
100 books and over.each 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz	0 90
Perfection, 5-lb. ins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 50
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1,25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. pkgs. White Moss	0 26

NICHOLSON & BAIN'S

CALGARY

NEW WAREHOUSE

50 x 110'
Mill Construction
Electric Light
Steam Heated
Two Elevators
Loading Platform
Four Unloading and
Loading Doors

Lowest Rate of Insurance
for Storage in
Calgary

Possession Immediately

Private Spur Track

FOUR FLOORS TO RENT
STORAGE SPACE TO LET

APPLY

NICHOLSON & BAIN

WHOLESALE COMMISSION MERCHANTS CALGARY, ALTA.

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb, tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	0 21	0 17
Best shredded .	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN MILK CO., LTD.

	Per Case
Eagle Brand, each 4 doz..	$6 00
Gold Seal Brand, each 4 dz	5 25
Challenge Brand, each 4 dz	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00
St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00
Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50
(Sweetened.)	
Reindeer Brand (4 doz. in case)	5 50
Mayflower Brand (4 doz. in case)	5 25
Clover Brand (4 doz. in case	4 50
(Unsweetened.)	
Reindeer Jersey Brand, Family (4 doz. in case).	3 75
Reindeer Jersey Brand, Medium (4 doz. in case)	4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)..	4 00
Reindeer Jersey Brand, Gallon (½ doz. in case)	4 60

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.

	Per Case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 75
Canada First Medium Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 00
Canada First Sweetened Condensed Milk	5 25
Canada First Rosebud Condensed Milk	5 15
Canada First Beaver Condensed Milk	4 50

COFFEE.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	5 00
Regal Brand (2 doz. in case)	4 50
Reindeer Brand, in glass jars (2 doz. in case)	6 20

COCOA.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	4 80

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha.	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins do	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins. ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ..	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.
Presentation (with tumblers) $3 per doz.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.

Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

CONFECTIONS.

PEANUT BUTTER.

MacLaren's Imperial—	Ontario Prices Per doz
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb....	0 15

CHEESE.

MACLAREN'S IMPERIAL.

	Ontario prices per doz.
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 35
Large (each 1 doz.)	2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz. ..	2 00
4 oz. (all flavors) doz. ...	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottle (retail at 90c)	6 80
8 oz. bottles (retail at $1.50	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.....	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.

Case, 12 lbs. 2½-lb. bars,lb	0 08½
Case 25 lbs., 11-lb. bars, lb	0 07½
Case 50 lbs. ¾-lb. bars case	3 50
Case 200 lbs. 3½-oz., case.	3 75

"La Lune," 65 p.c. olive oil.

Case 25 lbs. 11-lb. bars, lb.	0 07
Case 12 lbs. 2½-lb. bars, lb	0 08
Case 50 lbs., ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs. 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme,12 q	5 00
Champagne de Pomme,24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	11½
Tubs	11¾
Pails	12
Tins, 20 lbs.	11½
Cases, 3 lbs.	12½
Cases, 5 lbs.	12⅜
Cases, 10 lbs.	12¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 10½
Tubs	0 10¾
20-lb. pails	0 11
20-lb. tins	0 10½
10-lb. tins	0 11¼
5-lb. tins	0 11½
3-lb. tins	0 11½
1-lb. cartons	0 12

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 30
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00

CREAM TARTAR

CREAM TARTAR

GROCERS: It is poor business policy to offer to your customers articles that are not up to the recognized standard of quality. Cream of Tartar is so frequently adulterated that considerable care should be used to protect yourself against the possibility of handling Cream of Tartar that is adulterated or of low grade. Gillett's Cream Tartar is the pure unadulterated product of grapes, highly refined and absolutely guaranteed to be chemically pure.

GILLETT'S CREAM TARTAR

GILLETT'S GOODS ARE THE BEST AND PUREST

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG

CHEMICALLY PURE

COOKED HAMS

This is the season for cooked meats. Your customers will appreciate not having to cook during hot weather and nothing will please them so much as "Star Brand" cooked hams.

F. W. FEARMAN CO., Limited

HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE"

F. D., ¼-lb. 0 85
F. D., ½-lb. 1 45
Per jar
Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz. 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight

Lemon contains 2 doz..... 1 80
Orange contains 2 doz.... 1 80
Raspberry contains 2 doz. 1 80
Strawberry contains 2 doz. 1 80
Chocolate contains 2 doz.. 1 80
Cherry contains 2 doz.... 1 80
Peach contains 2 doz..... 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50

Straight

Chocolate contains 2 doz.. 2 50
Vanilla contains 2 dozen.. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 dozen... 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.

Criole soap, per gross $10 20
Floriola soap, per gross.. 12 00
Straw hat polish, per gr.. 18 20

SNAP HAND CLEANER.

3 dozen to box .....$ 3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....$ 5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD. MONTREAL "SAPHO" INSECTICIDE

1-16 gall., doz. .....$ 2 00
¼-gall., doz. 6 00
½-gall., doz. 10 00
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. .....$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.

EDWARDSBURG STARCH CO.

Boxes Contain	Cents per lb.
Laundry Starches—	
40 lbs., Canada Laundry..	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo packages	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss, 6-lb. draw lid boxes.....	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	07½
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH WORKS.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs....	.05¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3 lb. canisters, cases of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case ..	.08¼
6 lb. toy drums, with drumsticks, 2 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1 lb. packets, boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch.	
1 lb. packets, boxes of 40 lbs.	.07¾
(20 lb. boxes ¼c higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1 lb., per case, $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligataway, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.60.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case..	2 55
5 lb. tins, 1 doz. in case ..	2 90
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 75
Barrels, 700 lbs.	3¼
Half Barrels, 350	3¾
Quarter Barrels, 175	4
Pails, 38½	$1 90
" 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case..	2 90
5 lb. tins, 1 doz. in case..	3 25
10 lb. tins, ½ doz. in case	3 15
20 lb. tins, ¼ doz. in case	3 10

(5, 10 and 20 lb. tins have wire handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz.	93
3's—2 doz. to case	1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz.	1 20
3's—Tins, 2 doz. cases, per doz.	1 75
5's—Tins, 1 doz. cases, per doz.	3 20
10's—Tins, ½ doz. cases, per doz.	5 30
20's—Tins, ¼ doz. cases, per doz.	19 40
Pails—1's each	0 65
Pails—2's each	1 12
Pails,5's, each	2 55

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case, per doz...	$1 35
3's, 2 doz. case, per doz .	1 95
5's, 1 doz. case, per doz. ..	3 75
10's, ½ doz. case, per case.	3 40
20's, ¼ doz. case, per case.	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz..	1 60
3's, 2 doz. case, per doz...	2 35
5's, 1 doz. case, per doz...	4 00
10's, ½ doz. case, per case.	4 15
20's, ¼ doz. case, per case	3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90
H. P. Pickles—
Cases of 2 doz. pints .. $3 35
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.
Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch 6s ..	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s ...	46
Stag, 5 1-3 to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	53
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s..	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s	.24	.30

HERE'S THE POINT

The eyes of the world are turned toward Western Canada, consumers are coming in tens of thousands, scores of new stores are opening each month, and they are all calling to us for goods covering a full range of grocery supplies.

We Could Sell Your Line if We had it

Efficiency and thoroughness characterize every branch of our business.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG, - - CANADA

It Cannot be Equalled

That's a fact. There is nothing purer, nothing which will give such complete satisfaction as

Hirondelle (Brand) MACARONI

Made in the sunniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd.

MONTREAL, CANADA

Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co., Limited

TORONTO

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1s.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c		.24
Green Label, retail at 40c		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c		.42
Gold Label, retail at 80c		.55

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Late Valencia Oranges

First car will arrive about the 15th.

Have still few cars Navels arriving.

Imported Strawberries are nearly over, Canadians expected early next week.

Lemons, Bananas, New Potatoes, Cukes, Wax and Green Beans Tomatoes, etc.

Pine Apples arriving daily.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

The Very Best The World Possesses

in

LEMONS

is named

"St. Nicholas"

J. J. McCabe
Agent

Toronto

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

Local Strawberries

Now arriving freely, and can fill all orders.

The Fruit Market Opens Monday, June 24th

Daily Arrivals

California Apricots,
Cherries,
Cantaloupes, Etc.

WHITE & CO., LTD.

FANCY FRUITS AND VEGETABLES
TORONTO

FRESH FRUITS

This season we will be larger distributors of all varieties of our own Canadian fresh fruits than ever before. Our shipping and handling arrangements will be better than ever as the season approaches. We solicit your business for everything in the fruit line. It is quality that counts most in this business and we have the goods.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages over old methods of displaying goods. The brackets occupy no space needed for goods; are easily put up, taken down, adjusted to fit a given space or carry a different class of goods; in fact, they perfectly serve their purpose.

DETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING.

State whether building is brick or frame.

THE PIQUA BRACKET CO.

SOLE MANUF CTURERS. PIQUA, OHIO

"Standard Goods Sell Best"

The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsomeness when added to other foods.

The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.

Make up Your Stocks To-day

BOVRIL, LIMITED

MONTREAL

Send for Samples.

Write for "Profits."

EASY MONEY

It's easy to make money by selling a good beverage—but it's not so easy to get a really good one. SYMINGTON'S LEMONADE CRYSTALS contain all the virtues of the fresh lemons—each bottle is hemetically sealed—it keeps in any climate, and makes two gallons of delicious lemonade.

Be sure you get

SYMINGTON'S

Send a postal or letter to the nearest agent.

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame St., Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto.

CARTER'S

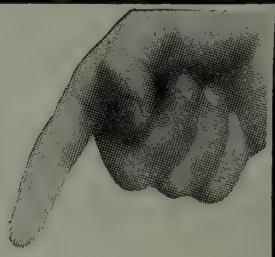
Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND

The Housewife points to CHINESE STARCH when buying Starch



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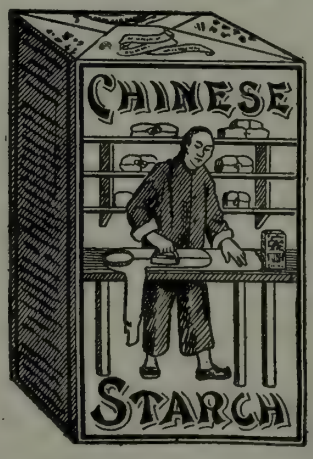


SELLS ON ITS MERITS

Each package contains full 16 oz.

Write for list of our products and prices

AGENTS: Standard Brokerage Co., Vancouver, B. C.; Escott & Harmer, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman O. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier; Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. **OCEAN MILLS** Montreal

"Bamboo" Handle Brooms

are the choice every time, because they are light, strong and serviceable — very profitable for the dealer. A special value 50c. line is being offered for a short time. Write now.

Lacquered Stove Pipe Wire

Neatly packed in paste board boxes. 50 ft. No. 19 gauge, 3 in. coils, in box. Half gross boxes in case. Try a case.

Walter Woods & Co.

HAMILTON - - WINNIPEG

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold

—

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

Tell your customers what Soclean will do, only a little talk will convince. Soclean absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, disinfects, deodorizes and kills moths. A retailer's selling power behind a good reliable article works wonders, both for his own profit and for the introduction of an article of merit.

Put up in pails to retail at 25c., 50c. and $1.00.

Write for prices and advertising literature.

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound of Canada.

Let's Look at it From This View-point--- Quality of the Fish of

Brunswick Brand Sea Foods

which stand pre-eminent for cleanliness. Our factory employs only skilled and expert packers and each department seeks to excel—and succeeds.

What character of custom do YOU think such a high quality product will have?

Isn't it quite reasonable that such canned fish stock APPEALS to the buyers of families' foods and others? IT DOES —and to a greater extent than any other brand of canned fish.

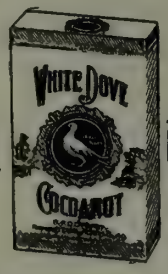
Handle the line, Mr. Grocer, that SELLS and also gives good profit.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. DeCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

HOUSEWIVES' FAVORITE



WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

Every packet of

WILSON'S FLY PADS

will kill more flies than 300 sheets of any sticky fly catcher on the market.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Put Your Credit Accounts on the Right Side of the Ledger,

Adopt the ONLY WAY to make credit business SAFE and at the same time eliminate charging, errors and disputes.

ALLISON COUPON BOOKS

Are in Use All Over the World.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale by Jobbers Everywhere.

Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

A want ad. in this paper will bring replies from all parts of Canada.

The Pleased Customer

advertises your store better than by any other means—therefore it pays to stock goods of merit. For a satisfaction-giving, trade-producing line

MOONEY'S
Perfection Cream Sodas

are head and shoulders over any other line. First-quality ingredients and careful packing makes this the "Quality" line that the masses are looking for.

The Mooney Biscuit and Candy Co., Limited
Factories at
Stratford, Ont. Winnipeg, Man.
BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

All Good Things are Imitated.

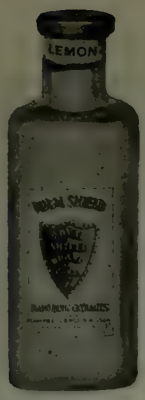
MAPLEINE
(The flavor de Luxe)
Is not the exception.

Try the imitation yourself and note the difference.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.

When writing advertisers kindly mention this paper.



"ROYAL SHIELD"
BRAND
EXTRACTS

There cannot be too much emphasis put on the Purity of Extracts in this day of imitations and inferior articles. The "Royal Shield" Extracts uphold the reputation for purity of this popular western brand. They are true fruit essences of extra strength and go farther in flavoring than most high grade brands. This is a strong point with your customers and will increase your extract sales.

TRY A SAMPLE ORDER

Campbell Bros. & Wilson, Ltd.
Winnipeg

Campbell, Wilson & Horne, Limited
Lethbridge

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson & Smith, Limited
Regina

Campbell, Wilson & Adams, Limited
Saskatoon

PERFECTION COMPLETE.

THE PERFECTION WAY

Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL.
A glass shield and splitting wire free.

Perfection Cabinet

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

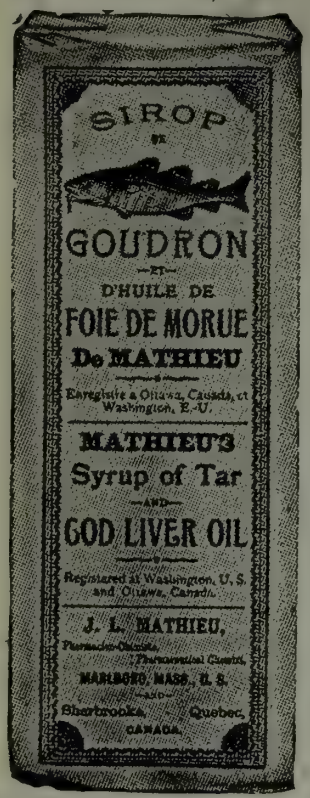
Perfection Pedestal

Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada
Hamilton, Ontario

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto; 25 Canada Life Building, Montreal.

WESTERN ASSURANCE COMPANY Incorporated 1851 — FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - $3,570,000

Losses Paid Since Organization of the Company, over - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

THE ELGIN National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz in case	$3.50
Princess Condensed Milk, 4 doz. in case	$4.20
Banner Condensed Milk, 4 doz. in case	$5.00

Our lines will bring you new customers and quick returns.

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax.

J. Malcolm & Son, St. George, Ont.

STERLING SWEET MIXED PICKLES ARE UNSURPASSABLE

GET A LIST OF OUR HIGH-GRADE PRODUCTS

Everything that careful selection, sanitary handling, and expert packing can do to make a canned article as perfect as possible is embodied in the production of Sterling Brand.

WRITE FOR PRICES.

THE T. A. LYTLE CO.
Limited
Sterling Road, - Toronto

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

---

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

Say This and Mean it

Madam, this is the best table salt we sell—it is always clean, dry and fine—it never cakes, flows evenly from the shaker and flavors food as it should be flavored.

WINDSOR TABLE SALT

is the only salt to use in cooking or baking—pastries are crisp and flaky with absolutely no trace of a bitter after-taste.

THE SALT WILL PROVE YOU TO BE RIGHT.

The Canadian Salt Company

LIMITED

WINDSOR - - ONTARIO

Rowat's Pickles

Co-operation is the secret of the success that has always attended the handling of our well-known brands of pickles. Our part is to keep the quality high and the deliveries prompt, yours to reap the benefit in constantly increased trade and the appreciation of your customers.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

By Special royal permission.

Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine abounds will reach your customer in the best form.

Pure olive oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON - - - - ONTARIO

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

EZY-WASH

Here's another of our specialties Mr. Grocer, one which will be looked for by the housewife just as eagerly as Odor Starch.

No Wash-Board

No Wash-Machine

neither of these is needed with EZY-WASH.

No necessity to rub the clothes therefore no wear, no tear.

EZY-WASH will not injure or fade the finest goods or colors.

No potash, no lye, no acids, just a splendid easy washer, the result of years of thought.

WE WANT GOOD REPRESENTATION
RETAILERS GET SAMPLES

V. J. CARON & CO., LIMITED

15 ST. CLAUDE STREET, MONTREAL

Also Odor-Gloss, Perfume Gloss, Parisian Perfume Blue

It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised at what you can do with

Maple Sugar Chewing Tobacco
King George's Navy "
Master Mason "

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.

Quebec **Winnipeg**

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

FOR SALE

CASH REGISTER FOR SALE—GOOD AS new. Total adder. Prints detail strip. Apply E. A. Stahl, Berlin, Ont.

BUSINESS CHANCES

FOR SALE—A THRIVING GROCERY BUSINESS in the best town in Eastern Ontario—Smith's Falls. Apply Box 430, Canadian Grocer. (4)

FOR SALE—GROCERY AND MEAT BUSINESS in city of Hamilton; first-class stand; turnover $30,000 per annum. Owner retiring from business. Apply Box 433, Canadian Grocer, Toronto.

GOOD, CLEAN, NEW GROCERY BUSINESS for sale in Eastern Ontario. Town of 2,000 population. Turnover $20,000 to $30,000 per year. Store may be rented on easy terms. Apply Box 431, Canadian Grocer.

FOR SALE — HIGH-GRADE GROCERY, fruit, and cooked meat business on main corner in Hamilton. New store, second to none in the city. High-grade fixtures; everything in good running order. Good dwelling and stable; 4½ years' lease; business $20,000 per year. Going into another line. Address Box 432, Canadian Grocer.

FOR SALE—150 TEA AND COFFEE AD. models—each printed in display type ready for reproduction in newspaper, circular or postal. Tested and proved trade-winners. $5.00 the lot. Send for the 150 on approval, cash or return after examination. No risk. J. H. Blake, Author of "Tea Hints for Retailers," Box 508, Denver, Colorado.

SITUATION WANTED

ADVERTISER WHO FOR SOME YEARS has had the sole control of wholesale London tea house, desires position in Canada, British Columbia preferred, where ability, integrity and sound business knowledge will be appreciated. Accustomed to buying, blending, appointing and controlling staff of travellers, and the supervision of the counting house. Good accountant. Unmarried. Irreproachable references. Box No. 87, Canadian Grocer, 88 Fleet Street, London, England.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c., 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

MISCELLANEOUS

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat. alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

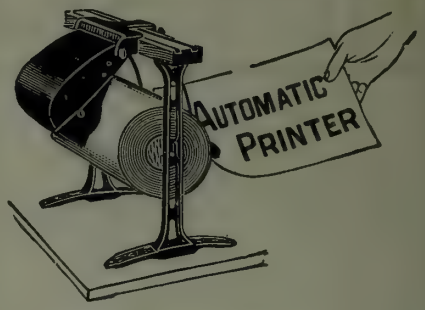
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Company, 285 Yonge St., Toronto.

Do you reckon advertising as an expense? Certainly. Let us reduce the expense part.

The Automatic Printer



will do it. Will send your message into the homes every day, and in such a way that it cannot be missed.

WRITE FOR PARTICULARS

Utilities Limited
73 Bank of Ottawa Bldg.
MONTREAL

Knowledge is Power

The more you know about the various foodstuffs the more sales you can make. In fact salesmanship amounts to knowledge. Let us increase your efficiency by sending you some interesting matter about

Black Olives

You can easily build up a business in this line.

Headquarters for all Italian products.

H. E. VIPOND
197 St. Paul St.
MONTREAL

BETTER BUY BEANS

Quaker Quality

Best Baked

Mathewson's Sons

MONTREAL

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

Large shipments of E. D. S. Fruit and Vegetable products are continually going out. This bespeaks the distinction the E. D. S. Brand has obtained over other "just as good" makes. Why not handle the best—the kind that has received the approval of the government inspector—The E. D. S. Brand.

The new handsomely lithographed label of the maple leaf and triangle design adds to the appearance of the packing and attracts the eye of the customer.

Made only by

E. D. SMITH

WINONA, :: ONT.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious Fruity Appetizing

Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies

The Turnbull Company

Winnipeg, Manitoba

For British Columbia: The Standard Brokerage Co., Vancouver.

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by 11
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

YOUR SUGGESTION

To The June Bride

will no doubt result profitably for you through a sale — if you suggest an Ermaline Cooking Bag.

There is nothing that helps to make the newly-wed more interested in her home than the knowledge that she is observing modern methods.

Tell her of the possibility of making roasted meats more tender, juicy and sweeter, and the many other advantages that she could obtain through the use of the Ermaline Cooking Bags.

Don't overlook this season, Mr. Grocer, for doing a good sale in Ermaline Cooking Bags. It will pay you well.

Ask your wholesaler, or write us for particulars.

EDWARD LLOYD
LIMITED
MONTREAL

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

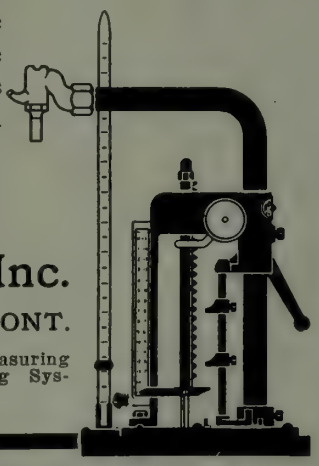
DO YOU SELL OIL?

Certain articles of grocery store stock need proper devices or the profit is lost. Oil is one of them—do you sell it?

BOWSER

SELF-MEASURING OIL STORAGE SYSTEM

is the only practical means of selling oil and making it a profitable department. Never a drop or drip is lost, the customer's can is put right up to the nozzle and with a guaranteed measuring device you are enabled to pump the required amount into the can. The operation is quick, clean and the oil that is spilt through the old devices is added to the profit you make. It's good business.



Send for free book No. 5 to-day.

S. F. BOWSER & CO., Inc.

66-68 FRASER AVE. - TORONTO, ONT.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Dry Cleaning Systems, etc.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptive to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning $10.00, $12.00 and $15.00 per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to

The MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE : : : : TORONTO, ONT.

A SOURCE OF PROFIT

Only the choicest of fresh ripe fruits, and expert cooking, make the L. & B. Banner Brand Jams and Jellies of unusually good taste, bringing a constant source of profit to the dealer and satisfaction to the customers.

LINDNER & BENNER

Phone Park 2985

291 Arthur St., TORONTO

WESTERN AGENTS:
Laing Bros., Wholesale Grocers,
Winnipeg, Man.

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Here's a Big Opportunity!!

Exceptionally bad weather has prevailed of late on the Pacific Coast, and as a result **the crop of prunes will be small**, and prices will undoubtedly reach a higher level than at present.

Take advantage, therefore, of our complete stock, which we can quote you at much lower prices than those asked for future delivery.

500 Boxes
Oregon and Californian Prunes

for immediate delivery.

We also offer:

400 c/s Currants, **Victoria Brand** in 1 lb. packages and 36 lb. cases.
200 c/s Cleaned Shelled Walnuts, 55 lb. Boxes.

500 Boxes Imported Preserved Peels
ORANGE CITRON LEMON

FOR SUMMER DRINKS
TRAYDER BRAND GINGER ALE
Cork Crown
3,000 dozen in 500 cases of 6 doz.
Get your share.

Phone, Write or Telegraph.

LAPORTE, MARTIN ET CIE., LTEE.,
568 ST. PAUL STREET, MONTREAL
TELEPHONE MAIN 3766

INDEX TO ADVERTISERS

A

Allison Coupon Co. 62
American Comp. Co. 63

B

Baker, Walter 62
Battle Creek Toasted Corn Flake Co., Ltd. 22
Balfour-Smye & Co. 18
Benedict, F. L. 23
Bickle, J. W., & Greening 66
Borden Condensed Milk Co. 3
Bovril, Ltd. 59
Bowser & Co., Inc. 71
Brand & Co. 15
Bradstreets 23
British American Assurance Co.... 24
Brown Mfg. Co. 23

C

Campbell Bros. & Wilson 63
Canadian Cocoanut Co. 24
Canadian Salt Co. 66
Cane & Sons Co., Ltd., Wm. 73
Carter, W. H., & Co., Ltd. 60
Catelli, C. H., & Co. 57
Carr & Co. 14
Caron & Co., Ltd., V. J. 67
Chase & Sanborn 26
Clark, W. 9
Clawson & Co. 22
Coles Mfg. Co. 16
Common Sense Mfg. Co. 23
Connors Bros. 61
Cowan Co., Ltd. 13
Crescent Mfg. Co. 62

D

Dalley, F. F., Co. 17
De la Rond Business Chance Broker 23
Distributors, Ltd. 22
Dominion Cocoanut Butters, Ltd... 25
Dominion Canners, Ltd. 5
Dominion Match Co. 19
Downey, W. P. 62
Dunn, W. H. 19

E

Eby-Blain, Limited 21 29
Eckardt, H. P. 51
Edwardsburg Starch 30
Estabrooks Co., Ltd., The T. H.... 27
Eno, Ltd., J. C. 12
Escott & Harmer 22
Eureka Refrigerator Co. 17
Ewing & Sons, S. H. 25

F

Fairbank Co., Ltd., N. K. 16
Fearman, F. W., Co. 55
Fretz, Ltd. .....Outside front cover
Furuya & Nishimura 20

G

Gaboury, L. Emile 23
Gillard, W. H., & Co. 66
Gillett, E. W., Co., Ltd. 55
Gorman, Eckert & Co. 18
Gray, John 20
Guelph Soap Co. 10
Gunns, Ltd. 51

H

Hargreaves Bros. 17
Hillock, J. 6
Hotel Directory 64

I

Irish Grocer 23
Island Lead Mills Co. 24
I. X. L. Spice Co. 20

J

James Dome Black Lead 19

K

Keith, Geo. & Sons 10
Kilgour Bros. 24
Kops Breweries 14
Kit Coffee Co. 17

L

Lambe, W. G. A. 22
Laporte, Martin & Cie 72
Lascelles de Mercado 65
Laurentia Milk 20
Leitch Brs. 70
Lemon Bros. 58
Lind Brokerage Co. 22
Lindner & Benner 72
Litster Pure Food Co. 57
Lytle Co., T. A. 65

M

MacLaren Imperial Cheese Co..... 22
MacNab, T. A., & Co. 22
McCabe, J. J. 58
McDougall, D., & Co. 23
McLeod & Clarkson 23
McWilliam & Everist 58
McVittie & Price 69

Magor, Son & Co. 30
Malcolm, Jno. & Son 65
Mathewson's Sons 69
Mathieu, J. L., Co. 64
Methven, James 18
Millman, W. H., & Son 22
Minto Bros. 25
Mooney Biscuit & Candy Co. 62
Morton & Sons, David 26
Mott, John P., & Co. 64

N

Nelson, Dale & Co. 16
Nicholson & Bain 51 53
Nickel Plate Stove Polish Co..... 24
North American Chemical Co. 24

O

Ocean Mills 60

P

Packer, H. J., & Co., Ltd..... 6
Parker Broom Co. 15
Patrick, W. G., & Co. 22
Peek, Frean Co. 11
Perrin, D. S. 4
Pickford & Black 58
Piqua Bracket Co. 69

Q

Queen City Oil Co. 23

R

Richards & Brown 57
Robinson & Co., O. E. 23
Robson & Co., F. E. 60
Rock City Tobacco Co. 67
Rowat & Co. 66
Ruttan & Chipman 22

S

St. Lawrence Sugar Refining Co... 19
St. Thomas Packing Co. 14
Salada Tea 29
Sanitary Can Co. 12
Silver, H. R. 22
Smith, E. D. 69
So-clean Mfg. Co. 61
Spurgeon, H. G. 22
Snap Co., Limited 14
Smith & Proctor 65
Stewart, I. C. 23
Stuhr, C. F. 70
Symington Soups 60

T

Tedley & Co., Ltd., Joseph 10
Thum Co., O. & W. 58
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 22
Toronto Salt Works 23
Town of Maisonneuve 28
Tuckett, Geo. E., & Sons Co..... 67
Turnbull Co., The 22 70

U

Upton Co., Ltd. .....Inside front cover
Utilities, Limited 68

V

Vipond, H. E. 68

W

Wagstaffe, Ltd. 8
Walker Bin & Store Fixture Co.. 18
Walker, Hugh & Son 59
Warren, G. C. 22
Watson & Truesdale 22
Western Assurance Co. 64
Wellington Mills 58
Western Distributors, Ltd. 22
Wethey, J. H. 55
Western Brokerage Mfg. Dis..... 22
White & Co. 59
White Swan Spice & Cereals, Ltd. 7
White, Cottell, Ltd. 14
Wiley, F. H. 22
Wilson, Archdale 62
Wilson, Jos. R. 6
Woods & Co., Walter 60
Woodruff & Edwards 64

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Will Be a Great Advertisement for Your Business

The dealer who aims at giving satisfaction, is the man who will progress rapidly.

The most valuable asset to your store is the talk of enthusiastic customers —these customers are not only the assurance of repeated orders, but help to bring you new customers.

"Cane's" Washboards

sell quickly and pay an **attractive profit.** They are backed by years of reliable and economical service and are **guaranteed** to satisfy in every respect.

Don't fail to write for catalog on washboards and general wash day woodenware.

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You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

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Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Ramsay's
BEST BY TEST

Farm Cream Sodas

Creamy and Crispy

The kind that leave a lasting taste of goodness with every user, and the kind that will bring you a steady and increasing demand. These are features whichsell **FARM CREAM SODAS.** We make a specialty of biscuit crispness as well as richness.

Only the choicest ingredients are used in the manufacture of **FARM CREAM SODAS,** which are produced in a modern, *Sunshine* factory with the very latest improvements, and where cleanliness is chief among its features.

RAMSAYS LIMITED

330 Nicolet Street, - - - - Montreal

Chantry, Ont., Jan. 8, 1912

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(Name on request)

Five Roses Flour

Not Bleached Not Blended

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If one buyer will drive miles past other stores in order to be sure of FIVE ROSES, what of the woman who has merely a street to cross?

It is inevitable that the store where FIVE ROSES flour is sold becomes the supply house of the best cooks in your district —because permanent patronage gravitates to the man best able to satisfy it.

There are many women in Canada to-day, Brother Grocer, who made their first FIVE ROSES purchase in 1888. These are the good cooks that teach the younger generation how to use flour—how to buy it.

Because FIVE ROSES has shown ability to hold what it has won and reach out for more, the output has grown from 800 barrels in 1888 to 10,500 barrels to-day. And soon, very soon, the big Keewatin mills will be too small.

Why don't you get YOUR share of the profits involved in such a large turnover, a steadily growing turnover?
Your jobber knows FIVE ROSES—or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, Limited

Toronto, Ottawa, London, Sudbury

"The House of Character"
Capacity, 10,500 bbls. daily
Montreal

St. John, Keewatin, Winnipeg, Vancouver

THIS IS THE 1,281st ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI | PUBLICATION OFFICE: TORONTO, JUNE 28, 1912 | No. 26

We Could Not Improve the Jam —So We Improved the Label

Our message to the trade in this issue is chiefly of introducing our new label, which will, on the first season's consignment, make its bow to the trade in Canada. Try as we would, improvement in the quality of

E.D.S. Preserved Fruits

resulted fruitlessly. Always seeking to produce the best we decided on improvement to our label; it is as handsome and winning as E.D.S. quality is deliciously pure (100% pure by Government test)

Order Early from Your Wholesaler

E. D. SMITH

Fruit Farms **Winona, Ont.**

HELP Your Customers to ECONOMIZE

With the high prices of Salmon, Lobster and other canned fish, why not feature

MACONOCHIE'S

FRESH MACKEREL
FRESH HERRING
KIPPERED HERRING
HERRING and Tomato Sauce

SHOW YOU GOOD PROFITS

Largely Advertised Helps your Sales

Recommended by
Herman Senn
London, Eng.
The greatest authority on Cookery in the World

See you get your share of the Trade

Send for Samples

If you cannot get them through your jobber, write direct to

MacLaren Imperial Cheese Co., Ltd.

Sole Agents for Dominion and United States

OFFICES: NEW YORK CHICAGO DETROIT MONTREAL TORONTO

FACTORIES: WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH.

THE TURNED-DOWN CORNER

¶ Here and there in the Ledger of Life you have turned down the corner of a page for remembrance sake — you'd forget something if the turned-down corner wasn't there.

¶ To-day turn down a corner deep and wide to remember this one sure fact, "quality is remembered long after price is forgotten." Every time you come to that particular page —remember, every time you try to sell inferior quality, think of the turned-down corner. What it stands for and what it really means to your success.

Sterilized Prunes

Griffin and Skelley pack only Sterilized Prunes—Sterilized with hot steam — Not dipped—No abnormal shrinkage—No living animal matter —No bacteria or germs—when "Sterilized" in this way—The Best Only—Always the Best.

Seedless Raisins

Griffin's Seedless Raisins all over Canada have been for years the leaders. Free from dirt as well as seeds—carefully chosen by skilled hands and alert brains — the seedless raisin, the standard of quality everywhere.

ARTHUR P. TIPPET & COMPANY

AGENTS

Montreal - - Toronto

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5c. and 10c. Fancy Thin Blue Packages Only

Regular Lines put up in:

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- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins

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SODAS

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An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

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Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
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Gail Borden
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NEW YORK U.S.A.

The Original

Our Trio of Trade Builders

BORDEN'S

Unsweetened

EAGLE BRAND
Condensed Milk

ST. CHARLES BRAND
Evaporated Milk

REINDEER BRAND
Condensed Coffee

They are the best that science can produce.

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"Leaders of Quality"

Montreal

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ENGLISH STOCK IN GOOD ORDER—GOOD COOKERS

We have just received a large shipment. These must be cleared out, so we are offering them while they last at prices that will induce you.

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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

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Limited

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Business Offices - HAMILTON.

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are everywhere admitted to be first in quality, because of the great care taken in the selection of the beans and ingredients for the sauces. Long experience, perfect equipment and close observance to rigid sanitary conditions, have all played a part in gaining the confidence and support of the best trade in Canada—Are you profiting by this trade?

Feature the family size, the larger tin at the smaller price.

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We have not been content

to let the merits of our products speak for themselves. We have and are making them known to the consumer by means of very extensive consumer advertising—more than that, a new and attractive maple leaf and triangle design label has been decided on, and all E. D. S. Pure Fruit Products will henceforth bear this improvement, which will add to the appearance of displays on your shelves or counter, and attract the attention of your customers.

Made only by

E. D. SMITH

WINONA, :: ONT.

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It will brace up your business system, prevent mistakes, misunderstandings—shorten book-keeping, improve trade and prove loss in case of fire.

Only one writing is necessary, it keeps the customers' accounts totalled to the minute. No night-work and worry for the dealer with a McCaskey Register.

Investigate the merits of this system.

Dominion Register Co., Limited

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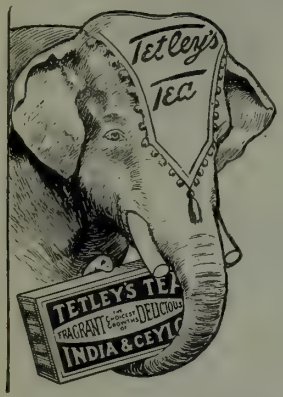
The DEMAND for CLARK'S Pork and Beans is UNIVERSAL, and exceeds many times over the demand for any other brand.

Clark's Pork and Beans are essential to you.

W. CLARK - MONTREAL

Try Chateau Brand Concentrated Soups. Every Variety.

TETLEY'S



has no rival. It is in a class by itself. There is always one by which the rest are measured. In the tea market that one has always been, and is to-day, **TETLEY'S.** Ask the particular buyer of good tea, and the answer is invariably **TETLEY'S.**

Put up to sell at $1.00, 75c, 60c, 50c, 40c.

Look for the elephant on every package—the guarantee of quality and excellence.
Beware of Imitations.

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TORONTO
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DISINFECTANT SWEEPING POWDER

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ANTI-DUST is something quite different to ordinary compounds — its quite a favorite

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AFTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."

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Chivers & Sons' Fruit Preserves

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A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

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(Canada and Newfoundland)

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and **well established** it is now in **good demand** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

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"The Can of Quality"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

REMOVE THE LABEL

and you can readily pick out

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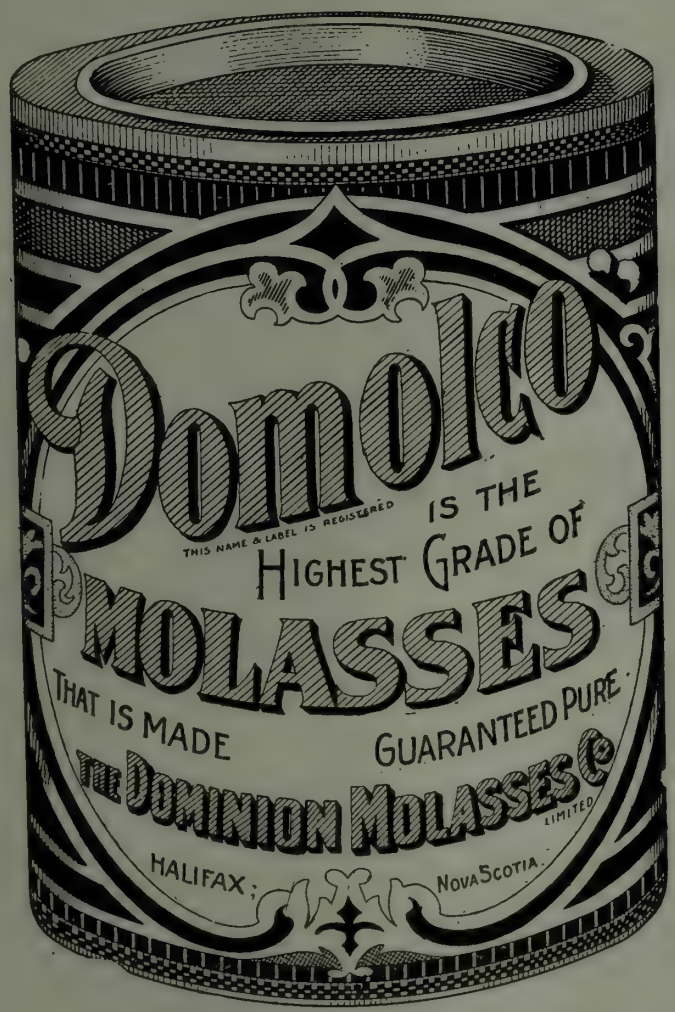

by its unexcelled flavor. This fact emphasizes the difference between our high-grade molasses and other kinds.

The Sanitary Can is a practical and convenient package that will help you secure and develop Quality Trade.

Place the order now with your wholesale Grocer, or write us direct.

THE DOMINION MOLASSES CO., LIMITED

HALIFAX, NOVA SCOTIA

A RECORD

has been created by

White-Cottell's Malt Vinegar

The building up of a large Vinegar Business generally takes many decades. Our immense turnover has been reached in a very few years.

THE REASON

is that our Vinegar gives the utmost satisfaction both sides of the counter i.e., when it is a question of quality and prices we win fairly and squarely. Put us into competition, and see for yourself.

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CAMBERWELL, LONDON, ENG.

WHITE-COTTELL'S MALT VINEGAR

THE STAR EGG DELIVERY SYSTEM

Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to instal and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books.
"SAFE EGG DELIVERY" and "SAMPLE ADS"

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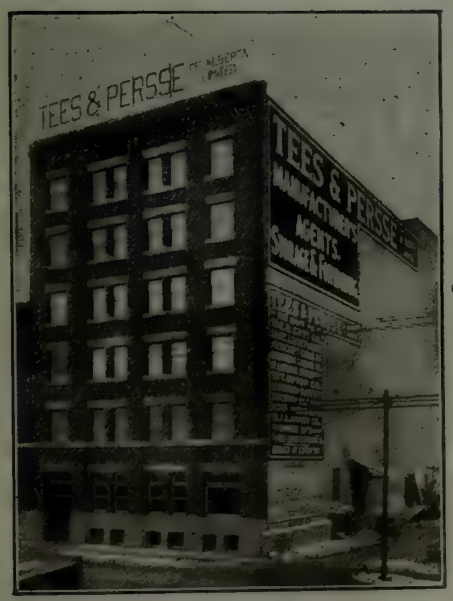
SASKATOON WAREHOUSE



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ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

These six warehouses situated at the principal distributing points of Western Canada are

At Your Service

along with our resident staffs.

We watch carefully the growth of Western towns and establish branches whenever and wherever we can serve our Principals' interest.

Remember the Jobbers at

Fort William
Port Arthur
Winnipeg
Regina
Moose Jaw
Saskatoon
Calgary
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are canvassed daily.

AGENCIES SOLICITED

Address

TEES & PERSSE LIMITED
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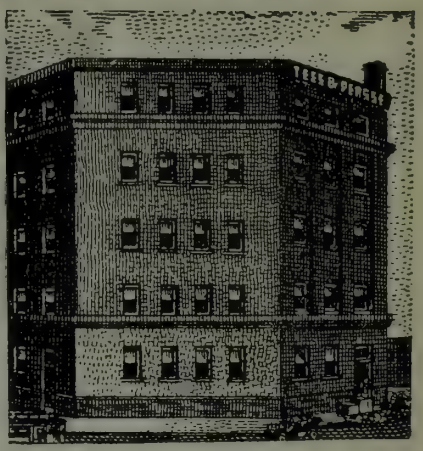
"From the Great Lakes to the Rockies."



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The Grocer Who Pushes

Redpath

Extra Granulated **SUGAR**

wins trade from the dealer who tries to satisfy his customers with other brands.

For over half a century "REDPATH Sugar" has meant, to Canadians, the "best sugar." The new 2 and 5 Pound REDPATH Sealed Cartons, so clean, so convenient, and the vigorous advertising campaign which is being carried on for REDPATH Sugar, have strengthened the desire among your best customers to get **REDPATH Sugar in the original packages.**

It follows that the Grocer who resists this desire inevitably loses trade to that wiser Grocer who gladly satisfies it, and features REDPATH Extra Granulated Sugar in the original 2 and 5 Pound Sealed Cartons.

The Canada Sugar Refining Co.
MONTREAL LIMITED

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a **COLES** mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?

COLES MFG. CO., Philadelphia, Pa.

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By Royal Letters Patent

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.

This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

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Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1.** It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

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LIMITED

Hamilton, Canada Buffalo, U.S.A.

Hold a Bottle in Your Hand

One top-notch retail salesman we know attracts the housewife's attention to Shirriff's True Vanilla by taking a bottle and holding it in his hand. Then, with his pencil, he points to the words:

Shirriff's True Vanilla

"Notice the words, **True Vanilla**, Madam," he says. He then goes on to explain to her their meaning, telling her that Shirriff's True Vanilla is the real extract of Mexican Vanilla beans, and not a chemical imitation. He asks her if she wouldn't like her cakes, puddings, and sauces to have the real Vanilla flavor, which is far more delicious than any imitation flavor. He winds up by telling her how Shirriff's True Vanilla excels in strength, and how many cakes one bottle will flavor. He rarely fails to make the sale.

Upon request we will send you a list of selling points that have proved successful in promoting the retail sale of Shirriff's True Vanilla.

Imperial Extract Co.
TORONTO, ONT.

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

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Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

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Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

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They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

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"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES,—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario

RIDEAU HALL COFFEE

Our triumph in perfect blending and roasting is Rideau Hall Coffee. Sell your customers the best. Packed in one pound and 25c. tins only.

Gorman, Eckert & Co., Limited

London, Ont. -:- Winnipeg, Man.

STRAWBERRIES

Although the market does not warrant the Merchant buying ahead of his requirements, still the fruit season is on and Railway deliveries of sugar are slow, so merchants should place orders in good time. Give your customers

St. Lawrence Granulated

and take no chance of spoiling the preserves.

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

WE ARE CONSTANTLY TELLING YOUR CUSTOMERS JUST WHAT HEINZ QUALITY MEANS IN FOOD PRODUCTS—WHY THE 57 VARIETIES ARE THE FINEST FOODS THAT CAN BE BOUGHT.

Keep in touch with our advertising all over the country and see if you don't think you can turn this publicity to your own profit by keeping a well assorted stock of

HEINZ 57 VARIETIES

always on hand to meet the ever-increasing demand of your customers for pure foods.

H. J. HEINZ COMPANY

Sardines

Are a Healthy Food

By Special royal permission.

MEDICAL science tells us that the sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food. With

KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win and hold your best trade. The careful preservation in the cooked state in pure olive oil precludes contamination. Sell the best—"King Oscar." There's satisfaction to customers and good profit to you in the sale

CANADIAN AGENTS:

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, - Ontario

FURUYA & NISHIMURA

have early picked NEW SEASON'S JAPAN TEAS and SIFTINGS arriving at different points about the 22nd instant.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

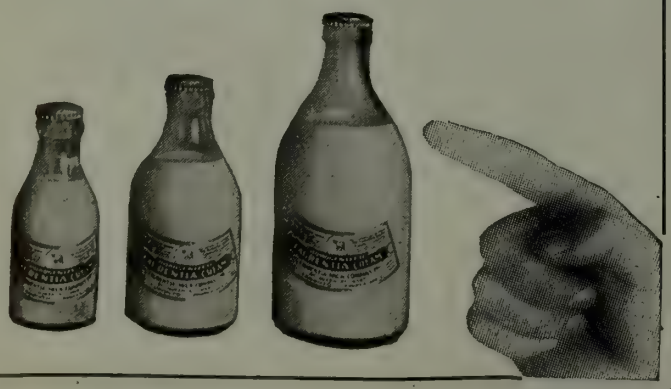
If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

LAURENTIA MILK

is a revelation in the art of keeping milk for any length of time. The mechanical process of homogenization so mixes the milk and cream that it will keep indefinitely in any temperature but frost. And when the bottles are opened it will keep longer than ordinary milk. Absolutely no preserving ingredients are added—it's pure, rich milk.

Laurentia Milk Co., Limited
371 Queen Street West -:- TORONTO



Scotch Marmalade

Made from Seville oranges
and pure refined sugar
by

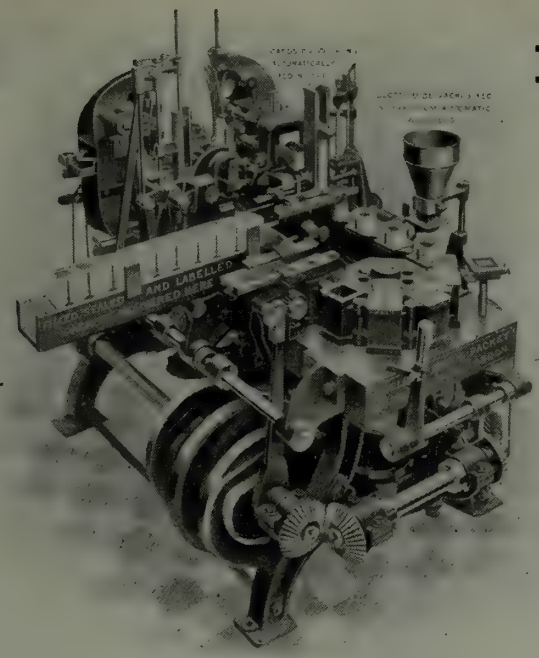
JOHN GRAY & CO.,
LIMITED
GLASGOW

Contains neither Glucose
nor preservatives.

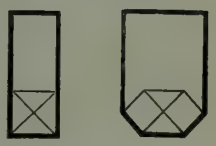
Prices and Samples from:
Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa, E. M. Lerner & Sons, 11 York St.; British Columbia and Yukon, Kirkland & Rose, 312 Water St., Vancouver.

BAG-MAKING & PACKETING

Machinery of Every Description



Bag Machines



With folding in both these methods

Labelling, Wrapping, etc., etc.

THE NEW LOVELL PACKETER
with automatic coupon feed and labelling attachments.
SEND US SAMPLES AND LET US SUGGEST WHERE WE CAN SAVE YOU MONEY

LOVELL'S BAG AND PACKET MACHINERY, Limited 59-60 Gracechurch St., LONDON

BETTER BUY BEANS

Quaker Quality

Best Baked

Mathewson's Sons
MONTREAL

ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

Escott & Harmer
Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES
Open for additional first class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

TORONTO

On spot
FINEST FILIATRA CURRANTS,
PRIME EVAPORATED APPLES
W.H. MILLMAN & SONS
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.
LIND BROKERAGE CO.
49 Wellington. St East - - TORONTO

MARITIME PROVINCES

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
Codes: A,B,C, 5th edition, and private.

When writing advertisers, kindly mention having seen the ad. in this paper.

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

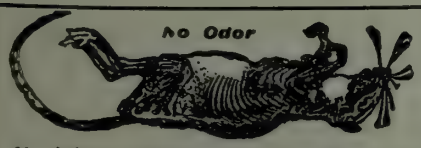
FRANK L. BENEDICT & CO., Montreal Agents

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

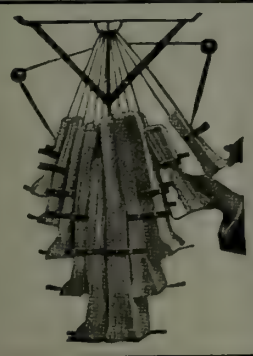
TORONTO, ONT. GEO. J. CLIFF, Manager



It dries them up **Common Sense** *KILLS* { *Roaches and Bed-Bugs / Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.



The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Mfg. Co.
Creston, Iowa, U.S.A.

QUEBEC

L. EMILE GABOURY

Manufacturers' Agent and Commission Merchant

235 St. John St., QUEBEC, CAN.

Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited

Wholesale Brokers and Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited

Sussex Street, Ottawa, Canada

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

BUSINESS OPPORTUNITY

Cor. store. Cigars, Candy, Soda, News, etc. Established 10 years. Rent $20. Weekly receipts $350. Located in Montreal. Price $1,500, $1,000 cash. Dozens of other money-making opportunities. V. dela Ronde, Business Broker, 14-16 McGill College Ave., Montreal.

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland

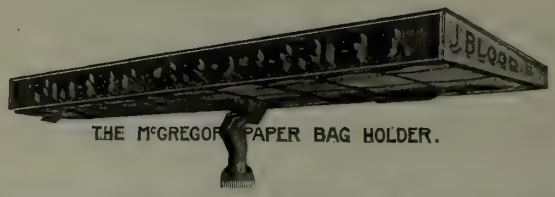
The

Condensed Ad.

page

will interest you

When writing advertisers kindly mention this paper.



Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

"On the Side

MacLean's WHITE MOSS

is THE Seller;
Take the Tip."

Canadian Cocoanut Co., Montreal

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

SALT

RICE'S SALT

IS

Always Pure

Increase your business and also your profits by handling a good article—your customers appreciate it and you keep their trade.

RICE'S SALT for Table, Dairy and general use is a good seller and always reliable. Write us for prices.

THE NORTH AMERICAN CHEMICAL CO., Clinton, Ont.

The silence is not broken and the air filled with sulphurous fumes when a

DOMINION Silent MATCH

is struck. They are noiseless, odorless, and the stems do not break. They are the kind that pay you to keep on hand.

DOMINION MATCH CO., LIMITED
DESERONTO, ONTARIO

Or The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt, Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

The Arctic Refrigerator

has been leading for over half a century, it is not an experiment but an assured success. We guarantee it to have a perfect circulation of dry, cold air which gives the maximum amount of cold air with minimum amount of ice.

Let us send you our 1912 catalog and price list.

Representatives in the west: Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.

STIMPSON Improved 100-lb. Automatic Scale

No. 75.—For General Use

Weighs and Computes to 100 Pounds

The only Automatic Scale capable of handling All your business. Your fixture equipment is not complete without a

Stimpson Automatic

Write for Catalogue, giving full description of all sizes

Stimpson Computing Scale Co.
Detroit, Michigan

THE TRUE LEMON FLAVOR

Hot Weather is Lemonade Time

Keep Tab on

Cold Springs Lemonade

—

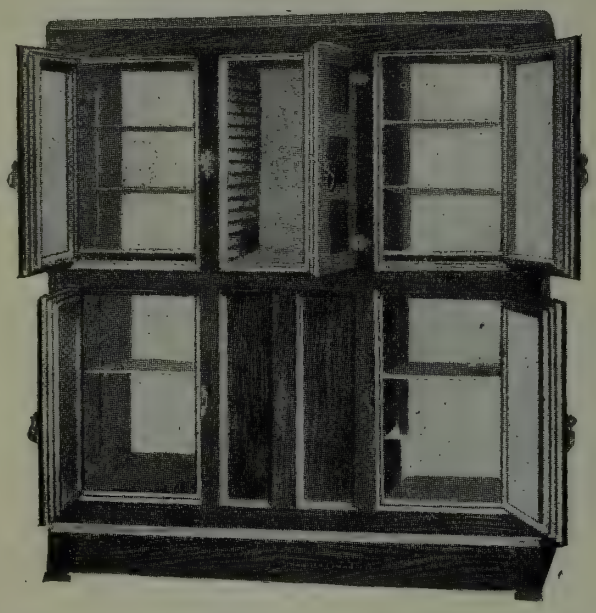
S. H. Ewing & Sons
MONTREAL

In the course of the past fifty years three generations of dealers have sold COOK'S FRIEND, "The Baking Powder With a Pedigree"—and three generations of users have bought it. The sale is increasing every year. Get after your share of the sales made by the quality and advertising of COOK'S FRIEND.

Purer than the Law Demands.
Contains No Alum.

W. D. McLaren, Limited, Montreal

If your selection be the result of a careful and impartial investigation—the North Star Refrigerator will be your final choice.



The highest excellence as a refrigerator, as selling force for any store is the North Star Refrigerator. It is built on the only proper principle—that of absolute dry air circulation. It is so dry that a match can be lighted on the interior walls of the ice chamber at any time.

It is attractively made and besides being useful as a refrigerator it is a selling force that makes good.

Send for our catalogue, fully illustrating our many styles.

Estate of JAMES DAVIDSON
OTTAWA, ONT.

Grocers of Canada

You are not in Business
Just for the Fun of it.

That's the reason why

The Safe Computing Cheese Cutter Should Be In Use In Your Store NOW

(1) It will maintain absolute accuracy in your cheese department.
(2) It will pay for itself in a few weeks or a few months, according to the cheese business you do.
(3) It is so simple in construction it can be correctly operated in the dark. Mistakes with a SAFE are impossible.
(4) It is a handsome piece of store furniture that costs little and lasts a lifetime.

YOU NEED NO LONGER SELL CHEESE AT A LOSS. EVERY CUT IS UNIFORM AND GIVES YOU A PROFIT.

YOU CAN MAKE MONEY ON YOUR CHEESE BY USING A SAFE COMPUTING CHEESE CUTTER. OTHERS ARE DOING SO. YOU CAN DO THE SAME.

ORDER ONE TO-DAY FROM YOUR JOBBER. DON'T PUT IT OFF. STOP THE LOSS WITH A SMALL INVESTMENT.

Sold by leading Canadian Wholesale Grocery Houses.

Get a booklet, which tells all about it.

COMPUTING CHEESE CUTTER COMPANY
621-625 Main Street **ANDERSON, IND., U.S.A.**

The Swing of the Pendulum

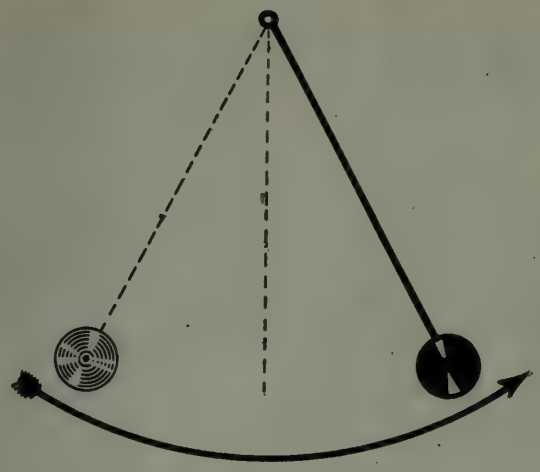
A.D. 1910

THIN FLAVOURY TEAS.

IMPERFECT BLENDS

AND SO CALLED ENGLISH BREAKFAST TEA

PACKETS



A.D. 1912

THICK, RICH, JUICY TEAS WITH STRENGTH AND FINE FLAVOUR.

PERFECT BLENDS

GENUINE ENGLISH BREAKFAST TEA

BULK

The Pendulum **has been** swinging towards **Packet Tea** and **high cost of living** with small profit to the retailer. **It is now** swinging towards Blended Tea **in Bulk,** and a **lower cost of living,** with a sound margin of profit to the retailer.

Buy a package of this Grand Blend show it in your window together with the handsome card we send you with each chest.

ENGLISH BREAKFAST 4 TEA

STAR

Within a week of receipt you will order

A FURTHER SUPPLY

THICK, RICH, JUICY LIQUOR. FULL OF FLAVOUR. VERY HANDSOME LEAF

Costs you 27c. Freight paid on 100 lbs. and over.

REMEMBER OUR GUARANTEE, "WE WILL TAKE BACK AT OUR EXPENSE IF NOT PEREECTLY SATISFACTORY"

EBY-BLAIN, LIMITED, Toronto

TEA BLENDERS TO THE TRADE

JAMS

This is the JAM SEASON—and if you are careful to see that you handle reliable goods, your sales are bound to increase.
FOR SATISFACTION YOU SHOULD STOCK

HOW IS YOUR STOCK ?

"ANCHOR" Brand PURE JAMS

16 oz. glass
4 lb. sealed tins

RASPBERRY, STRAWBERRY, APRICOT
BLACK CURRANT, GREEN GAGE

Quality is Guaranteed FRESH FRUIT and PURE GRANULATED SUGAR ONLY USED IN THEIR PRODUCTION.

QUOTATIONS UPON REQUEST

"ANCHOR" Brand MARMALADE

16 oz. glass
4 lb. sealed tins
7 lb. sealed tins

The finest quality manufactured in Scotland, the home of good marmalade.

ORDER NOW

These lines show you a good margin of profit.

EBY-BLAIN, LIMITED

Wholesale Grocers — Toronto

FULL SATISFACTION TO THE PUBLIC.

SUBSTANTIAL PROFITS TO THE TRADE.

"NUGGET" POLISH CO., LIMITED

67 Adelaide St. East, Toronto, Canada

GET AFTER THE PEDDLER

Reach out after the trade he is getting—the trade that rightfuily belongs to you. But how is this to be done? Only by educating your customers to purchase goods the peddler cannot buy. You can never hope to win back the peddler's tea trade by selling bulk teas. The peddler sells that.

Concentrate your energy and selling force on pushing a tea of supreme quality—well advertised and having an enormous sale—a tea the peddler cannot buy. Such a tea is

"SALADA"

The most profitable tea for a grocer to handle. For twenty years it has maintained its prestige as the highest grade tea. A constantly increasing demand shows its great value to every grocer as a sure trade-winner. With "SALADA" you serve the public well, and the peddler can't take your trade.

CANADIAN OFFICES - - - TORONTO AND MONTREAL

ROYAL YEAST CAKES

ROYAL YEAST CAKES

ROYAL YEAST CAKES

WHY EXPERIMENT?

GROCERS: In ordering Yeast Cakes, always be careful to specify ROYAL YEAST. If you neglect to take this precaution you are liable to be imposed upon and put to needless expense by having your order filled with one of the poor imitations for which there is little or no demand. We know of some houses that might do this. The original good kind with the blue label is the kind the consumers want. Avoid imitations which are known and represented as the "just as good" kinds.

ROYAL YEAST CAKES

BLUE LABEL

Most Perfect Made

E.W.GILLETT COMPANY LIMITED

TORONTO, ONT.

WINNIPEG MONTREAL

BLUE LABEL

KEEN'S OXFORD BLUE

In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada

Wherever There Are Children
Benson's Prepared Corn
Finds A Ready Sale

¶ Mothers know what delicious and nourishing summer dishes Benson's makes—rich custards, blanc mange, ice cream, etc.—that children love and thrive on.

¶ Mothers know that their children can readily assimilate Benson's because of its extreme fineness and purity.

¶ Mothers invariably ask for Benson's when they want Corn Starch for their children. Therefore stock Benson's Prepared Corn. Every mother in your section will buy it.

YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

A Winnipeg window display showing lines that will sell easily during summer months.

Good Opportunities in Summer Lines

Whether Weather is Hot or Cold People Must Eat—Percentage of Those on Holiday Never Large at Any Time—A Winnipeg Window Display Featuring Hot Weather Goods—Dealer Strongly Recommends the Window as Aid to Sales.

Whether we live to eat or not, we must eat to live. This is where the importance of the retail grocer comes in. He supplies the necessaries of life and whether summer or winter everybody must come to him.

Too many dealers have got the idea that the summer months are dull and quiet. But things are usually as we make them; they are the results of our own work or the absence of it. Now that the warm weather is here, it must not be supposed that people are going to cry a halt on their digestive organs and fast until the autumn days come again. It is surprising the consistency with which people take their places at the table three times a day—and some even four.

Summer Goods Sell Easily.

It is perhaps true that the same class of food it not always purchased in summer as in winter, but food is bought just the same. There are summer resorts, it is true, and people go to them in July and August, but when one thinks of it the percentage of the population of any town or city which is absent at summer resorts is very small.

In the great majority of cases during the summer months there are just as many visitors in towns and cities as absentees at the watering places. Having therefore reached the conclusion that people eat just as much in summer as in winter and that there are practically as many to feed, the question arises how to get the business.

List of Goods to Push.

The writer has talked to grocers, who, when summer comes, make out a list of goods which they know they can sell easily. Then they display, display and display these goods where they can be seen, and advertise them consistently in their paper.

A look at the illustration above shows a tempting window. It was dressed by R. H. Graham, a Winnipeg dealer, who despite the fact that he has been in business only a little more than two years has made rapid advancement.

Mr. Graham places window dressing at the top so far as getting new business is concerned. "I consider my window," he recently said, "as a most valuable if not the most valuable form of advertising to me. Day after day and every hour of the day, I see people stop to look at the window, and then walk in.

"I have secured many new customers by it, and if once we get a customer we generally manage to keep him."

The Lines on Display.

In the window shown here, Mr. Graham has placed such lines as olives, sardines, preserved fruit and vegetables, pickles, meat sauces, etc., in the centre, confectionery on the right and on the shelf to the left may be seen packages of cereals. These are all good spring and summer sellers and from the attractive appearance of the window, one can easily understand the enthusiasm of this dealer on the value of the window as a selling force. In showing the goods mentioned Mr. Graham has used a number of pieces of plate glass supported by bottles.

"In our window displays," he says, "we try to bring into prominence lines that are escaping attention often because people are ignorant that they are obtainable or ignorant of their existence. You will find people in this city to-day with most discriminating tastes and with money to gratify such whims. It is these people that we try to get after in our window display."

Cater to Many Tastes.

Winnipeg, from its location as gateway to the West, has, naturally a cosmopolitan population and dealers have to cater to many tastes in every season. Therefore, when Mr. Graham gets in a new line of goods he invariably makes a display in the hope that it may attract representatives of some particular nationality. By this method, he claims, he sells large quantities of goods that otherwise would not be disposed of.

With summer here in earnest it is advisable that every dealer has lines out for as much extra trade as possible. The "hot weather goods," sign should be hung upon those goods which pay a fair profit above cost of doing business. Extra trade is sure to come and summer will be found to be just as profitable as any other season.

Good Sellers During the Camping Season

Lines of Goods That Can be Disposed of Easily, Providing Proper Attention is Given Them — A Window Suggestion— Local Picnics and Outings Help This Trade.

Dreaming is acknowledged as a bad habit. Allowing this to be true—there are many people at the present time who possess a bad habit; for where is there a person at this season of the year who does not dream of lake and river, of canoe and rowboat, of fishing and paddling and bathing and all those other delightful experiences which go along with the summer outing.

A good many have already had their dreams of outdoor life beside lake or stream realized, but there are a great many more during the next three months who will follow in their footsteps. Nature is calling loudly to the people to partake of her many pleasures. Many have found the call too appealing, and have responded, while others are now planning to do so.

Must be Gone After.

The season for the sale of camp goods is now well under way, and will shortly be in full swing. How much have you profited, Mr. Grocer, or how much do you expect to profit during the coming three months? It will depend pretty well on just how much effort you put forth to secure this particular business. It is there for the merchant who is willing to go after it, and it behooves him to go after it good and strong.

If you have already been doing something to corral the camp goods trade, so much the better. Keep it up for results should warrant the attention to it. If you have not, however, now is the time to begin. Now is the time to make plans and by mapping out a progressive campaign of advertising and window displays of these lines, some extra and profitable business should be secured.

Many Lines to Offer.

There are certain lines of goods peculiar to the camp goods trade, although the range is quite extensive and varied. However, when people betake themselves to their summer homes, or on an outing, they do not want to have their pleasures hampered by slow meals. They want goods that can be easily and speedily prepared. This is the class of goods which the grocer must feature in order to arouse the camper's interest and attention.

Canned goods of different kinds immediately suggest themselves, and these are big sellers for this purpose. Although they may not be the stellar lines, tomatoes, corn, peas, beets, etc., command an important position. Then there are pork and beans, corned, roast, boiled and ready lunch beef, jellied veal, potted tongue and veal and other similar lines. At first thought, it would not seem that the campers, going to a spot where fresh fish are available for the catching, would think of taking along canned fish. However he does, and the more experienced the camper is, the more inclined he is to take along a good supply of this particular food. In fish, the grocer can offer salmon, sardines, herrings, smelts, anchovies and lobsters.

Chance for Condensed Milk.

There was a time when the campers frequently found it necessary to drink his tea and coffee without milk, unless he wished to tramp to the nearest farmhouse night and morning for a supply. This, however, detracted much from the pleasure of having the milk in his selected beverage. Now, however, canned milk has solved the problem. The camper will want this, and if he is a coffee drinker, concentrated coffee may now be had. Cocoa is another line that should be suggested.

There will be some warm days during the camping season, and during these and at other times, when the appetite languishes, something will be needed to coax it back again. Sauces, pickles, olives, catsup, etc., are good appetizers, while lemonade powders, soft drinks, raspberry vinegar, lime juice and other liquids will be desirable on the warm days.

And even yet we have not completed the list of goods which will sell. There are light breakfast foods, condensed soups, cheese, mustard, cooked ham, bacon, macaroni, biscuit, etc. For desserts there will need to be a good supply of canned and preserved fruits, jams, marmalades and jelly powders taken along as fresh fruits are generally in limited supply and variety at the summer camp.

Use Displays and Newspaper.

Having determined the goods which the camper and picnicker wants, the next question is how to get them interested in your particular goods in such a way as to make sales. Advertising can be made good use of, but window display is a method that properly followed should bring good results.

The T. Eaton Co., Toronto, had a suggestive display last week. The setting was good. At the rear a canoe was placed in a sloping position. There was also a tent and in front of it an imitation camp fire made to look quite realistic by electric light. Over the fire hung a camp pot. Towards the front of the window was a rough board orange box, turned on its side, and on and around this nearly all the articles mentioned above were shown. At the same time the Eaton Co. gave a good deal of advertising space to camping supplies. By combining advertising and window displays, better results will be secured.

Appropriate Setting Desirable.

In a camp goods window, it is most desirable to have an appropriate setting. It attracts attention at once. Many a grocer contends that he has not the time to put in a realistic setting. This should not require a great deal of time. A simple arrangement will carry out the idea. A canoe either ordinary size or miniature placed in the window, a tent with a camp fire, if possible, but even a hammock placed in position, with a couple of fishing rods, will suggest the idea. The setting may be made as elaborate as the trimmer desires, but any simple arrangement is better than none. It would be difficult to outline any method of placing the goods in the window, as there is such an extensive range to be shown. The display should be set off with a neatly written and suggestive show card.

The main thing is that the grocer get after this business—get after it by real live methods, and right away while the business is to be had. Not only will it get the camper's trade, but in every town during the summer months, there are many picnics and outings, and one of the chief features of any such outing is the lunch.

THE SHAD FISHING.

The Canadian Conservation Commission says that during past 10 years the shad fishery of Eastern Canada has declined about 50 per cent. In view of this decline the Government will this year operate for first time a floating hatchery, which will accommodate from 20 to 30 million shad eggs.

In Sydney, Australia, a regular conference under the title of "wages board" is held to lay down conditions in the retail grocery trade as to wages to be paid employes. The grocers have their representatives as also have the employes on the board, who select a chairman. The chairman of the present board is an attorney-at-law.

Mr. L. Galbraith, Harwich, Ont., writes as follows:—
Please find enclosed postal note for above amount. Cannot do without The Canadian Grocer.

Forty-Six Years in Business in Orillia

Thos. Mulcahy, One of the Pioneers of That Town — Has Seen It Grow From 500 Population to 8,000 — Methods to Which He Attributes His Success—Only One Line of Sugar and Vinegar Sold—Personal Interest in Customers.

It was a good many years ago that the practice prevailed of municipalities granting hotel licenses strictly according to population. Whenever a new license was applied for, a census had to be taken. If the required number could not be secured, the application failed.

If one were to ask Thos. Mulcahy, an Orillia, Ont., merchant, about his recollections of the early days in that town, he would probably tell you that he well remembers a census taken almost half a century ago, to see whether Orillia could stand another hotel or not. For every 250 population a license could be granted. Two would mean 500 and three would require 750 people. Mr. Mulcahy relates how difficult it was to get the third. When the census was being taken it was found there were not sufficient actual residents to make up the required 750. It was then found necessary to count in the river-drivers who happened to be in town, the inmates of the asylum, and hotel frequenters with no actual place of abode. The license was granted.

That was 46 years ago. Orillia has a population now somewhere around 8,000, so it can be said that Mr. Mulcahy has seen his adopted place of business grow up from an infant to a sturdy, progressive town. He has many interesting stories to tell about early life there; but as we are more interested in his success as a retail business man, remarks will be confined to his methods.

The Foundation Stones.

Ask him to what he attributes the development and prosperity of the business and he will tell you this: good goods, knowledge of the customer, courtesy and civility, studying and applying good points in trade papers, compact arrangement of departments and advertising.

It was in Oshawa, Ont., that Mr. Mulcahy began business. While he still operated a store there he opened the one in Orillia, and shortly after centered all his interests in the latter place.

He makes sure that in his grocery department good goods are stocked. He sells, for instance, only one line of sugar and one of vinegar. He was positive each was as good as he could purchase before he decided many years ago to handle it exclusively. Customers accept his word that they are the best, or equal to the best sugar or vinegar on the market.

"I tell the boys not to change," Mr. Munlcahy remarked, "to stick to the known always unless it is self-evident that a change should be made."

Should Know Customers.

A great deal of weight is placed on the value of knowing customers, in the Mulcahy store. Mrs. Brown or Mrs. Jones is greeted with her name always, and while the parcels are being tied up she is asked how the baby is, how that field of wheat she previously referred to was getting along, how Tom or Jack likes going to school in the city, etc., etc.

"This interest shown in her welfare," states Mr. Mulcahy, "is certainly appreciated. She observes we take a personal interest in her welfare and that it is not simply her trade we are after.

"Of course, you don't find conditions similar in large cities where the population is of such a transient character. But here we have customers stay with us for years and years. In fact one of the oldest said to me yesterday, 'forty-six years ago your grocery department was on the opposite side of the store.' A number of our present customers began with us when we first opened for business here. The children of many other old friends of the store deal with us now, and we believe it is chiefly because we have always shown a personal interest in their parents and themselves."

Employes are urged to be as civil and courteous as possible. Any little act of kindness that presents itself from time to time is willingly done.

Benefits from Trade Paper.

Mr. Mulcahy is a great believer in the trade paper. He has taken The Grocer practically ever since it was published, and has read it.

"I tell my boys to read the trade paper," he said," because I know they will always find something useful. While everything it contains may not apply to our business, yet a good deal does. On looking through it, I usually mark what I consider to be the best paragraphs and underline the best sentences in them. 'Good reading boys' is often tacked on so that no one will overlook it."

The Flight of Expenses.

To build up a business, goods must be sold at a fair profit above total costs and profits must be secured. "We have our special sales," Mr. Mulcahy says, "but we must maintain our profits to live in these days of high expense."

He maintains that wages for help and some other expenses have gone up 50 per cent. in recent years and this makes it absolutely necessary to be sure of a profit margin.

This store contains besides groceries, departments for dry goods, boots and shoes, and men's wear. A feature of the interior is the compact system of arrangement of these departments. There is no waste space and yet no overcrowding. Partitions in the centre of the floor give further room for stock and archways connect one department with another.

Uses the Newspapers.

The selling power of newspaper advertising is by no means lost sight of. In the Orillia papers may be seen full page advertisements from the Mulcahy store —and the ads are well written too.

The Silver Anniversary.

Despite the fact that Thos. Mulcahy is getting up in years, he is still as hale and hearty as many men twenty years younger. He makes regular trips to the markets in the city and has planed a trip to California next winter. In about three and a half years' time he will celebrate the completion of half a century of successful business in Orillia.

Ffty years in business in the one place is a record of which anyone might well be proud.

RICE, AN IMPORTANT FOOD.

Rice is one of the oldest foods cultivated by man. It has been cultivated in China for at least 5,000 years and it still forms by far the largest portion of the daily food, of the people of that country, as well as of Burmah and Japan and of the far East generally. In fact, there is probably no food which is so universally used as the main article of diet, for it forms the staple food of more than one-third of the human race.

The total production of rice is about 56 million tons of which more than one-third is grown in China, about 6 million tons in Japan and the rest in a great number of other countries, chiefly India and Burmah.

Bengal rice, known as Patna rice is firm and hard and is therefore suitable for cooking when the grain is required to be kept whole. Carolina rice in the old days enjoyed a great reputation but one of the indirect results of the American War of Secession was to bring the Carolina rice trade practically to an end. A kind of rice similar in many of it's good qualities to the old Carolina rice is now grown in large quantities in Java.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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PUBLISHED EVERY FRIDAY.

TORONTO, JUNE 28, 1912

SUGAR DOWN AGAIN

Sugar has continued its downward movement, refined declining another 10 cents per cwt. at the first of this week. At the decline, prices are 45 cents above those ruling one year ago.

The good out-turn of the Cuban crop has been one of the depressing features, and it was found necessary to increase the original estimates set down for this year's crop. The tardiness with which fruits for preserving purposes have been moving forward has delayed the big movement of sugar, which is generally present at this time of the year. These things combined with good reports of beet crops in Europe has caused the continued easy market.

The sugar market has failed to steady since the decline. Cuba is now becoming more of a finished issue, and attention is being directed to the beet crop in Europe. So far reports have been favorable. News from this source will supply to a large extent the cue to the movement of the market. For this reason reports from Europe will be followed closely.

CROP PROSPECTS IN WEST

The crop conditions in the three prairie provinces this season are so far very promising. Although the spring was rather cold and wet, retarding seeding in some localities, yet upon the whole the indications to the present for a large crop are excellent.

The warm weather of the last few days has brought growing crops rapidly forward, and in many places wheat is a foot high, and is well rooted and stooled.

In Alberta all reports agree that present indications point to a bumper crop, it being much ahead of this time last year; and already the probabilities of a grain blockade are being freely discussed. In Saskatchewan and Manitoba, although growth is not so advanced as in the Western Provinces, still it is as far forward as at the corresponding period last year. Of course, things may happen between now and harvest time, but the most crucial period with the Western crop is nearly over. Most of the troubles that are likely to beset it later are of a local character, and not so apt to affect the crop in general.

The big grain growing province, Saskatchewan, is in the throes of a general election. The effect upon business, however, seems very slight. So far the great majority of the people appear to take very little interest in the result.

THE TRADE IN SUMMER

July is regarded by many dealers as a quiet month. There is absolutely no reason why it should be so. The demand for foodstuffs during the summer months does not abate, or at least should not, if the dealer continues to use his salesmanship powers to maintain business. There is a change in the variety of goods sold, but consumption keeps up just the same.

"Oh! everyone is out of town," is not an uncommon excuse from the listless merchant. Summer is the holiday season, but the percentage of absentees from any town at any one time, if figured out, would be found to be small, indeed. Besides there is a balancing up by the fact that there are visitors from other places in town. This is much to the advantage of the merchant, for it cannot be denied that the housewife is inclined to "spread" when there are visitors about, and many fancy lines and specialties which they are not accustomed to purchase at other times of the year will find sale.

There may be a tendency during the extremely warm days for appetites to lag, but this is not to the disadvantage of the grocer. It merely gives him an opportunity to introduce to his customers those lines which will coax the appetite along. Besides, during the warm weather the housewife purchases many lines already prepared, which at other times she would prepare herself.

So the grocer who analyzes the problem will find there is no reason for a let up in business during summer, and that the only difference is a change in the class of goods called for. It behooves him, therefore, to allow no let up in getting after business. He cannot afford to invite a dull season by discontinuing aggressive business-getting methods.

There is no reason for that eternal plaint on grocers' lips that "there is nothing doing during the vacation period."

BUILD UP THE TEA TRADE

In last week's issue announcement was made of the formation of a tea company to operate tea routes in various parts of Ontario. This is taken to infer that there will be a large tea-peddling company in opposition to the retail trade.

The natural outcome of such a situation will mean less trade to the dealer unless he can counteract its influence by making sure he holds his present tea business and gradually adds more.

There are at present many grocers throughout Canada who have built up splendid tea businesses in spite of strong opposition from the peddler. That others can do the same, there can be no doubt; and now that a company highly capitalized has gone into the business, greater efforts should be put forth by dealers, especially in the districts affected.

QUALITY VS. PRICE.

Recently reports have reached The Grocer of dealers being fined for selling adulterated goods. One case in particular was mentioned in last week's issue where a grocer had to pay $37 to settle a case. Ginger containing starch had been sold.

These reports indicate that insufficient attention is being paid by at least some dealers to quality and purity in goods purchased. They are too anxious to buy cheaply, believing they will have an advantage over competitors in selling.

Facts, however, are all against this supposition. The biggest retail grocery stores to-day, and the most successful, are those that have placed quality before price. The reason is that people want pure things to eat, and they go to the stores who can supply them. They may be fooled sometimes, but not always, and it is undoubtedly to the advantage of the retailer that they be not fooled at all.

PRICE REGULATION IN BUTTER

So many consumers and daily newspapers have claimed that the trade has been responsible for the high price of butter, that the remarks on the question of J. A. Ruddick, chief dairy commissioner, to the contrary will prove instructive reading. They appear in this issue in our Produce and Provision Department.

It has been referred to so often in The Grocer that butter supply in Canada has been inadequate during the past winter to meet demand, that it needs no further comment. All dealers will remember the importations of New Zealond and United States butter early this spring to help supply the call for butter. It has long since become an established fact, that when any article of commerce becomes scarce and there is a large demand for it, the price at once soars. This was the case with butter, but the daily press is usually so interested in catering to the multitude that it loses sight of such facts.

Since butter is an article of international trade, its price is regulated by supply and demand the world over. The world-wide scarcity during the past season accounts for the price. Anyone can see that since the spring season opened butter has gone down. The increased supply was the natural cause.

MAKE USE OF ADVERTISEMENTS.

The trade newspaper differs from other publications in one very important essential. Not only does the reading matter have a direct and practical interest for the reader, but every advertisement has the same. There is quite as much inducement for the trade newspaper subscriber to read the advertising sections as the editorial pages. This fact is pretty widely recognized, and most dealers look The Canadian Grocer through from cover to cover.

The information obtained in this way should not be lost. If a dealer reads his trade paper every week he undoubtedly benefits, but unless he takes some steps to retain the information, he does not realize the fullest benefit. Some system of tabulating information is needed. We suggest that readers of The Canadian Grocer study the advertising pages carefully and mark with a blue pencil everything which especially interests them. Clip out everything marked and paste the clippings in a scrap book. Better still, have several scrap books each devoted to some branch of the business. By this system it will be found easy to turn up any information desired.

The advantages of the idea will be patent to all. The dealer who follows it will have information with reference to every branch of retailing ready for reference at any time. The same idea might be used in the preservation of reading matter. Any article or item which has a point of particular interest might be clipped out and pasted in a scrap book for use in the future. Many window dressers find this to be a valuable idea. They keep every window display shown and thus secure ideas for their own work.

EDITORIAL NOTES.

There is plenty of business to be had during summer if the grocer goes after it.

* * *

The picnic season is here. It means not only more recreation, but more business as well for the grocer.

* * *

The questions on credit giving, and answers by Henry Johnson, Jr., in this issue, are worth careful perusal.

* * *

Forty-six years in business in the one town is the pretty good record of Thos. Mulcahy, of Orillia. Not many can beat it.

* * *

The income of John D. Rockefeller is $140 per minute. Don't tell this to the delivery boy. He often says, "I'm worth as much as any man."

* * *

If people don't eat as much fresh meat in summer as in winter, they eat something else. They have to live just the same, and the grocer gets the benefit of the change.

* * *

Someone poetically inclined says "that it's always safe to swat the fly unless he's on a custard pie." But wouldn't there be wails and woes if he were swatted on baby's nose?

* * *

Dominion Day falls on Monday next. As it is not possible for The Grocer to see all the window displays appropriat for the holiday, any good photographs would be appreciated.

* * *

No longer need the traveler kick his heels for a whole afternoon around the empty streets of a town which has closed up for the afternoon. By consulting The Grocer he can plan out his route to dodge the half-holiday.

* * *

If the daily press would begin a campaign to instil truthfulness into those shoppers who misrepresent the prices of other dealers, instead of making wholesale accusations of graft against retailers, the world would be better off. It would have a great deal more timber to work with.

Credit Giving Questions and the Answers

Where is the Proper Place to Dun a Customer?—What Would You Do in Case an Account is Disputed?—Should Bill of a Poor Pay be Discounted?—Further Explanation of Statement Submitted in April Issue—Some Items for Expense Account.

*By Henry Johnson, Jr.

Winnipeg, May 29, 1912.

Mr. Johnson, c|o Canadian Grocer.—

Dear Friend,—I find I did not make my statement very plain. I own the building. But I charged interest on building and fixtures so I should not charge rent. Neither should I charge contributions; that is voluntary. One hundred dollars would not let me out on that. Neither should I charge for trade papers. I take several, but that is optional.. I think it pays to take them. Taxes and sundries should be in. My business of 1910 was $24,579; for 1911, $28,455.17, not quite $4,000, gain. I commence Feb. 1st for 1912. Feb. and March show a gain of $166.24. My gain in April will be much more as I bought a car of seed potatoes and have them all contracted to be taken from the car, so there will not be any expense hauling. I have been doing business for myself for eight years. My inventory has never been over $1,700, generally, $1,500. I don't suppose you would do business my way. I don't advise anyone to. I credit most anyone for a small amount, carry farmers one year, sometimes more, lose a lot every year. In spite of all losses I have made some money every year. With best wishes for you and The Canadian Grocer, the best trade paper I ever saw, I remain, yours,

C———J———H———

A Lesson From Solomon.

If that is not a prize letter, I want to be "shown." Makes me think of old Solomon with his profound wisdom: "Better a dinner of herbs and contentment than a stalled ox and strife therewith." The square peg who has found a square hole into which to fit; who has studied the exact shape of that hole so that he can fit in snugly; who has then fixed himself firmly into it, and is now perfectly content to stay right there, "making some money every year" — why, what more can anybody want?

This man would not pass as a literary man, generally; yet I should like to compare the concise little story he has given us in these two brief letters—the first appeared in April 26 issue—with the best of anyone of supposedly high attainments. The little tale is a classic in its simplicity and sufficiency. Can you picture him as he is in daily life? the reliable friend of all; knowing everybody; helping everybody to the limit of his conservative ability with his "voluntary contributions whereof it appears that his left hand knows nothing that his right hand does? This is surely a reproduction, in a slightly different form, but just as true to life, of The Village Blacksmith; a character we can all so justly love and ever profoundly respect.

* * *

The Charging of Rent.

I dislike to wake up and disturb this idyll with sordid business details; but we must do it if only for the fuller enlightenment of some who might conclude that such methods may do for general rules. Hence, here goes:

It is better to charge interest on building and fixtures than to follow some examples and not charge anything. It would be still better to charge the business with such a rental of the building as it would reasonably bring if leased to another. Then interest and depreciation should be charged against the building. The remainder would constitute the net earnings of the building. Furniture, etc., should be depreciated 5 per cent. to 10 per cent. annually: Interest should be charged against the entire capital investment.

Contributions as Expense.

Contributions that are made out of the $75 monthly salary which H——— allows himself do not concern the business and are not expense; but every dollar that goes out of the business must be accounted for. If contributions are made as a matter of good business policy, they are made because the making thereof is good for the business; hence, valuable to the business; ergo, a part of business expense. If they are made because it is the part of a good citizen to make them, then they are a portion of the duty of the citizens to his community; hence, are like taxes; therefore, must be considered part of the expense. You cannot take something for nothing. When you spend a dollar, you take it from where that dollar was; and you must account for it—call it what you will. Thus contributions must be credited to the business, and the most logical credit is to the expense account.

Same with trade papers. H——— "thinks it pays to take them." So does it pay to buy light. Pays whom? The business. Hence the business must foot the bills.

* * *

In Harmony With Environment.

For the rest I have no possible criticism. It is all admirable. To say that he would not advise another to do as he does is only to say that what is good for one business may not be good for another. I incline to the belief that H——— knows just what he is doing and why he does it; that he has fitted himself perfectly to his environment; that he does just the right thing in his circumstances and for the community in which he lives; that in every respect he is a good citizen.

My good friend, I thank you for your letters. If fortune ever favors me by landing me in your neighborhood, I shall do myself the honor of paying you a visit.

Credit and Collection Questions.

I have a list of questions entitled "Credits and Collections." There are 44 of them, many of which are mere repetitions to all intents and purposes; and many more of which can only be sufficiently answered by "Use Your Judgment." For instance:

No. 4. If you have a stipulated time for settlement, in case the customer fails to pay promptly, would you demand a note?

No. 10. In holding a special sale or selling regular goods at special prices, would you demand cash from your credit customer?

No. 11. Would you allow a wealthy or influential customer to override your business rules?

No. 17. Would you consider it good business to dun a customer in the store?

No. 18, Do you think it proper to mail statements to patrons at the end of each month?

No. 19. Should a merchant in presenting his bill leave the impression that he is in sore need of money?

No. 22. Would you advise the discounting of a bill, say 10 per cent., from a patron who is considered poor pay, in order to make collections?

No. 28. Would you advise the placing of account in judgment should customer fail to meet your requirements?

No. 29. Would you give trade checks when customer has an open book account?

No. 39. In case of disputed account you know you are right in demanding payment, but in case you make the demand you lose the customer, what would you do?

No. 40. How would you handle a credit customer who trades with you when he wants credit and with your competitor when he has the cash?

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

Some Answers Submitted.

To which a little comment might be added as follows:

No. 17. The store is the place of business. The giving of credit is arranged there. The payments are made there. Dunning should also preferably be done there when you get the chance on a slow customer—no other place is quite so suitable.

No. 18. If that is your practice, it is proper. If not, it is not.

No. 19. Use careful judgment. It may work sometimes; but remember the boy who cried "wolf."

No. 22. If you don't you may have to "discount it" 50 per cent. or 100 per cent. later on. Therefore, take 90 per cent. quick; congratulate yourself on your good fortune; and then "sin no more."

No. 28. If the "judgment" is going to help you enough to make up for the "stink" of gossip. As a general thing it is good judgment to take your loss quickly, wipe off the amount from your resources, and extend no more credit. Take due cognizance of the long tongue of the "offended" buyer, and consider that well in the equation.

No. 29. As a general thing, especially in a small town, you must treat all alike, even though they are not all entitled to the same treatment. You must consider this feature when you inaugurate the "sale."

The Customer Always Right.

No. 39. Usually it pays to remember that "the customer is always right," even though it "hurts" sometimes. Better the definite loss now, that you know about, than the indefinite, indeterminate loss that may otherwise be entailed. If you yield, you can probably "make it up on her" someway; but she's gone if you stand firm. Plenty of opportunity for good judgment here.

No. 40. If the credit is profitable, continue the account—but, of course, it is NOT profitable if it is never paid. Cut out all feeling in the matter. If the account pays, continue it, and exercise your best ingenuity, continually and unremittingly, to win the entire trade of the customer. You always have this opportunity so long as she trades with you, even on time; but you will not have the opportunity if you once drive her away.

* * *

Some others of the questions will bear more detailed discussion and I shall take them up again.

London Grocers Hold Annual Excursion

Seven Hundred Take in Their Excursion to Detroit—Had a Delightful Outing—Many Attend Ball Game and See Ty Cobb in Action—Joy Riders Among the Excursionists—Take Automobile Ride Around the City.

London,Ont., June 27.—The excursion of the London Retail Grocers to Detroit on Wednesday, June 19 was perhaps the most delightful of the many successful outings the grocers of London have had. The weather was made to order it being a beautiful balmy summer's day, such as to make everyone wear that smile that denotes real happiness. They forgot the care of shop and thought only of a good time, and they certainly had it. There were nine coaches filled with grocers and their friends—in all seven hundred people boarded the train at the G.T.R. depot at 7.45 a.m.

The train had not gone many miles before the excellent committee started to look after their patrons, baskets of oranges, bananas and sandwiches being passed through the train as well as liquid refreshments in the shape of soft drinks and buttermilk. Two London biscuit and candy mannufacturers presented each lady with a souvenir package of candy and biscuits. Chewing gum was also in evidence as well as olives and other relishes.

The travelers of all the local wholesale houses were on hand to look after their customers, while representatives of some Toronto Firms were also present. In the baggage car ahead was where the real fun took place. Here grocer, clerk and traveler congregated together. Gordon Drake and Albert Young served out refreshments while a quartette consisting of Alf. Carr, M. Baker, Ed. Ryan and R. Noel sang a great variety of songs both old and new.

Many Attend Ball Game.

Arriving at Detroit at 10.30 the crowd scattered, some going to Belle Isle Park, while others visited the stores and friends. In the afternoon the majority went to the baseball park to see Detroit and Cleveland of the American League battle for nine innings. Gregg, the pitcher for Cleveland, was too much for the "Tigers," even the great Ty Cobb striking out. The London fans were disappointed as they wanted to see Detroit win. The few who stayed over for Thursday's game saw Detroit win in a game full of excitement.

Several of the excursionists formed automobile parties during the afternoon, among the joyriders being Gordon Drake, Walter Hungerford of A. M. Smith & Co., Clem Garvey, Tom Shaw, Harry Bell, Mr. Baker, Eddie Richards, Tom Ranahan and others. The return special arrived in London at midnight in time for everyone to get a street car home.

Committee in Charge.

The committee who worked hard to make the outing a success were John Diprose, Pres.; J. A. McFarlane, 1st vice-president; H. Forentaine, 2nd vice-president; Thos. Shaw, treasurer; Jas. McKenzie, secretary; G. B. Drake, M. A. Young, J. W. Eddy, N. McLeod, W. Mullins, Harry Ranahan and E. J. Ryan.

On the Side.

Fred Tobias and Joe Boyd did not root as well as usual at the ball game. Perhaps that lady was the cause.

The blue given away by the manufacturers didn't dampen the spirits of the ladies.

John Diprose wished that Dave Clark and Billy Miller, of Toronto, were along.

Dick Donagby was one of the ex-grocers who took the trip. The boys were glad to see him again.

President Diprose made himself solid with the ladies by his liberal dispensing of the olives.

Tom Shaw generally stays two days, but his better half stayed herself this time and sent Tom home.

GATHER IDEAS FROM OTHERS.

While it is commendable that dealers should to a large extent put into practice ideas of their own, still he should make full use of any good ideas that other merchants may use. Very often he will see a window or interior display that he would be able to use to advantage himself or he may see an advertisement that particularly appeals to him. The dealer should study the advertisements of other stores, both in his own and other towns. From them he may gain points for the general advertising or it may be only an advertising phrase that he may secure, but he should continually be on the lookout for any of these helps. By giving attention to the displays of other stores he may get ideas which he may use in whole or part in his own business. Many of the dealers in the smaller towns at intervals make trips to the larger centres, where they secure many ideas which they are able to put into practice in their own store.

Geiger & Shetler have succeeded M. M. Durkee, general merchants, Semans, Sask.

Current News of the Week

Quebec and Maritime Provinces.

Miss Hannah Lipsett, Fredericton, N. B., has sold her grocery business to H. A. Cronkhite.

W. R. Spooner, manager of Halifax Cold Storage Co., Limited, Montreal, has returned from his annual Western trip.

Alfred H. Brittain, managing director of The Maritime Fish Corporation, Limited, Montreal, has just returned from his honeymoon.

John Robertson & Son, Limited, wholesale grocers and importers, Montreal, have been incorporated with capital stock of $250,000.

Leonard Bros., wholesale fish dealers, Montreal, are installing an additional electric elevator, and are increasing capacity of their cold storage.

Share & Campbell, retail grocers, Gottingen Street, Halifax, N. S., have dissolved. The business will be continued under same name by W. L. Share.

T. A. Wilson, of J. & W. Kearney, tea merchants, Montreal, who has been ill with erysipelas for past couple of weeks, will soon be in his usual good health again.

A. G. Snowdon, of Snowdon & Ebbitt, commission merchants, Montreal, is homeward bound from the British Isles, having started thence on a business trip some few weeks ago.

Bruno Trudel, managing director of tea and spice department of L. Chaput Fils et Cie., Limitee, Montreal, has returned from a business trip to Toronto, Port Arthur and Fort William.

J. A. Nadeau, of Forbes & Nadeau, Montreal, recently made a short business trip through Northern Quebec towns. Mr. Nadeau has evidently taken to mountain climbing, as he spends his weekends always among the Laurentians. W. E. Forbes of same firm has just returned from holidays spent at Nomingue, Queebc, where he indulged in considerable trout fishing.

The eighteenth annual meeting of the Maritime Board of Trade will open at Truro, N. S., on Wednesday, Aug. 21. Mr. Williams, of Moncton ,the secretary, who looks for a big attendance at the forthcoming meeting, is urging the several boards to consider and forward the subjects they wish to have discussed. A new by-law passed last year at Moncton provides that: "No subject of a purely local character, in which the interest of one board may be opposed to the interests of others, will be allowed on the program for discussion at any meeting.

Ontario.

J. E. Wilson, grocer, Blind River, Ont., is moving to Steelton, Ont.

Mrs. H. Moss, grocer, Hamilton, Ont., is succeeded by J. R. Turner.

W. S. Wilcox, general merchant, Inwood, Ont., has sold his business.

Chas. Rishor, wholesale grocer, Peterboro, Ont., was in Toronto on Friday last on business.

A. E. Edwards, grocer, Beaverton, Ont., has recently brightened up the front of his store.

The merchants of Galt, Ont., will hold this year's picnic to Port Stanley on Thursday, July 25.

Major J. M. Ross, of the Canadian Cereal and Milling Co., Toronto, is attending the military camp at Goderich.

Howard Cane, of Wm. Cane & Sons Co., Ltd., woodenware manufacturers, Newmarket, Ont., is on a business trip to Winnipeg.

McKinnon & Davidson, grocers, Sudbury, Ont., have purchased the business of D. McKinley, of that town. They will conduct it as a branch.

Charles R. Ead, of St. Thomas, has sold his grocery business to William J. Powell. Mr. Eads expects to enter the grocery business in Toronto.

The Toronto open air horse show will be held as usual on the morning of July 1 this year. A number of grocers will enter in the delivery outfit contest.

MacLaren Imperial Cheese Co. have opened a show room at 31 Front Street East, Toronto, for such lines as Christmas crackers, stockings, novelties and confectionery.

The grocers of Chatham, Ont., have inaugurated a weekly half holiday for the summer months. Beginning with June 18 and continuing till Sept. 1. all the grocery stores will close at one o'clock on Tuesday afternoons. They will not close, however, on weeks in which there is a public holiday.

Jas. Patterson, general merchant, Ceylon, Ont., has left for a six month trip to his old home in Ireland. Before leaving he was presented with a handsome umbrella suitably engraved by the traveling men with whom he deals. Ed. Groskurth, of Gordon, McKay & Co., and John Charles, of H. P. Eckardt & Co., Toronto, made the presentation.

F. M. Tait, of Oshawa, who for past ten years has represented Jno. Sloan & Co., wholesale grocers in the territory east of Toronto, has been transferred to their Belleville office. Previous to his departure from Oshawa, he was banquetted by the business men of that town and presented with a splendid club bag. Mr. Tait is an ex-councillor of Oshawa, where he has resided for past thirty years.

The MacLaren Imperial Cheese Co., Toronto, were quite busy last week receiving several of their principals. Among them were: A. W. Maconochie, of Maconochie Bros., Ltd., Millwall, London, England; Percy A. Spaul, of Huntley & Palmers, Ltd., Reading, England; Edward J. Caley, president of A. J. Caley & Sons, Ltd., of Norwich, England, whom they represent for such lines as Christmas crackers and confectionery; and Mr. Gray, of the Cleveland Macaroni Co., Cleveland, O., manufacturers of the "Golden Egg" products.

The stores and offices at Ridgetown, Ont., with the exception of the Northway Co. and Craig Co. stores, will close every Wednesday during June, July and August at 12 o'clock noon. In order, however, that the public may not be inconvenienced, one grocery store will remain open each Wednesday afternoon.

Among the retailers from Ontario points who were in Toronto this week were: A. H. Milner, Brampton; A. Thompson, Pine Grove; C. H. Gibson, Porcupine; J. D. Glover, Mattagami; W. C. McFarlane, Queensville; Frank Chapelle, Brown Hill, and W. H. Blyth, Bellwood.

Western Canada.

H. Taylor & Son, grocers, Saskatoon, Sask., have sold to J. E. Moffatt.

A. H. Dixon, proprietor of the Public Grocery, Calgary, Alta., has sold to I. Arstead.

Losey & Haimrast, general merchants, Warner, Alta., have dissolved. Mr. Losey is continuing the business.

Dillon & Shaw have started a general store at Athabasca Landing, Alta.

H. M. Durkee, general merchant, Semans, Sask., has sold his business to A. P. Shelter as S. Geigher, from Rosthern.

The North Lethbridge Society, Ltd., has opened a grocery store at Lethbridge, Alta.

A general store has been opened at Magrath, Alta., by Grant & Davies.

Four Lethbridge, Alta., fruit dealers have been fined for selling short measure contrary to the Fruit Inspection Act.

Sugar Declines Another 10 Cents

At Beginning of Week—Market Has Not Steadied Since Decline—Canned Beans Have Been Advanced—Rice is Firm—Eastern Markets Continue Strong—Summer Goods Moving.

QUEBEC MARKETS.

POINTERS:—
Sugar.—Down 10 cents.
Filberts—Up ½ cent.
White Pepper—Firm.

Montreal. June 27.—Trade has been very satisfactory in practically all lines though dried fruits have not been so active of late.

Considerable anxiety has been caused by an evident corner in rice in the Far East, and prices are now hovering round the level reached during the panic last year.

Wholesalers report an improvement in collections, and there seems to be a greater surplus of cash throughout the country. Things are now in a good way, and it seems that good times are ahead.

SUGAR.—Last week we reported a weak feeling in the market, and at beginning of this week a ten cent decline was registered. The weakness was no doubt due to the good crop on this side, and reports of good general appearance of things in Europe.

It is said that the United Kingdom will not have to buy sugar to any great extent from Cuba, owing to heavy shipments from Java, so that a source of possible competition has been removed. Further reports advise that planters in Cuba are all carrying heavy amounts for this time of year, so that bullish feeling so common on market just before end of crop will be removed.

Demand at present is good, and we may see a still further decline, though it is not expected that it will go below the five dollar mark.

Granulated, bags	5 05
Granulated, 20-lb. bags	5 15
Granulated, 5-lb. cartons	5 35
Granulated, Imperial	4 90
Granulated, Beaver	4 90
Paris lump, boxes 100 lbs.	5 80
Paris lump, boxes 50 lbs.	5 90
Paris lump, boxes 25 lbs.	6 10
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 70
Crystal diamonds, 100-lb. boxes	5 80
Crystal diamonds, 50-lb. boxes	5 90
Crystal diamonds, 25-lb. boxes	6 10
Crystal diamonds, 5-lb. cartons	6 60
Crystal Diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 45
Extra ground, 50-lb. boxes	5 65
Extra ground, 25-lb. boxes	5 85
Powdered, bbls.	5 25
Powdered, 50-lb. boxes	5 45
Powdered, 25-lb. boxes	5 65
Phoenix	5 05
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 yellow	4 80
No. 1 yellow	4 65

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUPS AND MOLASSES.—Considerable interest is shown in grocery grades of molasses, and large demand makes things more interesting. As said frequently before, molasses is one of the few foodstuffs remaining cheap, and so a good demand is natural.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls.	....	0 03½
Corn syrups, half-barrels	....	0 03¾
Corn syrups, quarter-barrels	....	0 04
Corn syrups, 38½-lb. pails	....	1 90
Corn syrups, 25-lb. pails	....	1 35
Cases, 2-lb. tins, 2 doz. per case	....	2 90
Cases, 5-lb. tins, 1 doz. per case	....	3 25
Cases, 10-lb. tins, ½ doz. per case	....	3 15
Cases, 20-lb. tins, ¼ doz. per case	....	3 10

DRIED FRUITS.—Trade in California fruits for either future or immediate delivery is not over brisk, although considerable inquiry is reported from Europe for California prunes. Coming crop should be a good one, as late rains have aided it rather than harmed, and while others go so far as to say that bad weather has prevailed and that things are not at all rosy, we may accept the latest optimistic advices as authority.

The local market is fairly active, with dullness noticeable in some lines, the chief to suffer being raisins and currants. Apricots are now in the limelight, and a fairly strong feeling prevails. Peaches are also quiet, just a small volume of business passing.

Evaporated apricots	$0 22	$0 24
Evaporated apples	....	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pckgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	....	0 06½
Dates, Hallowee, loose	....	0 06
Fards	....	0 11
Figs, 3 crown	0 07¾	0 19½
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07¼
Prunes—		
20-30	....	0 13
30-40	....	0 12
40-50	....	0 11
50-60	....	0 10
60-70	....	0 09½
70-80	....	0 09
80-90	....	0 08½
90-100	....	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	....	0 08½
Choice fancy seeded, 1-lb. pkgs.	....	0 09
Choice loose muscatels, 3-crown, per lb.	....	0 08
Choice loose muscatels, 4-crown, per lb.	....	0 08¼
Seedless, new, in packages	0 07¼	0 07½
Select raisins, 7-lb. box, per box	0 07⅜	0 08
Sultana raisins, loose, per lb.	0 11	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine, off stalk, per lb.	0 06	0 07½
Valencia, select, per lb.	0 06¾	0 07¾
Valencia, 4-crown layers, per lb.	0 07½	0 08

TEA.—There is a very strong feeling in market for higher grade Japans and we are safe in saying that we have reached point where crop output is not equal to the demand. Japan sifting have declined one cent.

There is a fair distributing demand for general list, but we understand that there are less Indian varieties offering than last year, so that market is hardening.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 28
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There is quite a good demand for coffee both locally and from the country, and roasters are expecting a good run of business during the summer. Considerable interest is being paid to reports about the new crop, as most roasters are anxious to see it a good one, and thus break up the past succession of crops which have not been sufficiently large to meet the world's requirements. However, the situation in Brazil is exceptionally strong, and no cheap coffee can be seen there.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Market is active in all peppers and prices show an upward tendency. In fact there is a general show of interest throughout the whole range of lines, but stocks have reached a narrow limit.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	....	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE AND TAPIOCA. — The rice market continues strong and if full weight is to be paid to reports arriving from all leading centres, higher prices will be reached in a short time. That the Government in China has little control over the merchants is perfectly evident, as after supplies had been cornered and merchants refused to part with stocks for less than $10 per 100 lbs., the Government ordered a general unloading of stocks at reasonable figures, but little attention was paid to the order and goods are still held. Foreign rice has therefore been in demand on the Rice Guild, and as prices for Saigon and Rangoon rice for immediate shipment are still higher than those asked locally for Chinese rice, it seems an odds-on chance of foreign rice receiving considerable attention.

An official report on trade of Japan states that the chief agricultural crops have been better than last year, but price has remained high and the problem is a serious one for rice being the bread of Japan regulates cost of labor.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 75	3 85
Rice, grade B, bags, 100 lbs.	3 75	3 85
Rice, grade B, bags, 50 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 95	4 05
Rice, grade B, pockets, 25 lbs.	3 85	3 95
Rice, grade C.C., bags, 250 lbs.	3 65	3 75
Rice, grade C.C., bags, 100 lbs.	3 65	3 75
Rice, grade C.C., bags, 50 lbs.	3 65	3 75
Rice, grade C.C., pockets, 25 lbs.	3 75	3 85
Rice, grade C.C., ½ pockets, 12½ lbs.	3 85	3 95
Patna, polished	4 30	4 35
Pearl	4 85	4 95
Imperial Glace	5 25	5 35
Sparkle	5 40	5 50
Crystal	5 40	5 50
Snow	5 70	5 80
Ice Dips	5 95	6 05
Caroline Rice	7 25	7 35
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

NUTS.—Filberts have advanced a half cent owing to shortage in supplies, and are likely to advance a little further. Brazil nuts are quiet and somewhat easier, and while almonds are dull and uninteresting, walnuts, both shelled and unshelled, are without animation.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 11	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop.	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	....	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	....	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

ONTARIO MARKETS.

POINTERS:—

Sugar—Down 10c to $5.15.

Canned Beans—Advanced.

Celery Seed—Still Climbing.

Rice—Firm.

Toronto, June 27.—Sugar has again been one of the features of week, another decline of 10 cents being recorded on Monday. This leaves refined at $5.15 as compared with $4.70 one year ago. Lateness of preserving fruits has delayed movement of sugar, but consumption should shortly begin to reach substantial proportions. In absence of any indication of higher prices, dealers continue a hand-to-mouth policy.

Jobbers report business as fair for season. Sugar is not so brisk as usual at this time, but in general lines business appears up to normal. Picnic, camping and summer goods in general which were neglected in early June because of unseasonable weather are now beginning to move better.

Canned beans have been advanced this week. High cost of raw material is principal reason assigned.

SUGAR.—Following the weak feeling recorded in sugar last issue, refined declined 10 cents per cwt. at beginning of this week, bringing it down to $5.15 per cwt. on local market.

Situation still continues easy, market having failed to steady up since decline. Cuban output continues to slow up well, but this is becoming more of a finished issue, and attention is being directed to beet crop in Europe. So far reports from this source have been favorable, but it must be remembered that it was just about a year ago that Europe began to send out adverse reports.

Demand still continues on a hand-to-mouth basis.

Extra granulated, bags	5 15
Extra granulated, 20-lb. bags	5 25
Extra granulated, 5-lb. cartons	5 45
Imperial granulated	5 00
Beaver granulated	5 00
Yellow, bags	4 75
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 55
Extra ground, 50-lb. bags	5 75
Extra ground, 25-lb. boxes	5 95
Powdered, bbls.	5 35
Powdered, 25-lb. boxes	5 75
Powdered, 50-lb. boxes	5 55
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	5 90
Paris lumps, in 50-lb. boxes	6 00
Paris lumps, in 25-lb. boxes	6 30

SYRUP AND MOLASSES.—There is no particular change in either of these lines. Warm weather is not altogether conducive to consumption of either lines. Still there is a certain demand, and dealers should not neglect their stocks.

	Per case.
Syrups—	
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, ½ doz. in case	2 80
20-lb. tins, ¼ doz. in case	2 75
Barrels, per lb.	0 03¼
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38¼ lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
½ gals. 12 to case	5 40
¼ gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 32
New Orleans, barrels	0 26 0 30
Barbados, extra fancy	.... 0 50
Porto Rico	0 45 0 50
Muscovado	.... 0 30

DRIED FRUITS.—Business, as is to be expected at this time, is rather inclined to quietness. Stocks in most lines appear to be cleaned up to fairly good margin for time of year. Some jobbers are quite well supplied with large-sized prunes, but from present appearances it would seem as if these will be needed this fall, as there is a tendency in new crop to run to small sizes.

Some interest is being directed to future dried fruits. A buying movement of California prunes from Europe has been a recent feature. Currants are reported as progressing well, and present indications point to a good crop. Quotations of around 23 shillings are heard on new crop goods.

Spot dried fruits show no change in price.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	....	0 09
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07¾	0 09
Apricots—		
Choice, 25-lb. boxes	....	0 21
Slabs	....	0 18½
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 13½	0 15
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	....	0 08¾
Seeded, 16-oz. packets, choice	....	0 08¼
Dates—		
Hallowee full boxes	....	0 06½
Package dates, per 1 lb.	....	0 07
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—Opening sale in Calcutta was held on June 4, when 20,000 packages were offered. This fairly large quantity tends to confirm indication that a favorable opening of new plucking season, with increased yields in many instances, will prove correct, and from forward musters seen, it is generally anticipated that quality will be up to the average of previous seasons. The weather reports from Ceylon are of a character favorable for heavy flushing, so that large quantities of inferior liquoring teas are likely to come forward. The shipments from Colombo to United Kingdom during May were 13,000,000 lbs., or an increase of 2,000,000 lbs. on May of last year, while estimate for June is for a further increase of 1,500,000 lbs., which, if realized, will put the available supply for first six months of the year approximately 2,000,000 lbs. over the corresponding figures of 1911.

COFFEE. — There is no material change in local coffee situation, but steadiness prevails, with primary markets showing no tendency to recede. The new crop begins its outturn on July 1, but it is so gradual that it has no great effect on market immediately. This year prospects do not look promising.

Local wholesalers do not note any great falling off in consumption. Trade appears to be fair for time of year.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricaibo, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Celery seed still continues its spectacular advance. Three months ago it was selling here for 18 cents, asked. It seems difficult to obtain, and while to-day 40 to 45 c. is being asked it is hinted that market is probably cornered. Cloves are strong and advancing, while mace is firm on primary market. Peppers still hold steady. A re-

port from New York on spices says:—White peppers have advanced sharply on active trading, and the large business done is perhaps the most important feature of the week. Zanzibar cloves are also firmer, as are Cassias and nutmegs, and the trade demand is exceptionally brisk for this season of the year. The actual scarcity on the spot of a number of articles is being felt, and should the demand continue on its present scale, further advances for spot goods are probable.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15—19	60—0 70	70—0 80
Cassia	20—32	85—1 15	95—1 25
Cayenne pepper	23—33	80—1 05	90—1 15
Cloves	23—29	75—0 95	85—1 10
Cream tartar	25—26	90—0 00	.....
Curry powder	25—00	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	65—80	.....	0—2 75
Nutmegs	30—60	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—30	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmerie	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	....	0 12
Celery seed, per lb., in bulk	0 40	0 45
Shredded cocoanut, in pails	0 16¾	0 17¾

RICE AND TAPIOCA.—Rice, even at last week's advance of 15 cents per cwt., continues strong. Advices from the producing sections of the Far East all denote a strong upward tendency, and it appears that the decline in prices during early spring is soon to be made up.

Not only is market on Rangoon firm, but there is a marked steadiness all down the line. Trade is reported as fair for season. Rice is a good summer food.

Standard B., from mills, 500 lbs. or over, f.o.b., Montreal	....	3 75
Rice, standard B., f.o.b. Toronto	....	3 83
	Per lb.	
Rangoon	0 03¾	0 04
Fancy rangoon	....	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	....	0 08
Medium pearl	0 06½	0 07
Flake	....	0 08
Seed	0 06½	0 07

NUTS.—There is nothing new to report in nuts. Peanuts is the only line that is moving well. Shelled varieties are fair.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled	0 28	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	....	0 08½
Peanuts, green, jumbo	....	0 10

BEANS.—Canadian beans are scarce and from $2.85 to $3 is being asked. Hungarian beans have arrived on market. One local jobber quotes them at $2.50 per bushel.

Prime beans, per bushel	....	2 85
Hand picked beans, per bushel	....	2 90
California Lima beans, lb.	....	0 06

CANNED GOODS.

TORONTO.—The inevitable has come in canned beans, prices having at last been advanced. The strong feeling in this market has been referred to for some time now, and retailers should be well prepared for the advance. One firm quotes 1's up from 50 to 60c; 2's from 90 to 95c; 3's flats from $1 to $1.15, and 3's tall from $1.25 to $1.35. This is for pork and beans. The high cost of raw material, as well as higher prices on other goods used in manufacture is cause of advance. The manufacturers are experiencing great difficulty in securing supplies of raw material.

Some firms are still offering slight concessions in peas. Corn is selling from 95c to $1. Salmon continues steady.

Demand is mostly for immediate wants in canned goods at present. Salmon is a good selling line, as well as other lines of fish. Pork and beans, soups, canned beef, jellied meats and other lines suitable for picnic and camping purposes should sell well from now on.

MANITOBA MARKETS.

POINTERS:—
Sugar—Down 10 cents.
Canned Goods—Good demand.
Prunes—Firmer.
Peanuts—Dearer.

Winnipeg, June 26.—Real summer weather is driving all who are able to spend the week end at least to summer camps and cottages. This has given a decided boost to many lines of canned goods, smoked meats, cheese and other goods that are easily prepared and handled.

Staple lines are in good demand, and prospects bright. Rain would, however, be welcome, though want of it would not seriously affect business for another week.

Further reductions in dried fruits have not taken place. Reports of "dropping" in the prune orchards have given a firmer tone to this line.

A feature has been a further reduction of 10 cents per cwt. in sugar. Easier raw material accounts for this. Locally there is an excellent demand, which should improve next month.

India teas are reported easier, and coffee is unchanged, and remains high.

SUGAR.—A general reduction of ten cents has taken place in sugar. Local demand is excellent, and will improve with advance of the preserving season.

Montreal and B.C. granulated, in bbls.	5 60
Montreal and B.C., in sacks	5 55
Montreal and B.C. yellow, in bbls.	5 20
Montreal yellow and B.C. yellow, in sacks	5 15
Icing sugar, in bbls.	5 65
Icing sugar, in boxes (25 lbs.)	6 20
Powdered sugar, in bbls.	5 80
Powdered sugar, in boxes	5 80
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 50
Lump, hard, in half-bbls.	6 55
Lump, hard, in 100-lb. cases	6 50

SYRUPS. — No further changes reported or anticipated. Market is inactive.

Syrups—		
24 2-lb. tins, per case	....	2 48
12 5-lb. tins, per case	....	2 88
6 10-lb. tins, per case	....	2 76
3 20-lb. tins, per case	....	2 77
Half-barrels, per cwt.	....	4 20
Barbados molasses, in half bbls., per gal	....	0 45
New Orleans molasses, half bbls., per gal	0 30	0 51
Maple syrup—		
Imperial quarts, 2 doz. case	....	6 20
½ gals., 1 doz. case	....	5 85
Gals., ¼ doz. case	....	5 40

DRIED FRUITS.—Prune prices are somewhat firmer. One of the largest packers in California estimates this year's world production of prunes at 348,000,000 pounds as compared with 376,400,000 last year. The Pacific coast estimate has been reduced considerably on account of reported dropping in prune orchards.

	Per lb.
New Prunes—	
90-100s, 25s, s.p.	0 07½
99-100s, 10s, s.p.	0 07 4-5
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08¼
70-80s, 25s, s.p.	0 08½
70-80s, 10s, s.p.	0 08¾
60-70s, 25s, s.p.	0 09
50-60s, 25s, s.p.	0 09½
40-50s, 25s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05¼
Half boxes	0 05½
Half bags	0 05¾
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 25
Fine, selected, 28s, s.p., per box	2 40
4-crown layers, 28s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 08
Washes, per lb.	0 08½
1-lb. package	0 08¾
2-lb. package	0 17¾

COFFEE.—There is no change in coffee, which is high and unlikely to be anything else. India and Assam teas are reported as a little easier.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16¾
Green Santos	0 19
Roasted Santos	0 24
Chicory	0 12¾

BEANS.—Prices are unchanged and demand moderate.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—Roasted peanuts have advanced 1½ cents. There is a first rate demand and prospects first rate.

	Per lb.
Nuts—	
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Cocoanuts, per doz.	0 90
Cocoanuts, sacks	5 00
Peanuts, roasted, choice	0 09¼
Peanuts, roasted, extra fancy	0 12½
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20¼
Brazils	0 14
Nutmegs	0 20
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½

NEW BRUNSWICK MARKETS.

St. John, June 25.—The market in St. John during past week has shown little change, few differences in quotations being noted. Business has been promising, and with picnic season now at hand demand on many lines has vastly increased. Coming of finer weather which has not been experienced since the middle of May has also made a difference in sales. Fresh fruits are in huge demand, and canned goods for outings and suburban trade are finding a ready purchase.

Advices to local wholesalers are that wheat is firm in Canada and flour shows the same tendency. Feeds have been on a little slump largely due to fact that

pasture land is opening but even yet they are bringing a fancy figure. Cornmeal is a little higher and is apt to stay that way because of scarcity of old corn.

Because of high prices prevailing on beans cost of canned baked beans has at last advanced and local wholesalers have received word that future orders must be rated higher. Canned meats have also gone up because of record prices for beef, and other meats, but neither this nor the advance in baked beans was unexpected. Beef still continues at a record price for St. John and no change is looked for until well on in July, when new grass fed cattle should ease the market. There is no barreled beef with many of the supply houses and they are of the opinion that none can be had until about August, allowing time for preparations necessary to be made before the stock above referred to can be ready for market. Because of pastures being in use, dairy products have fallen in price and butter and cheese are both slightly lower. Reduction in butter, eggs and ch ese is not so great as had been expected.

Bacon	$	$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 23	0 25
Butter, creamery, per lb.	0 21	0 23
Buckwheat, W., grey, bag	....	....
Cheese, new, lb.	0 14¼	0 14½
Currants, 1's, lb.	0 08	0 08¼
Canned Goods—		
Beans, baked	$ 1 15	$1 25
Beans, string	....	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20
Peas, No. 3	....	1 25
Peas, No. 2	....	1 30
Peas, No. 1	....	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 90
Cornmeal, bbls.	....	3 95
Eggs, hennery	0 22	0 23
Eggs, case	0 19	0 21
Finnan Haddies	4 40	4 50
Fish, cod, dry	4 60	4 75
Flour, Manitoba	6 65	6 75
Flour, Ontario	6 10	6 20
Lard, compound, lb.	0 12½	0 12¾
Lard, pure, lb.	0 14½	0 15
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 35	0 36
Oatmeal, rolled	....	5 75
Oatmeal, std.	....	6 35
Pork, domestic mess	24 50	24 75
Pork, American clear	23 50	25 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09¼
Rice, per lb.	0 04	0 04½
Salmon, Case—		
Red Spring	7 75	8 00
Cohoes	7 25	7 50
Sugar—		
Standard granulated	5 30	5 40
Austrian granulated	5 10	5 20
Bright yellow	5 10	5 20
No. 1 yellow	4 80	4 90
Paris lumps	6 25	6 50

NOVA SCOTIA MARKETS.

Halifax, June 26. — Business continues in excellent volume on local grocery market. Wholesale dealers report trade in good condition, travelers sending in orders fully up to average, while collections are satisfactory.

At the lower prices there is a much better demand for sugars, and this will no doubt continue, as the berry season is near at hand. The first native strawberries reached the market last week, and sold at 20 cents per box. United States berries are quoted at 16 cents.

There was a sharp advance in price of navel oranges this week. They were marked up from $3.50 to $4.00. Pineapples were also advanced one dollar per crate. They are now quoted at $4.00. American tomatoes are selling at $4.50 per crate. Bananas are in good supply, and are going to the trade at $1.85 to $2.75. Cocoanuts are quoted at $4.75 per hundred. Lemons are in heavy demand, price being $4.50 per case. Bermuda onions are plentiful and price is unusually low, now selling at $1.20 per crate.

Butter continues plentiful, but price holds firm. Eggs are in good supply.

ENCOURAGE YOUR CLERKS.

A young man who has been clerking in the leading store in a town of about 1,200, tells the following experience: "I have been getting up the window displays and advertising of the store I clerk in for some time, but in doing so I am held back by the proprietor in a great many things. No matter if it is only a few cents that is needed to improve the display, he wants it done without it and then he says the results are not as good as they should be. This is also true about advertising: I will get up some good idea and then when he figures what it would cost to print and mail he will turn it down."

How often you see this the case. Some merchants will have a clerk who will take enough interest in the business to try and make a window display, but instead of the merchant encouraging him and getting the little things that are absolutely needed, he will not let him have them and in this way he blights the prospects of some bright clerk who might some day be able to put in a display in any store.

Grocers who do not care to try and keep their windows in shape themselves or who haven't the time, should appreciate the clerk who will take enough interest in his store to try and do it, and if there is anything that the grocer can do to help this clerk along he should do it.

LITTLE BUSINESS SERMONS.

It is very easy for the merchant to form plans, but the hard work comes in carrying them out.

It is all very well to increase business by getting trade away from your fellow merchants, but it is much better to increase it by creating new demand.

Enthusiasm will not keep up itself in your clerks. They must constantly have an example and incentive.

TWENTY YEARS AGO.

Items of Interest From Early Files of The Grocer.

The following items are taken from The Canadian Grocer of July 1, 1892:—

"The measure to enforce early closing referred to last week has since been rejected by the Quebec Legislature."

Editor's Note.—Early closing is still a live question, not only in Quebec, but in other provinces throughout the Domionion as well.

* * *

"The grocers of London, Ont., purpose holding a grand procession on the occasion of their annual picnic next month."

Editor's Note.—It is interesting to note that in this issue of The Grocer appears an account of this year's picnic of the London grocers. They still believe that business men need an occasional holiday.

* * *

"Mr. Henry Swan, of Swan Bros., grocers, King Street, Toronto, is taking an extended trip through Manitoba and the Northwest Territories. He writes Mr. Armstrong, of Armstrong & Cook, Toronto, and says that letters and books can give no adequate idea of the country, that you must see it to be fairly impressed with its greatness. Mr. Swan goes through to the Pacific Coast, returning about the middle of July."

Editor's Note.—Mr. Swan is still actively engaged in business in Toronto and in the same location as at the time of his trip to Western Canada twenty years ago. Swan Bros. are one of Toronto's oldest retail grocery firms, having been in business on King Street for 49 years.

* * *

"There was a big attendance at the molasses auction held in Montreal on Tuesday afternoon. Twenty-two hundred puncheons were sold. Five hundred puncheons were withdrawn before the auction and sold privately at 29c. Among the purchases were 50 puncheons at 28½c and 50 tierces at 32¼c, Caverhill, Rose, Hughes & Co.; 50 puncheons at 28½c by C. D. N. Osgoode; 50 puncheons at 28c, by W. S. Goodhugh. James Stewart & Co. handled the sales satisfactorily to all concerned. Five hundred puncheons to arrive will be sold on July 5th."

* * *

"Geo. Inch & Son, general merchants, Oak Point, N. B., are succeeded by Inch, Palmer & Co."

Where Half Holidays Are Observed

A List of Practically All Places in Ontario Over 1,000 in Population, Giving Information as to Half Holidays and Hours of Closing — It Will be Seen That the Early Closing Movement is Gaining Ground Rapidly.

The following list includes practically all places in Ontario over 1,000 in population. The information as to half holidays and early closing has been secured at first hand from the clerks of the various municipalities.

Alexandria.—No half holiday. Stores close at 7 p.m. every day except Saturdays.

Alvinston.—Wednesday afternoon.

Bracebridge.—No half holiday.

Blenheim.—Half holiday on Wednesdays from June 15 to September 15.

Brantford.—Half holiday on Wednesdays during June, July and August. (Butchers and grocers only.)

Brockville.—Half holiday on Wednesdays during July and August.

Bowmanville.—Half holiday on Wednesdays during June, July and August.

Brampton.—Nothing decided yet.

Berlin.—Half holiday on Wednesdays.

Bridgeburg.—No half holiday.

Cayuga.—No half holiday.

Chatham.—The grocers close on Tuesday afternoons at 1. So far no other retailers have fallen in line.

Cobalt.—Stores close at 7 o'clock on Tuesdays, Thursdays and Fridays. An agitation for a half holiday but nothing settled.

Colborne. — Half holiday on Thursdays during July and August. Stores close at 12 o'clock.

Chesley.—No half holiday.

Collingwood.—No half holiday. Stores close at 6.30 every evening except Saturdays.

Cobourg—No half holiday.

Carleton Place.—No half holiday.

Deseronto.—Half holiday on Wednesdays during July and August.

Dresden.—No half holiday.

Dundas.—Half holiday on Wednesdays during June, July and August.

Elmira.—No half holiday.

Essex.—Half holiday on Thursdays, starting June 20 and ending August 29.

Exeter.—Half holiday on Thursdays during July and August.

Elora.—Half holiday on Wednesdays during June, July, August and September.

Fergus.—Half holiday on Wednesdays during June, July and August.

Forest.—Half holiday on Fridays during June, July, August and September. Stores close at 12 o'clock. Closing time the year around is 7 o'clock, except on Saturdays, when it is 10.

Fort William.—Wednesday afternoon during June, July and August.

This list will be found of inestimable value by the traveling man. By using it, he will be able to avoid the delays caused by visiting towns where the places of business are closed.

Every traveler should clip the list out and save it for reference in planning routes during the summer months.

Galt.—Nothing done yet. Matter is being considered, but holidays will not be generally observed.

Glencoe.—No half holiday.

Gravenhurst.—No half holiday.

Havelock.—Half holiday on Wednesdays during July and August.

Hespeler.—Half holiday on Wednesdays during June, July and August.

Hamilton.—Half holiday on Wednesdays during June, July and August.

Hensall.—No half holiday.

Hawkesbury.—No half holiday.

Hagersville.—Half holiday on Thursdays during June, July and August.

Ingersoll.—Agitation for half holiday on Thursday during July and August.

Kingsville.—Half holiday on Thursdays during summer months. Stores close at 6 p.m. during Tuesdays and Thursdays through the whole year.

Kenora.—No general half holiday. Butchers close on Wednesdays.

Leamington.—Half holiday on Fridays until September 1.

London.—Half holiday on Wednesdays during June, July and August.

Lakefield.—An agitation for half holiday on Wednesdays during July and August, but opposition is being shown.

L'Original.—No half holiday.

Merritton. — Wednesday afternoons during June, July and August.

Midland.—No half holiday.

Mount Forest. — No half holidays. Close at 6 o'clock every day except Wednesdays and Saturdays.

Milton. — No half holiday. Stores close at 7 p.m. on Mondays, Wednesdays and Fridays.

Meaford.—Half holiday on Thursdays during June, July and August.

North Bay. — Agitation to close on Wednesdays during July and August. Not yet decided upon.

Niagara Falls.—No half holidays, being an excursion point.

Newmarket.—Half holiday on Wednesdays during July and August.

New Liskeard.—No half holiday.

Ottawa.—Many merchants make a practice of closing their places of business on Saturday afternoons for two months in the summer.

Orangeville.—Half holiday on Wednesdays during July and August.

Oshawa.—Half holiday on Thursdays during the summer months.

Park Hill.—N ohalf holiday.

Peterboro.—Half holiday on Thursday afternoons.

Port Credit.—Half holiday on Wednesdays during June, July and August.

Port Colborne.—An agitation on foot for half holidays. Nothing decided yet.

Port Dover.—No half holiday.

Port Arthur.—No half holiday.

Port Perry.—No half holiday.

Preston.—No half holiday.

Rainy River. — Thursday afternoon during June, July and August.

Renfrew.—No half holiday.

Ridgetown.—Half holiday on Wednesdays, closing at 12 o'clock during June, July and August.

Rodney.—Half holiday on Wednesdays during June, July and August.

Sarnia.—No half holiday.

Simcoe.—Half holiday on Thursdays. All stores close at 6 o'clock on other days.

Southampton.—No half holiday.

Sudbury.—No half holiday. Stores close at 6 p.m. five nights in the week in some lines of trade.

St. Marys.—Half holiday on Wednesdays during July and August.

Sault Ste. Marie.—Half holiday on Thursdays.

St. Thomas.—Half holiday on Wednesdays during July and August.

Tillsonburg.—No half holiday this summer.

Tavistock.—No half holiday.

Uxbridge.—No half holiday this year.

Weston.—Half holiday on Wednesdays.

Windsor.—The grocers close on Thursday afternons.

Walkerville.—Half holiday on Thursdays.

Winchester.—No half holiday.

Wateford.—Half holiday on Thursdays during July and August, stores to close at 12.30.

Westport.—No half holiday.

Matters of Mutual Interest

To spend a hot July morning on the keen jump, lugging around from store to store a couple of well-filled sample cases, miss the station bus by half a minute and just manage to fling yourself on board the last coach as the train pulls out is no joke. But on top of this, to find all your customers in the next town closed up and off to the lakeside is little less than a tragedy.

By collecting the information given on the other side of this page The Grocer hopes it may avert some of these hot weather disappointments, and save the boys on the road some fruitless errands.

This information covers towns of 1,000 or over, but if any of the readers of The Grocer can help to make this holiday list any more complete, we would ask them to send in the particulars without delay.

This is one of the little ways in which Canadian Grocer helps the traveler. But it is insignificant when compared with other ways, which, however, may not be quite so apparent.

* * *

Every traveling salesman who calls on the grocery trade, will be ready to concede that retail grocers are kept well informed of market tendencies and of all important developments in the trade through reading Canadian Grocer's weekly issues.

When a traveler advises a customer to buy sugar or canned goods in view of an approaching advance, his advice carries greater weight because Canadian Grocer has reported to the same effect. There is no need for him to waste valuable time in trying to convince the customer that his advice in genuine, and not merely due to a desire to make a sale.

If a traveler is introducing a new line, he finds that it is not regarded with suspicion and distrust, if the dealer has read about it in Canadian Grocer. On the contrary, his interest has been aroused, and he is more likely to grant a good interview even though he may be busy.

So it is that the travelers who benefit most from Canadian Grocer, are those whose firms are advertising regularly in the paper. It is blazing the way for them, influencing their prospects before they appear on the scene, making it easier for them to get the signature on the dotted line.

* * *

This is the twenty-sixth year in the life of The Canadian Grocer, and inspired the appreciative reference reproduced first slim numbers making their bow to the grocery trade of Canada, and who agree that if small in compass, The before from the Detroit Herald of Commerce:—

"The Canadian Grocer is one of our most valuable and interesting exchanges, and is so ably and carefully edited that its articles are widely copied by trade papers throughout the United States, and should be read with interest and profit by all grocers on this side of the line, as well as by Canadians. It is published weekly at Toronto, contains 32 pages, and is only $2 per year, and often a single number would be worth the price of a year's subscription to any enterprising tradesman who desires to keep posted on commercial affairs."

We have had many kind expressions of appreciation since the one quoted above, but those we value most are from the retailers out through the provinces, who consult us so frequently and on so many phases of their business. Take this, for example, from a Nova Scotia grocer:—

Canadian Grocer, Toronto.

Dear Sirs,—Enclosed find cheque for four dollars (4.00). Two for my subscription to The Canadian Grocer, and two for a copy of your Grocery advertising.

If your advertising manager has the time, I would like to have a criticism of the attached ad.

I would like to see a short editorial on sugar in your next or an early issue, as I am thinking of buying a carload, or perhaps a little more, but naturally would like to get it as near the bottom as possible.

The Canadian Grocer is a genuine live paper. All the suggestions are worth money to your readers.

Yours very truly,

J. M.

New Glasgow, N. S., June 6, 1912.

A letter like the above is the result of years of faithful service. The writer knows by experience that what he reads in the editorial, news and market sections of The Grocer will be absolutely unbiased and reliable. He knows that what is popularly known as a write-up finds no place in the columns of The Grocer, and that what is apparently the opinion or statement of the editor is so, in fact, as well.

* * *

The question of how to figure profits correctly and the kindred one of the cost of doing business raised by The Canadian Grocer some months ago has proved two things conclusively. First, that a large number of retailers had no definite idea of what it was costing them to do business nor what actual profit they were making on the goods they sold. Second, that the leading grocers have now become very much alive to these questions, as is evidenced by the number of statements submitted to our Mr. Henry Johnston for criticism.

The case is put very neatly in the following letter:—

Dear Sir.—I think your articles on "The Cost of Doing Business" are by far the most important of anything you have been publishing. If you can once show the general run of grocers what it costs them to do business you will have made a big step towards eliminating price-cutting.

With kindest regards, believe me,

Yours very truly,

A. MALCOLMSON.

Chatham, Ont., April 30, 1912.

There can be little doubt, that price-cutting and failures are in a great majority of cases simply a result of an inadequate idea of the cost of doing business, and the figuring of profit on cost rather than on selling price.

Rather Strong Front to Flour Market

Some Mills Have Advanced Prices on Manitobas in Western Canada—Lower Prices on Mill Feeds Throws More Strength on Flour—Bran is Reduced Again—Flour Trade Fair for Season.

There is a further easier feeling in bran this week, and reductions of from $1 to $2 per ton are reported from different centres. There has been no recent shading in shorts, but market is naturally rather inclined to weakness. Pastures in all the provinces are excellent, so that demand for mill feeds is greatly lessened, although shorts continue in better request than bran. The reason for this is that shorts are used as feed for pigs, while bran is used mostly as cow feed.

There is a somewhat firmer and stronger tone to flour. A number of mills have recently advanced Manibtoa flour 20 cents per barrel in Western Canada, and there is some talk of extending the advance to Eastern provinces as well. Wheat is holding quite a strong front, while lower prices on mill feed throws greater strength on flour. If millers do not get the money on their bran and other by-products, then it is necessary to tack it on to flour prices.

Demand from millers for flour appears to be on quite an appreciable scale for season. Naturally the sale of flour through the grocer is not so large in summer as during cooler months of year, but grocer who gives attention to this line will find business much better than it otherwise would be. "Flour business is keeping up much better than I expected," was the comment of one flour man this week.

Cereals are doing fairly well for June. Business is mostly done on a hand-to-mouth basis, as it is best for retailers to buy in small quantities and oftener during summer, so as to maintain a fresh stock. During week oatmeal has declined 12 cents per sack, but cereal men say that rolled oat market is holding fairly steady. Exporters appear anxious for business.

MONTREAL.

FLOUR.—The market has stiffened up considerably, and prices show an upward tendency. Bran has dropped a dollar per ton, making quotations now $20.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags		5 30
Manitoba straight patents, in bags		5 20
Manitoba strong bakers, in bags		5 10
Manitoba second, in bags		4 70

CEREALS.—Good oats are said to be somewhat scarce, so that there is a firm feeling in market and prices may be advanced in near future.

Fine oatmeal, single bag lots	2 75
Standard oatmeal, single bag lots	2 75
Granulated oatmeal, single bag lots	2 75
Rolled Cornmeal, 100 bags	2 35
Rolled oats, jute bags, 90-lb. single bag lots	2 50
Do., cotton bags, 90-lb., single bag lots	2 55
Rolled oats, barrels	5 25
Rolled wheat, bbl.	2 25

TORONTO.

FLOUR.—Trade in flour is on a fair scale for season. Some millers even report it as keeping up better than expected. With wheat holding firm and by-products lower there is quite a strong feeling in Manitoba flour.

Winter wheat flour is also quite steady with not a great deal offering. With Ontario wheat about on par with Manitoba, there is now not a great deal of difference between Ontario and Manitoba patents.

Feed flour appears to be firmer, as high as $33.00 per ton being asked.

Manitoba Wheat.		
1st patent, in car lots, per bbl.		5 70
2nd patents, in car lots, per bbl.		5 20
Strong bakers, in car lots, per bbl.		5 00
Feed flour, in car lots, per ton	31 00	33 00
Winter Wheat.		
Fancy patents, domestic consumption	5 10	5 40
Patents, 90 p.c., domestic consumption	4 80	5 10
Straight roller, domestic consumption	4 60	4 80
Blended, domestic consumption	5 10	5 30

CEREALS.—Cereals have shown no price change during week. Cornmeal is a little steadier on account of scarcity of good quality raw material.

Rolled oats appear to be in good demand for season. "We are quite rushed just now," said one miller. "It is not usual at this season for us to be quite so busy."

Rolled oats, small lots, 90 lb. sacks		2 50
Rolled oats, 25 bags to car lots		2 10
Standard and granulated oatmeal, 98-lb. sk.		2 64
Rolled wheat, small lots, 100-lb. bbls.		2 90
Rolled wheat, 5 barrel to car lots		2 80
Cornmeal, 100 lb. bags	2 35	2 40
Rolled oats in cotton sacks, 5 cents more.		

MILL FEED. — Bran has shown another reduction this week, and is now quoted at $21.00 per ton in car lots. Shorts are in somewhat better demand, and have continued fairly steady at $26.00 per ton.

MANITOBA.

FLOUR AND CEREALS.—Prices are steady in flour and rolled oats and oatmeal. Cornmeal is 5 cents per sack higher. Wheat prices are going up daily and flour is liable to follow.

Flour—	
1st patents, cwt.	3 05
2nd patents, cwt.	2 75
Strong bakers', cwt.	2 40
Rolled Oats—	
20 lb. sack	0 69
40 lb. sack	1 35
80 lb. sack	2 65
Granulated oatmeal, per cwt.	2 90
Corn Meal—	
98 lb. sacks	2 30
49 lb. sacks	1 20

NEWS AND NOTES.

New wheat is already reported from Oklahoma, and harvesting has begun in Kansas and Missouri.

Reports from Western Canada indicate growing crop to be in excellent condition, though probably a few days late, owing to prevailing cool weather after seeding.

Export flour trade is decidedly dull.

RICE A GOOD FOOD.

A fact which the grocer may use in increasing his rice sales is the fact that rice is more nearly a complete food than any other article. Rice is easily digested, is very nutritious, and is even a good diet for strong men, as is shown by the fine health of the Japanese soldiers, whose main diet has always been rice.

Dominion Day Stimulates Fruit Trade

Increased Orders in Anticipation of Holiday Trade — Fancy Vegetables Were Also Helped—Firmer Tone to Pineapples—Lemons Moving Better and Are Stronger — Tomatoes From Texas and Mississippi—New Potatoes Easier.

Trade in fruits, as well as in a number of lines of fancy vegetables has been stimulated this week by the approach of Dominion Day. Around every holiday season, fruits are always in better demand, but this is especially true in the summer season, because fruit is a warm weather food. Early in the week advance orders began to arrive from country districts, and trade became more active as week advanced. Orders comprised a greater percentage of fancy and high-priced goods than is usually the case.

It was pointed out in last issue that pineapple season had reached its zenith. This proved to be true, and trade in this line is dwindling some, although a considerable volume of business is still being done. Preserving wants, with exception of some belated business, have been pretty well cared for, demand to a large extent now being for table use. Business in pines this year has been good, for, in the absence of strawberries, dealers have been pushing pines strongly.

Shipments of Cuban stock are about to an end. For a time they showed some little waste, although late arrivals have been better in this regard. Floridas are coming on the market, but at a higher rate than ruled for Cubans. Quality is, however, good, and next couple of weeks should see a continued good movement.

The Canadian strawberry is allowing public appetite for it to develop to a high point before making its appearance in anything like substantial quantities. However, the amount of imports from across the line are dwindling, but Canadian receipts so far have not been large enough to break the market in the way it was expected. However, some continued warm, ripening weather would soon bring the change they are looking for. Canadian cherries are now coming forward in limited quantities.

Past week has been more favorable lemon weather, and demand has been on a larger scale. If Old Sol would decide to hand out a more fiery brand of sunshine it would bring a much brisker movement, and no doubt bring a firmer tone to market. As it is there is a steadier feeling in fresh cuts because they are below the par of other varieties. These, as well as November cuts, are now going out, while Verdelli, on account of being higher, are not moving as yet.

Tomatoes are now coming along from Texas and Mississippi, and at a more reasonable figure. They are in four-basket flat crates. Florida stock is about done. New potatoes are in better supply and lower in price, and large quantities are being sold.

MONTREAL.

GREEN FRUITS.—Market is fairly active for practically all lines, in spite of some high prices. The banana market is acting in a rather unusual way, prices being advanced just as large supplies from Jamaica came to hand, when it was expected that the movement would be the other way. Navel oranges are pretty well exhausted now, and late Valencias will now be in the limelight. Strawberries are in good demand, and lemons are also being asked about more owing to the warm weather, which seems to be here to stay. That the highest price for lemons have not yet been reached there can be no reasonable doubt.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 50	2 75
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	7 00	7 50
Jamaica, case	....	3 50
Lemons	....	3 50
Limes, box	....	1 50
Oranges—		
Navels	....	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	....	2 50
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 15	0 20

VEGETABLES.—There is a fairly good demand for all lines of vegetables, in spite of high prices prevailing. Cucumbers are not moving so freely as expected owing, no doubt, to smaller offerings and consequently higher prices. Potatoes are well looked after, and carrots remain scarce and dear.

Beans, green, hamper	3 00	3 75
Wax beans	3 75	4 00
Carrots, boxes	....	4 00
Cabbage, crate	....	3 00
Cauliflower, dozen	....	3 50
Celery, Bermuda, crate	....	9 00
Cucumbers, basket	2 00	2 25
Garlic, 2 bunches	....	0 45
Peppers, green, crate of 6 baskets	....	4 00
Lettuce, Boston, per box of 2 doz.	....	2 50
Leeks, dozen (N.Y.)	....	1 00
Onions—		
New Egyptian, per lb.	....	0 02½
Radishes, dozen	0 25	0 30
Sweet potatoes, per basket	....	3 00
Potatoes, Green Mountains, bag	....	2 00
New potatoes, per bbl.	4 00	5 50
Spinage, per bbl.	....	4 00
Parsnips, bag	3 00	3 75
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	....	4 50
Turnips, per bag	....	1 25

TORONTO.

GREEN FRUITS.—The big change in strawberries which fruit men were looking for last week has not yet taken place. In fact, prices at beginning of week were much the same as first of last week. However, Canadian berries have been replacing U.S. stock, but supplies have not been large enough to weaken market. Warm ripening weather will, however, cause a different story.

Canadian cherries have made their debut during week, selling at around 75 cents for six-quart basket. The quantity has so far been small. U.S. cherries are still coming along at $2.50 per box.

Pine market is stronger this week. Cubans are about done, but Florida are coming along, although at a higher rate.

Navels, which are winding up somewhat steadier and firmer. Valencias are selling at $4 to $4.50 per case. There are some Mexicans on market at $2 per case.

The wholesale fruit men moved to their summer quarters on Monday. The opening this year was two days later than a year ago, and the latest for six years.

Cantaloupes are on the market at $6 per crate.

Bananas, per bunch	1 50	2 00
Red bananas, per bunch	3 75	4 00
Huckleberries, qt. box	....	0 20
Lawtonberries, qt. box	....	0 20
Lemons, fresh cuts	....	3 25
Lemons, November cuts	4 00	4 50
Lemons, California	....	3 50
Limes, per 100	....	1 50
Oranges—		
California navels	3 00	3 50
California, late Valencias, case	....	4 25
Tangerines, half box	1 50	2 00
Pineapples, case of 24	3 00	3 50
Pineapples, case of 30	3 00	3 50
Pineapples, case of 36	3 00	3 50
Strawberries, quart	0 13	0 15

Rhubarb, per dozen	0 00	0 40
Watermelons, each	0 50	0 65

VEGETABLES.—As usual, vegetable prices are fluctuating, but on whole tend downward. New potatoes are prominent on market just now, and values are easier under increased shipments, selling at $4.75 to $5 per barrel. Easiness in old potatoes is not so marked, holders of good stock being quite steady in their ideas. Trade in old potatoes is somewhat overshadowed by the new grades.

Texas and Mississippi tomatoes are coming along in flat crates, four baskets to a crate, and are more reasonable in price. Florida stock is about done.

Texas onions are in fair supply, while Egyptians are about cleaned up.

Trade this week has been quite good, especially in fancy lines.

Asparagus, Canadian, basket	1 75	2 00
Beets, new, hamper	....	1 50
Carrots, new, hamper	1 75	2 00
Cabbage, new, per crate	....	3 00
Cucumbers, Florida, hamper	2 00	2 25
Green beans, hamper	....	2 50
Egg plant, each	....	0 25
New radish, per doz.	0 12½	0 15
New lettuce, per dozen	0 35	0 45
Onions—		
Egyptian onions, 110 lb. bags	....	2 75
Texas onions, 50 lb. crate	....	1 75
Potatoes, N.B.	1 75	1 90
Potatoes, P.E.I.	1 60	1 65
Potatoes, Ontario, bag	1 65	1 70
Potatoes, new, bushel	....	2 00
Potatoes, new, bbl.	4 75	5 00
Green peas, hamper	....	2 50
Tomatoes, flats, 4 basket crate	....	1 50
Tomatoes, Florida, crate	4 00	4 50
Spinach, hamper	0 90	1 00
Wax beans, hamper	2 50	2 75
Green peppers, case	....	6 00
Green peppers, basket	....	1 25

WINNIPEG.

FRUITS AND VEGETABLES. — Warm weather has greatly stimulated green fruit business. Navel oranges are scarce, Valencias now coming in. Cherries and Florida pineapples are lower. Apricots are now listed. Native lettuce, onions and radishes will be plentiful in another week.

Fruits—		
Apricots, crate	....	3 00
Water melons, doz.	....	7 50
Bananas, bunch	2 50	3 50
California lemons, crate	....	6 50
Cauliflower	....	3 50
Cucumbers, doz.	....	1 50
California celery, dozen	....	1 65
Cherries, case	2 25	2 75
Grape fruit	....	7 00
Florida tomatoes, crate	....	5 50
Limes, box	....	2 25
Messina lemons	5 00	5 50
Oranges, navels	....	5 50
Strawberries, case	....	4 00
Washington apples, box	3 00	3 50
Onions, Cal., sack	....	3 50
Onions, Bermuda, case	....	2 75
Peppers, basket	....	1 25
Potatoes, per bushel	....	1 10
Carload lots, F.O.B.	....	0 80
Pineapples, case	4 00	4 25
Florida tomatoes	....	5 00
Almeira grapes	5 50	8 00
Oranges, Valencia	....	4 75

SUGAR BEET PROSPECTS.

The progress of sugar beets in Canada has been somewhat hampered by continued backward season during June with much wet weather. However, field work has made fair progress, and sowings, which considerably exceed those of last year are furnished. Thinning is now under way, and while the crop is reported to be about 10 days late, the stand is good, and with favorable weather from now on the roots will soon catch up.

PEDDLERS MAY STILL YEL.

By-Law to Prohibit Calling of Wares Laid Over.

Toronto, June 27.—One little word or rather the difference of opinion as to its exact meaning has delayed the passing of the by-law to prohibit peddlers from calling out their wares on the street. That little word is "hawk."

The proposed by-law came before the city council on Monday, when a deputation from the Retail Grocers' Association was on hand to urge its passing, while opposition was offered by representatives of the peddlers. The by-law had received its first and second readings when the question was raised as to whether the privilege to "hawk," which is given the peddlers when they take out a license, did not include the calling of their wares. The city solicitor is to report on this question, and the by-law is to come up at the next meeting of the council, when the Retail Grocers will have another deputation present and hope to put the by-law through its final stages. Mayor Geary was of the opinion that license was merely given to peddlers to sell and that council could regulate the manner in which goods should be sold.

Wm. C. Miller, J. S. Bond and Neil Carmichael presented the grocers' side of the question. Mr. Carmichael raised the point that residential districts had been created where the grocers were not allowed to go, but hawkers could go there without hindrance. He contended that they should be kept out as well as the grocers.

Wm. Eckles for the peddlers contended that grocers can canvass and ring the telephone, which he thought was just as bad as peddlers shouting.

LONDON ALSO AFTER HUCKSTERS

They Buy Up Goods That are Scarce—One Man Was Fined.

London, Ont., June 27.—A committee from the Retail Grocers' Association waited on the chairman of No. 3 committee of the city council in regard to manner in which hucksters buy on local market. It was claimed they get down to market very early and buy up anything that is scarce, thus practically cornering the market. The grocers have to buy from them or go without. If they do buy from them they have to pay a big price. The chairman of No. 3 committe promised to look into the matter and put a stop to it.

The market clerk had the first of a number of cases before the police magistrate on Friday last when the offender was fined two dollars and warned that next time it would be more.

The grocers of London are pleased at the outcome and feel indebted to the association for having this nuisance stopped.

VEGETABLES BACKWARD IN N.B.

St. John, N.B., June 27. — There is little hope that there will be an abundance of vegetables at any early date this year in St. John, Fredericton, or Moncton markets. The spring has been decidedly backward all over New Brunswick, and there is a strong belief that potato crop and others will suffer on account of bad weather. For about three weeks there was a rain spell which was marked by a fall almost every day, while one or two days intervening with much heat may cause a rot. Conditions all through the province are practically the same and supply of green goods in the country market and on grocers' racks at present is not nearly so encouraging as might have been the case with finer weather. There will be a very heavy hay crop, however, and it is expected that harvest of oats will be very large as well, but there is little hope entertained for cheap vegetables, such as potatoes, turnips, carrots, onions, etc., which will likely be scarce.

FRUIT PROSPECTS IN ONTARIO.

A Toronto wholesaler who has just returned from a tour of inspection throughout the fruit districts of Ontario reports that quality of fruit will likely be good, but the quantity light. Condition of strawberries points to not much over 50 per cent. of a normal yield, while peaches do not promise much better.

Indications are that raspberries and thimbleberries will not be as plentiful this year as last. The severe winter was responsible for much of this prospective shortage. The strawberry plants did not run last year as well as usual, and many fields were ploughed up. The sections that promise best are Queenston, St. David's and Burlington, and most of the country situated along the heights that run back a distance from the lake. Generally speaking, a moderate crop is looked for, and good prices are anticipated by those who have followed the market.

What is said to be the first of its kind in the history of the California bean industry is a canning plant for the packing of California green lima beans, to be ready in August.

Fish Trade Satisfactory for Season

Movement of Fish Quite Up to Standard for Time of Year—Fresh Fish Predominate—Hard to Handle Smoked Varities in Hot Weather—Easier Tendency in Codfish.

Reports from different centres of the Dominion, indicate that fish men are pretty well satisfied with volume of business. True it is that weather of late has not been quite so favorable as earlier in month but for this time of year, movement of fish is described as satisfactory. Trade at present time is of course nearly all in fresh varieties, for it is difficult to handle smoked lines during warm weather. However there is some business passing in smoked. Finnan haddie is one of the principal smoked lines while in fresh, halibut, trout and whitefish are favorites.

The mackerel catch on Nova Scotia coast has so far been disappointing. There are better hopes for the second run. Fairly good catches of codfish on eastern coast as well as phenomenal Norwegian catch is having a depressing tendency on the market.

QUEBEC.

MONTREAL.—Haddock and cod are both plentiful and quoted at reasonable figures but there is a scarcity of lake trout, and whitefish, also pickerel and perch. Brook trout and pike are not so plentiful and prices are firm. Gaspe salmon is moving freely. Fancy large fresh mackerel are scarce and prices have advanced.

FRESH AND FROZEN.		
Fancy spring salmon, per lb.	0 18	0 20
Large shad herring, each	....	0 02
Market cod, cases, 250 lbs., per lb.	....	0 04
Less than case	....	0 04½
Smelts, fancy	....	0 10
Haddock	....	0 04½
Halibut, per lb.	....	0 10
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	....	0 08
Steak, cod	....	0 06
Mackerel	....	0 09
Dressed perch	....	0 09
B.C. red salmon	0 10	0 11
New Gaspe salmon, per lb.	....	0 15
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	....	0 09
Lake trout, per lb.	....	0 12
Whitefish, large, per lb.	0 09	0 10
Pure cod tablets, 20 1-lb. tablets	....	2 30
Whitefish, small, lb.	....	0 06
Barbotte (dressed) bullheads, per lb.	....	0 08½
PREPARED FISH.		
Boneless cod, in blocks or packages, lb.		8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle		5 50
Shredded cod, 2 doz. in box, per box		2 10
Boneless strip cod, 30-lb. box		0 12
SALTED AND PICKLED.		
New green cod, per bbl., 200 lbs.		10 00
New Labrador herring, per bbl.		5 50
New Labrador herring, per half bbl.		3 00
No. 1 mackerel, pail		2 00
No. 1 mackerel, half bbls.		8 00
Lake trout, kegs		6 00
No. 1 green haddock, per 200 lbs.	7 50	8 00
Salt eels, per lb.	....	0 06
Salt sardines, bbls.	....	5 00
Salt sardines, half bbls.	....	2 75
Lake trout, half barrel	....	6 00
Scotch herring	....	6 50
Scotch herring, keg	....	1 00
Holland herring, half bbl.	....	5 50
Holland herring, keg	....	0 75
Boneless new herring, 10-lb. boxes	....	0 12½
Salt eels, per lb.	....	0 06
Labrador salmon, bbls.	....	18 00
SMOKED.		
Bloaters, box		1 10
Yarmouth bloaters, fancy, per box		1 25
Haddies, fancy, 15-lb. boxes, per lb.		0 07½
Fillets, fancy, 15-lb. boxes, per lb.		0 11
Herring, new, smoked, per box		1 15
Kippers (small) per box of 50 fish		1 10
Smoked salmon, per lb.		0 25
SHELL FISH.		
Solid meats—Standards, gal., $1.75; selects, gal.		2 00
Boiled lobsters, per lb.		0 20

ONTARIO.

TORONTO.—Halibut is selling at 10 to 11 cents and is one of the favorite lines in demand just now. Trout and whitefish are also good sellers. For the season, dealers report business up to standard.

Present weather will not allow handling of much smoked fish but finnan haddie is to be had at 8 cents per pound.

FROZEN FISH.		
Gold eyes	....	0 05
FRESH CAUGHT FISH.		
White fish, per lb.	....	0 12
Lake trout, per lb.	....	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	0 09	0 11
Flounders	....	0 07
Lake Erie herrings, per lb.	....	0 06
Pike	0 07	0 08
Perch	....	0 07
Suckers	....	0 05
PREPARED.		
Shredded cod, 2 doz. pkgs. to box	....	2 25
Acadia cod, 2-lb. boxes, 12 to crate	....	2 80
Cod in loose strips, 25-lb. to box, lb.	....	0 06½
Finnan Haddie	....	0 08

NEW BRUNSWICK.

ST. JOHN.—The finer weather of past week has differed greatly from former disagreeable period, and has had a promising effect on fish market. Large catches in many lines have been made, but this is only making amends for what has previously been the case, catches for most part having formerly been light. Past week has practically seen finish of the gaspereaux season which has been a fairly good one. The season in halibut has been poor and will soon be done. The backward spring has made supplies light, fish keeping into deep water and not coming near shore as a result of the cold weather. Salmon has come to a moderate price bringing from 16 to 25 cents a pound, and that it will not go below that price is the firm belief of dealers, who give as their reason that high cost of meat lines will create a livelier demand for this fish. The catch up to present has been well up to standard but will soon commence to fall off.

NOVA SCOTIA.

HALIFAX. — Catch of mackerel on Nova Scotia coast so far this year has been a big disappointment on account of the main school of fish keeping for most part out in deep water. Nearly all the hauls of mackerel on south shore near Halifax have been marketed fresh, the bulk of them having been bought for ten cents each. Very few were salted in this district. Some few fish are still being taken, and fishermen hope to do better when second run comes along. Advices from Magdalen Islands also state that catch there is unusually small.

From all points, particularly Cape Breton, come reports of large catches of codfish. Gaspe also reports fish plentiful. Along south shore of Nova Scotia results have been fair, although interrupted by stormy weather. The Lunenburg spring catch of half million quintals will shortly be on the market, and this together with phenomenal Norwegian catch, will have a tendency to depress the market. Large codfish are quoted at vessel at $5 per quintal landed here, and the price will probably go still lower.

Newfoundland herring are arriving freely, but price has not yet been fixed.

MANITOBA.

WINNIPEG.—Market is steady, with supplies liberal and demand good. Fresh whitefish, pickerel and gold eyes are plentiful.

Fish—	
Lake Winnipeg whitefish, lb.	0 08½
Fresh pickerel	0 07½
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 08
Sea herring, doz.	0 10
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Bloaters, per box	1 50
Smoked goldeyes, doz.	0 50
Norwegian herrings, per case	5 75
Labrador, per half barrel	4 40
Holland, kegs	0 65
Halibut	0 11
Fresh salmon	0 16
Fresh trout	0 12
Fresh goldeyes	0 04

Produce & Provisions

Butter Market Now in the Balance

Dealers are Wondering Which Way it Will Swing—June Butter in Demand for Storage Purposes—This Has Steadied Situation—Eggs are Unchanged—New Cheese Has an Easier Tendency.

It is just a question whether butter is any easier than a week ago. True it is that dealers were looking for an appreciable production this month and further concessions in prices, but as far as prices are concerned there has not been much change. Although this week market at some centres is still said to be on the easy side, holders are not giving way as much as was expected.

One explanation of bullishness on part of holders is that June butter is considered as very desirable for storage purposes. At some centres demand for it for this purpose has been quite keen. The West has now become pretty near able to supply its own demand, although an occasional offer is received from Western points by Eastern firms. There have been some inquiries from English houses for quotations on June butter, but prices in Old Country are much too low for business at present.

Pastures in most parts of Dominion are in excellent condition, and fact that make of butter should be large inclines some dealers to think that prices should be lower. "Perhaps they should be lower," said one man, "but I don't know where to go to buy any at a lower rate."

Warmer weather will soon be causing a greater shrinkage in eggs, and resulting in a generally steadier feeling with a greater premium on guaranteed new laids. There is no particular change in situation during past week. Up to the present, weather has been favorable to receipts arriving in good condition, and a greater quantity than usual has been stored. Demand for eggs is not quite so heavy, the public appetite tiring somewhat of this line, which has had a big run since early spring.

Trade in smoked and cooked meats on account of backward season has been rather tardy in getting under way, but should soon begin to blossom forth.

Cheese was easier last week, and still has a tendency in same direction on account of increased production. Advices from England state that although rains have fallen in Great Britain they have not been sufficient to compensate for previous dry weather.

MONTREAL.

PROVISIONS.—There is no immediate change in prices for this week, but higher prices for lard are certainly expected. There is a fair trade passing in smoked meats and bacon.

Long clear bacon, heavy, lb.	0 13½	
Long clear bacon, light, lb.	0 15	
Hams—		
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼	
Large sizes, 20 to 28 lbs., per lb.	0 16	
Medium sizes, 15 to 19 lbs., per lb.	0 17½	
Extra small sizes, 10 to 14 lbs., per lb.	0 17½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20	
Breakfast bacon, English, boneless, per lb.	0 18	
Windsor bacon, skinned, backs, per lb.	0 19	
Spiced roll bacon, boneless, short, per lb.	0 15	
Boiled ham, small, skinned, boneless	0 28	0 28
Hogs, live, per cwt.	9 25	9 50
Hogs, dress, per cwt.	13 00	13 25
Pure Lard—		
Boxes, 50 lbs., per lb.	0 14½	
Cases, tins, each 10 lb., per lb.	0 14½	
Cases, tins, each 5 lbs., per lb.	0 14⅝	
Cases, tins, each 3 lbs., per lb.	0 14¾	
Pails, wood, 20 lbs. net, per lb.	0 14½	
Pails, tin, 20 lbs. gross, per lb.	0 14¾	
Tubs, 50 lbs. net, per lb.	0 14¼	
Tierces, 375 lbs., per lb.	0 14	
One pound bricks	0 13½	
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 10⅝	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10⅞	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10¾	
Pails, wood, 20 lbs. net, per lb.	0 10¼	
Pails, tin, 20 lbs. gross, per lb.	0 10	
Tubs, 50 lbs. net, per lb.	0 10½	
Tierces, 375 lbs., per lb.	0 10¼	
One pound bricks	0 11	
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00	
Bean pork	17 50	
Canada short cut back pork, bbl., 45-55 pieces.	25 50	
Heavy short cut clear pork, bbl.	23 00	
Clear fat backs	25 50	
Heavy flank pork, bbl.	26 50	
Plate beef, 100 lb. bbls.	8 75	
Plate beef, 200 lb. bbls.	17 00	
Plate beef, 300 lb. bbls.	25 00	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	

BUTTER.—The local market is quiet, with only a limited demand from outside sources for supplies, and no export business doing. There is no change in prices to report.

Creamery blocks	0 26	0 26½
Dairy tubs, lb.	0 21	0 23
Fresh, dairy rolls	0 21½	0 22

EGGS. — There has been a marked falling off in supplies at some points, but not to same extent as during corresponding periods of past years. Supplies are coming along pretty freely and prices have been maintained under good demand, but market for second quality stock is quite inactive, as prices for this class are low, and sales should not be difficult to make.

New laids		0 29
Selects		0 27
No. 1		0 24

CHEESE. — Prices at country points showed a slight decline during the week, owing to a weaker feeling, which has prevailed for some time. The local market is quiet, little business being transacted over the cable, and prices in general may be said to present an easier tendency.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Stocks of good poultry are getting low, and tendency is for higher prices. Live fowl are plentiful, although there was a slight scarcity last week, owing to a number of Jewish festivals being celebrated. Eggs being high in price farmers seem to have decided to keep hens laying rather than send them to poultry markets, and this may to some extent account for falling off in supplies.

Turkeys, No. 1, per lb.		0 24
Turkeys, No. 2, per lb.	0 22	0 24
Chickens, per lb.	0 16	0 22
Fowls, per lb.	0 13	0 15
Ducks, per lb.		0 25
Geese, per lb.		0 15

HONEY.—Market at present is quiet and no great activity will be noticeable until the fall. Grocers find honey a hard line to handle during hot weather as it must be exposed to be sold readily, and when placed on counter attracts a large number of flies, which are by no means welcome in any up-to-date store. The demand at present is from confectioners for manufacturing purposes. Prices remain unchanged.

White clover, strained		0 10½
Buckwheat, strained		0 08½

TORONTO.

PROVISIONS. — There is an easier tone to provision market this week. At least slightly lower figures are being quoted on smoked meats and lard by a number of houses. Lard is quoted in tierces at 13¾ cents. Breakfast bacon is lower at 17 to 18 cents, while a recession of 1½ cents in smoked hams is noted by a couple of houses. Demand

for lard is not as brisk as earlier in year when butter was at a record price. Backward season has kept demand for smoked meats smaller than is usual.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 17
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 13½	0 13¾
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13¾	0 14
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	....	0 13¾
Lard, tubs, per lb.	....	0 14
Lard, pails, per lb.	....	0 14¼
Lard, compounds, per lb., tierces	....	0 10
Live hogs, at country points	....	8 30
Live hogs, local	....	8 60
Dressed hogs	12 00	12 50

BUTTER.—Butter prices show little or no alteration since last week. A number of dealers a short time ago were looking for further recessions in butter, but now they appear less confident of this. Differences of opinion prevail regarding the future. "I think butter should go lower," said one man. "It is still pretty high.

"I don't know where to go to get butter at a lower rate than I am paying now," said another.

The pastures are excellent, and there should be a big production of butter now, but June butter is desirable for storing purposes, and demand is therefore good, accounting for continued steady feeling.

	Per lb.	
Fresh creamery print	0 26	0 27
Creamery solids	0 25	0 26
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 21	0 22
Dairy solids	0 19	0 20

EGGS.—With practically same figures being paid for eggs in country, price being asked city retailers is unchanged from a week ago. Some firms are getting higher than quoted price for guaranteed stock.

Weather on whole during June has been favorable to eggs, but now with warm days beginning to appear, shrinkage can be expected to be heavier. Cool temperature has allowed more eggs than usual to be stored this month, although price has been quite high.

New laid eggs, per doz.	....	0 23
Fresh eggs, per doz.	....	0 22

CHEESE.—It is expected that when total production of cheese in June is figured up that it will be appreciable. At least the excellent pastures throughout the province indicate that. There is no change in general market, but as one dealer put it, "while market is not easier, it is no steadier, either."

Old Cheese—		
Large	0 17¾	0 18
Twin	0 18	0 18¼
Stiltons	0 19	0 19½
New Cheese—		
Large	0 14½	0 14¾
Twin	0 14¾	0 15
½ Twin	0 15¼	0 15½

HONEY.—Business in honey is slack. There is not much honey left on market. Prices are steady.

Honey—strained—		
Amber honey, 60-lb. tins, per lb.	0 07	0 08
Buckwheat, 60-lb. tins, per lb.	0 07	0 08

WINNIPEG.

PRODUCE AND PROVISIONS.—As expected there has been a decline in butter prices, which may be looked upon as steady for the summer season. Cured meats are active with some changes. Lard is firm.

Lard—		
Tierces	0 13¾	
50 lb. tubs	7 00	
20 lb. tubs	2 85	
10 lb. cases	8 70	
5 lb. cases	8 80	
3 lb. cases	8 85	
Cured Meats—		
Hams	0 17¾	0 18
Bacon	0 18½	0 19
Smoked shoulders	....	0 14½
Long clear	....	0 13¾
Butter—		
Creamery butter	....	0 28
Dairy prints	0 24	0 22 0 20
Eggs—		
Strictly fresh	....	0 21
Cheese—		
Ontario, large, new		0 16
Twins, new		0 16½
Old, large		0 18¾
Old, twins		0 19¼

Reasons for the High Price of Butter

Chief Dairy Commissioner for Canada Says the Consumer Doesn't Pay, Feast or Famine, as Stated by a Newspaper—A Matter of Supply and Demand—Would be Butter Famine in Winter if Cold Storages Didn't Exist.

If the wholesalers and retailers have not been the cause of the high price of butter and other products during the past winter and spring, it is not the fault of a section of the daily press. Recently a large Canadian daily displayed an article on its front page, two columns wide, referring to the high price of butter under the heading, "Consumer Pays Feast or Famine." The article purported to be based on some statements in reports made by J. A. Ruddick, Ottawa, chief dairy commissioner.

Criticises the Heading.

Mr. Ruddick replies to the article in question calling attention to the heading, which he says was not justified by the contents of his statements. His reply is interesting inasmuch as it refutes the inference drawn in the heading and because it explains in concise manner the reasons for the prevailing prices of butter. It is herewith reproduced:

"I hope you will allow me sufficient space to show that anything I may have said on this subject would not warrant the interference contained in the headline just quoted.

"It is quite true that the price of butter may advance while there is a temporary demand for storage purposes, but the fact should not be overlooked that it is always necessary to store summer-made butter in Canada against the period of short production during the winter months.

Short Supply in Winter.

"This country never has produced and probably never will produce a sufficient quantity of butter during the cold weather to supply the consumptive demand at that period. The price of butter was unusally high in Canada last winter. Why? Simply because the quantity stored last summer together with the winter production was not equal to the winter demand. Had the merchants stored a full supply or more than was needed, the wholesale price would have been fixed by the export value, which was never above 28¾ cents per pound, and most of the time it was several cents lower.

"Butter having become an article of international trade, the price thereof is regulated by the world's markets. During a period of actual shortage in Canada, when supplies must be imported from abroad, the duty, cost of carriage and commissions must be added. If a sufficient quantity of butter is stored at this season of the year that contingency is avoided. It is not correct to say that the "Consumer pays, feast or famine.'

Butter Famine Otherwise.

"I would add also that the cold storage warehouses, as a rule, do not deal in butter. They leave that to the merchants, and if it were not for their enterprise in providing against it, we should have a butter famine every winter in Canada.

"Finally, I may add that there is a general shortage of butter all over the world at the present time. The Australasian exports, which are normally very large, have shown a great decrease during the past twelve monts. This is the chief reason why the price of butter is high at the present time."

A BELIEVER IN TURNOVER.

A prominent member of the retail trade stated to The Grocer the other day that his chief aim as a large dealer, was to get turnover. He pointed out that as turnover increased the ratio of expenses decreased; that if a fair, but not exorbitant, profit were secured, the business would build up more rapidly than with larger profits and less turnover.

The wife of C. L. Plank, general merchant, Lorneville Junction, Ont., was seriously injured in a railway accident recently, but is progressing nicely.

PON-HONOR
GUNNS
FOOD PRODUCTS

BOILED HAM
ROAST HAM
With Dressing

COOKED AND JELLIED MEATS

Gunns Brands perfection in quality and appearance, ideal for picnic and holiday purposes, and shows you a good profit.

GUNNS LIMITED

WEST TORONTO

Beef and Pork Packers, Cotton Oil Refiners,

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb	5 00
½-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case $6.00
1-dozen	12-oz.	
1-dozen	16-oz.	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 2, 120 ½-lb. packages, 1 case $2.85; 5 cases	$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case $2.85; 5 cases	2 75
Case No. 5, 100 10-oz. packages, 1 case $2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs.	$8 00
	Per doz.
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case ..$2 00
½-lb. tins, 3 doz. in case... 1 25
¼-lb. tins, 4 doz. in case... 0 75

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books .....each 0 04
100 books and over.each 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies.	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5-lbs.	7-lbs.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82
14's and 30's per lb.		
Strawberry	0 10½	
Black currant	0 10½	
Raspberry	0 10½	

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz	0 90
Perfection, 5-lb. ins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 50
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1,25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. pkgs. White Moss	0 26

SUGAR

Barbadoes, fine soft Grocery kind and just the right color. Put up in lined bags, each 100 lbs., at 4¼c. per lb.

SHAKER SALT

Our sales for this line are steadily increasing. Some of our customers who have featured Shaker Brand Salt have more than doubled their sales. All you have to do is put half a dozen packages out where they will be seen and they will sell themselves. If you have not yet tried Shaker Salt then let us send you a case. We guarantee the sale.

Cases 2 dozen Packages at $1.60 case.

California Seedless Raisins

Put up in 10 oz. Packages, 50 Packages to Case, at 7¼c. Retail at 10c. Package. They should be a good seller.

Everybody's Doing It

Looking for a nice, long, cool Summer drink. We have it. Pure Apple Cider. No relation to the tanglefoot kind, but just the pure apple juice taken from selected fruit. Sold in 5 and 10 gallon Kegs and Half Barrels at 25c. gallon.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd 0 27½
½-lb. pkgs., astd., in 5-lb. boxes 0 28
¼-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pgks., astd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb, tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

	Pails	Tins	Bbls.
White Moss, fine strip	0 19	0 21	0 17
Best shredded .	0 18	....	0 16
Ribbon	0 19	....	0 17
Macaroon	0 17	....	0 15
Desiccated	0 16	....	0 14

CONDENSED MILK.

BORDEN MILK CO., LTD.

	Per Case
Eagle Brand, each 4 doz..	$6 00
Gold Seal Brand, each 4 dz	5 25
Challenge Brand, each 4 dz	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00
St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00
Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50
(Sweetened.)	
Reindeer Brand (4 doz. in case)	5 50
Mayflower Brand (4 doz. in case)	5 25
Clover Brand (4 doz. in case	4 50
(Unsweetened.)	
Reindeer Jersey Brand, Family (4 doz. in case).	3 75
Reindeer Jersey Brand, Medium (4 doz. in case)	4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)..	4 00
Reindeer Jersey Brand, Gallon (½ doz. in case)	4 60

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.

	Per Case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 75
Canada First Medium Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 00
Canada First Sweetened Condensed Milk	5 25
Canada First Rosebud Condensed Milk	5 15
Canada First Beaver Condensed Milk	4 50

COFFEE.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	5 00
Regal Brand (2 doz. in case)	4 50
Reindeer Brand, in glass jars (2 doz. in case)	6 20

COCOA.

(Combined with Milk and Sugar)

Reindeer Brand (2 doz. in case)	4 80

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha.	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins do	0 33
Anchor Brand, 2-lb. tins, do.	0 31
German Dandelion, 1-lb. tins. ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ..	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique, 1-lb. amber glass jars, per doz., $4.00.

Presentation (with tumblers) $3 per doz.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.

Small size .....$1.45 per doz., net
Large size .....$2.85 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.

CEREALS.

Grape Nuts—No. 22, $3; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

CONFECTIONS.

PEANUT BUTTER.

	Ontario Prices Per doz
MacLaren's Imperial—	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb....	0 15

CHEESE.

MACLAREN'S IMPERIAL.

	Ontario prices per doz.
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.) ...	1 35
Large (each 1 doz.)	2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz. ..	2 00
4 oz. (all flavors) doz. ...	3 00
5 oz. (all flavors) doz. ...	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz. ...	10 00
32 oz. (all flavors) doz. ...	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c)	4 50
4 oz. bottle (retail at 90c)	6 80
8 oz. bottles (retail at $1.50	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.....	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case ...	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
⅛-gal. 48s sq.	17 00
⅛-gal. 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case, 12 lbs. 2½-lb. bars,lb	0 08½
Case 25 lbs., 11-lb. bars, lb	0 07½
Case 50 lbs. ¾-lb. bars case	3 50
Case 200 lbs. 3½-oz., case.	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs. 11-lb. bars, lb.	0 07
Case 12 lbs. 2½-lb. bars, lb	0 08
Case 50 lbs., ¾-lb. bars, case	3 25
Case 100 lbs. 3½-oz. bars, case	1 80
Case 200 lbs. 3½-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme,12 q	5 00
Champagne de Pomme,24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	11½
Tubs	11¾
Pails	12
Tins, 20 lbs.	11½
Cases, 3 lbs.	12½
Cases, 5 lbs.	12⅜
Cases, 10 lbs.	12¼

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 10½
Tubs	0 10¾
20-lb. pails	0 11
20-lb. tins	0 10½
10-lb. tins	0 11¼
5-lb. tins	0 11½
3-lb. tins	0 11½
1-lb. cartons	0 12

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 30
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00

MAGIC BAKING POWDER MAGIC BAKING POWDER

Grocers : A first class profit is made on Magic Baking Powder when purchased in proper quantities to secure the benefit of the special trade discount. It is the most extensively advertised baking powder in Canada and sells readily. It is the only baking powder made in Canada that has all the ingredients printed on the label. Look at the others. Easy selling qualities and a lasting profit is the result. Are you taking advantage of our big $150,000 advertising appropriation for 1912?

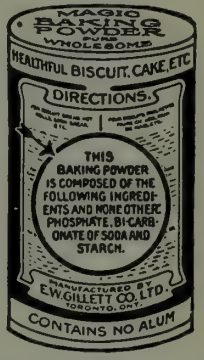
MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG


MAGIC
BAKING
POWDER
HEALTHFUL BISCUIT, CAKE, ETC
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER: PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
MANUFACTURED BY E.W. GILLETT CO. LTD.
TORONTO, ONT.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

COOKED HAMS

This is the season for cooked meats. Your customers will appreciate not having to cook during hot weather and nothing will please them so much as "Star Brand" cooked hams.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

F. D., ¼-lb. 0 85
F. D., ½-lb. 1 45

Per jar

Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz. 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35

VERMICELLI AND MACARONI

D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27½
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb 0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight

Lemon contains 2 doz..... 1 80
Orange contains 2 doz.... 1 80
Raspberry contains 2 doz. 1 80
Strawberry contains 2 doz. 1 80
Chocolate contains 2 doz.. 1 80
Cherry contains 2 doz.... 1 80
Peach contains 2 doz..... 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50

Straight

Chocolate contains 2 doz.. 2 50
Vanilla contains 2 dozen.. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 dozen... 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, $10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.

Criole soap, per gross $10 20
Floriola soap, per gross.. 12 00
Straw hat polish, per gr.. 18 20

SNAP HAND CLEANER.

3 dozen to box .....$ 3 60
6 dozen to box 7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....$ 5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD. MONTREAL "SAPHO" INSECTICIDE

1-16 gall., doz. .....$ 2 00
¼-gall., doz. 6 00
½-gall., doz. 10 00
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. .....$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.

EDWARDSBURG STARCH CO.

Boxes	Cents
Laundry Starches—	
40 lbs., Canada Laundry..	.05¾
40 lbs., Canada white gloss, 1 lb. pkgs.	.06¼
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1, white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss, 6-lb. draw lid boxes.....	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	07½
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.05½
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs....	.05¾
Acme Gloss Starch—	
1-lb. cartons,boxes of 40 lbs	.06½
First Quality White Laundry—	
3 lb. canisters, cs of 48 lbs.	.07¼
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1 lb. fancy cartons, cases 30 lbs.	.07¾
6 lb. toy trunks, lock and key, 8 in case ..	.08¼
6 lb. toy drums, with drumsticks, 2 in case.	.08
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts, boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts, boxes of 40 lbs	.07¾
"Crystal Maize" Corn Starch.	
1 lb. pkts., boxes 40 lbs..	.07¾
(20 lb. boxes ¼c higher than 40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1 lb., per case, $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligataway, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 ..... 3¾
Quarter Barrels, 175 4
Pails, 38½ $1 90
" 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

BEAVER BRAND MAPLE SYRUP.

2-lb. tins, 2 doz. in case...$3.50
5-lb. tins, 1 doz. in case .. 4.00
10-lb. tins, ½ doz. in case... 3.95
20-lb. tins, ¼ doz. in case... 3.90
(5, 10 and 20 lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.

Freight prepaid on 5 case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.

To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails,5's, each 2 55

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case, per doz... $1 35
3's, 2 doz. case, per doz. . 1 95
5's, 1 doz. case, per doz. .. 3 75
10's, ½ doz. case, per case. 3 40
20's, ¼ doz. case, per case. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz... 2 35
5's, 1 doz. case, per doz... 4 00
10's, ½ doz. case, per case. 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. $0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen $1 90

H. P. Pickles—

Cases of 2 doz. pints .. $3 35
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.

Large, packed in 3-doz. case $2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.

Rep. ½ pints, packed in 6-doz. case $2 25
Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross $2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen.

Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch 6s .. 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6½s and 12s ... 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7½s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking — Great West Pouches, 8s 60
Regal Cube Cut, 9s 70

TEAS.

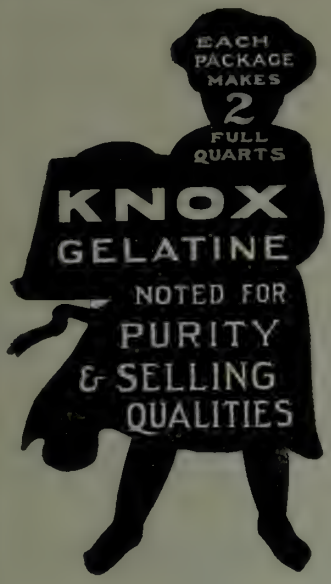
THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label 1's and ½'s	.25	.30
Green Label, 1's and ½'s	.27	.35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	.30	.40
Red Label, 1's and ½'s..	.36	.50
Gold Label, ½'s	.44	.60
Red-Gold Label, ½'s ...	.55	.80

LUDELLA CEYLON TEA.

Orange Label, ½'s ..... .24 .30



KNOX

Have You Noticed Our New Plan of Advertising?

We are making a special effort in all our magazine advertising to call your customers' attention to KNOX ACIDULATED GELATINE. This package is a strong seller, because it contains an extra envelope of **concentrated lemon juice** for flavoring, which saves the housewife the expense, time and trouble of preparing the fruits. It is much superior to the cheap, flavored, ready prepared gelatines which only make a pint of jelly as against the two quarts made with a package of KNOX GELATINE. Our advertising is making it easy to sell this customer-pleasing package, which pays you a fine profit out of the 15 cents it sells for.

"Make KNOX Your Gelatine Leader."

CHARLES B. KNOX CO.
JOHNSTOWN, N.Y.
BRANCH FACTORY: MONTREAL, CANADA

The "*Eclipse*" Line of Refrigerators

MADE FOR

GROCERS, BUTCHERS, HOTELS, Etc.
WINNERS IN THE U. S. SINCE 1856.

Now Manufactured in Winnipeg

BY

Ryan Brothers

HAVE YOU SEEN THE "*ECLIPSE*" REFRIGERATOR COUNTERS?

OFFICES AND WAREHOUSE
JAMES STREET EAST, WINNIPEG

FACTORY
ALEXANDER AND BRIGHTON

Brown Label, ½'s & 1's	.28	.40
Brown Label, ¼'s	.30	.40
Green Label, ½'s & 1s.	.35	.50
Red Label, ½'s	.40	.60

MELAGAMA TEA.

MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1's, ½ or ¼	.30	.40
Blue Label, 1's, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's	.23	.30
Black Label, 1-lb., retail at 25c		.20
Black Label, ½-lb. retail at 25c		.21
Blue Label, retail at 30c		.24
Green Label, retail at 40c		.30
Red Label, retail at 50c		.35
Brown Label, retail at 60c.		.42
Gold Label, retail at 80c		.55

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Strawberries

are now arriving freely. Selling reasonable price.

Now is the time to buy.

Car mixed California fruit:—

Peaches, Plums, Pears, Apricots and Cherries.

PRICES RIGHT

Tomatoes Cabbage
Cucumbers Beans
etc., etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

BANANAS
Tomatoes
Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

This Hot Weather

there's money in

LEMONS

Get a supply of

"St. Nicholas" Verdellis

THEY'RE FINE

J. J. McCabe
Agent
Toronto

TANGLEFOOT

THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.

Local Strawberries

Now arriving freely, and can fill all orders.

The Fruit Market Opens Monday, June 24th

Daily Arrivals

California Apricots,
Cherries,
Cantaloupes, Etc.

WHITE & CO., LTD.

FANCY FRUITS AND VEGETABLES
TORONTO

NEW FRUITS for Dominion Day Trade

CALIFORNIA
PEACHES, PLUMS, CHERRIES,
CANTALOUPES, APRICOTS

ALSO

Bananas, Oranges, Lemons, Watermelons, Pineapples

STRAWBERRIES
for Preserving

Don't wait until they are all over—BUY NOW

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

One Card, One Cent, One Minute

Isn't it worth while? We want you to give our goods as fair a trial as you give others. We are not afraid to have them placed side by side. You will be agreeably surprised if you do this.

"Laurentia," **"Daily Bread"**
"Regal," **"National,"**

are four brands of flour which, while young, are being handled by first-class dealers as if they had been on the market for years.

Get in touch with us.

THE ST. LAWRENCE FLOUR MILLS COMPANY, LIMITED

MONTREAL

BOVRIL

WILL INCREASE YOUR PROFITS

It is no more trouble to handle an 8 oz. or 16 oz. bottle than a small one. But the large one brings you a better profit.

If you tell your customer the price of a 2 oz. and the price of a 16 oz., the economy is obvious. You make the better profit and please your customer too.

Bovril Limited, Montreal

CENTURY

Century Salt possesses a reputation for unvarying excellence which has been won only after years of experimenting in the attainment of perfection in quality.

Century Salt costs no more than unknown brands—then why not benefit by selling only the kind that will hold your particular trade?

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA - ONTARIO

SALT

CARTER'S

Big Wheel Lemonade Powder

Table Jellies, Mustard Powder

etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure

Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

Church & Dwight, Limited

MANUFACTURERS - MONTREAL

Highest Quality Brooms

"Bamboo" Handle

W. W. & Co. Brands are made up to the mark always. They are light, strong and serviceable. Your customers will find you out when you handle this brand, and a profitable trade will be yours.

Walter Woods & Co.

HAMILTON - - WINNIPEG

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only a moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS.

With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

TRADE MARK KEYSTONE BRAND REGISTERED

Through a little effort at advertising and a big effort at producing the best article that skilled mechanics and A-1 materials could produce, our

Klondike and Jubilee Brooms

have become known as the most reliable in the market. Just now we are devoting special attention to **perfecting the handles** of these lines by a new system of polishing—making them **"smooth as glass"** Try a sample lot, you'll be delighted.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - ONTARIO

Brunswick Brand Canned Fish

It is every grocer's wish that he should build a profitable business. What class of stock are you pushing to win for you? Do you stock Connors' Bros. goods? They are the kind that "Hit the Mark" of popularity and make satisfied customers for you.

Brunswick Brand Fish Foods, packed by this well-known firm, are the finest obtainable and may be relied upon to give the greatest satisfaction. By the "Brunswick" modern sanitary method of canning, the natural fish flavor is preserved to a remarkable degree.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW.

W. P. Downey
MONTREAL, QUE.

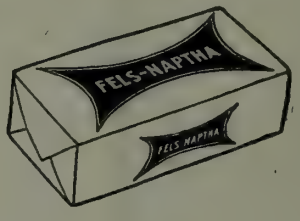
WILSON'S FLY PADS

Last year's increase in sales was greater than the whole output of a few years ago.

And the demand is still growing.

Reputation that Counts

must be reputation for merit. Fels-Naptha soap is not only known everywhere but it is preferred everywhere to other soaps. All our advertising wouldn't have made such a success if it had not been backed up by the merit of Fels-Naptha soap.



Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

BISCUITS
That Build Trade

Every active, discerning grocer should now make a special effort to push the sale of

Mooney's Perfection Cream Sodas

He has the opportunity of doing so, as this is the great picnic and vacation season. There is nothing more toothsome, crisp and relishable in the cracker line. Every pleasure seeker knows this.

The Mooney Biscuit and Candy Co., Limited
Factories at
Stratford, Ont. Winnipeg, Man.
BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B., HALIFAX, N.S., FORT WILLIAM, CALGARY, VANCOUVER, B.C., ST. JOHN, NFLD.

All Good Things are Imitated.

MAPLEINE

(The flavor de Luxe)
Is not the exception.

Try the imitation yourself and note the difference!

Order from your jobber, or
Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention this paper.

"ROYAL SHIELD"
BRAND
EXTRACTS

There cannot be too much emphasis put on the Purity of Extracts in this day of imitations and inferior articles. The "Royal Shield" Extracts uphold the reputation for purity of this popular western brand. They are true fruit essences of extra strength and go farther in flavoring than most high grade brands. This is a strong point with your customers and will increase your extract sales.

TRY A SAMPLE ORDER

Campbell Bros. & Wilson, Ltd.
Winnipeg

Campbell, Wilson & Horne, Limited
Lethbridge

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson & Smith, Limited
Regina

Campbell, Wilson & Adams, Limited
Saskatoon

BIG N.P. BAR

is a line of soap that has outdistanced all competitors. It is a good, honest piece of bar soap that gives your customers full value for their money, with better satisfaction. The N. P. Bar is a soap revelation that is the subject of the talk of a good many housewives on washday. Get our proposition and prices.

David Morton & Sons, Limited
Victor Soap Works **HAMILTON, ONT.**

Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to-day.

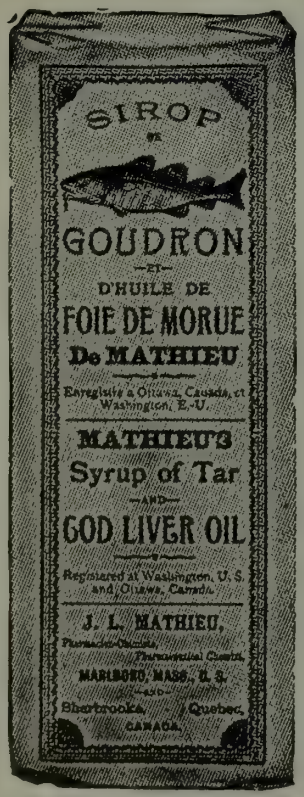
The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

Money in Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer, "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powder

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.
Chaput, Fils & Cie., Montreal, Que.
Foley Bros. & Larson, Winnipeg, Man.

YOU ARE THE MAN WE WANT

—that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros. Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL — The Canadian Fairbanks Co. (and branches).
EDMONTON, Alta.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN U.L., U.S.A.

YOUR AIM!

The conscientious grocer should aim to continually supply his patronage with the best Pickles and Relishes obtainable. The kind that are picked and pickled for size, shape and quality are the popular

QUEEN QUALITY PICKLES

10 and 20-oz. bottles Sweet, Mixed and Chow
Bulk Pickles in pails
English Chow Chow in pails.

Pure Tomato Catsup, bottled or in bulk.

Perry's English Sauce, Worcester Sauce, bottled or in bulk.

Taylor & Pringle Co., Limited

Owen Sound - Ontario

Our Extracts

are of superior grade in material and the process of manufacture. You make no mistake in recommending "Sterling" Extracts to your most particular customers.

THE T. A. LYTLE CO., LIMITED
STERLING ROAD, TORONTO

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.50
Princess Condensed Milk, 4 doz. in case, $4.20
Banner Condensed Milk, 4 doz. in case, $5.00

Order from your wholesaler or direct from the factory, Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO.

CASTILE SOAP

FÉLIX EYDOUX
LA VIERGE

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA

Why Don't You do Like Him?

H. J. Buckley of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut cylinder extra for $94.00.

He writes that the machine is doing fine. I pay $40.00 per month rent and have four people employed and machine pays rent and help.

Now to get at his profits in this little, big business, let's do a little figuring. Rent $480 per year. Four clerks at $5.00 per week each, $1,040, total $1,520 or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from $8.50 to $350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

Rowat's Goods Sell!

The Connoisseur's Choice!

Cater for your particular customer by featuring

Paterson's Sauce

It never fails to satisfy.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

"Babbitt's" Is The Original Soap Powder

PUREST, STRONGEST, BEST SELLING

You can depend on BABBITT'S SOAP POWDER to please your customers because of its great power as a cleanser. While any soap powder is expected to have cleansing power, BABBITT'S has more because of its concentrated form, so it gives more satisfaction and sells best.

Recommend BABBITT'S and tell your customers about our Premium Store, 396 St. Paul St.. Montreal, Canada.

B. T. BABBITT, INC.
NEW YORK

It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised at what you can do with

Maple Sugar Chewing Tobacco
King George's Navy "
Master Mason "

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.
Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

FOR SALE

CASH REGISTER FOR SALE—GOOD AS new. Total adder. Prints detail strip. Apply E. A. Stahl, Berlin, Ont.

BUSINESS CHANCES

FOR SALE—GROCERY AND MEAT BUSINESS in city of Hamilton; first-class stand; turnover $30,000 per annum. Owner retiring from business. Apply Box 433, Canadian Grocer, Toronto.

GOOD, CLEAN, NEW GROCERY BUSINESS for sale in Eastern Ontario. Town of 2,000 population. Turnover $20,000 to $30,000 per year. Store may be rented on easy terms. Apply Box 431, Canadian Grocer.

FOR SALE—OLD ESTABLISHED HARDware business; large double store; grocery department and flour and feed in connection; turnover $30,000 a year; stock $5,500; buildings rented or sold. Good Ontario town; a chance of a lifetime for one or two live men to step into a safe paying business. Apply Box 434, Canadian Grocer, Toronto.

FOR SALE—150 TEA AND COFFEE AD. models—each printed in display type ready for reproduction in newspaper, circular or postal. Tested and proved trade-winners. $5.00 the lot. Send for the 150 on approval, cash or return after examination. No risk. J. H. Blake, Author of "Tea Hints for Retailers," Box 508, Denver, Colorado.

SITUATION WANTED

ADVERTISER WHO FOR SOME YEARS has had the sole control of wholesale London tea house, desires position in Canada, British Columbia preferred, where ability, integrity and sound business knowledge will be appreciated. Accustomed to buying, blending, appointing and controlling staff of travellers, and the supervision of the counting house. Good accountant. Unmarried. Irreproachable references. Box No. 87, Canadian Grocer, 88 Fleet Street, London, England.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c.. 50c., 75c., $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employes' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

MISCELLANEOUS

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

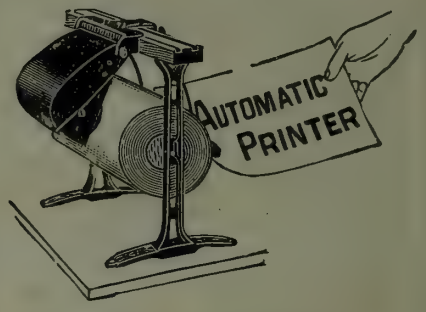
THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat. alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

Do you reckon advertising as an expense? Certainly. Let us reduce the expense part.

The Automatic Printer



will do it. Will send your message into the homes every day, and in such a way that it cannot be missed.

WRITE FOR PARTICULARS

Utilities Limited
73 Bank of Ottawa Bldg.
MONTREAL

H. E. VIPOND
197 St. Paul St.
MONTREAL

has some valuable information to give you on a number of lines which can be profitably sold during the summer months.

Olive Oil
Black Olives
Tomato Pastes

are three good lines to feature now and a card will bring you thoroughly interesting prices.

Write now to

The Reliable House
With Reliable Goods

LOOK!

Bigger Sales and Better Goods

This covers the following lines:—

Bull Dog Ammonia Powder
Bull Dog Chloride of Lime
Bull Dog Borax
Bull Dog Liquid Blueing
Bull Dog Liquid Ammonia

Sold from Coast to Coast

Manufactured by

The John B. Paine Co., Ltd.
TORONTO

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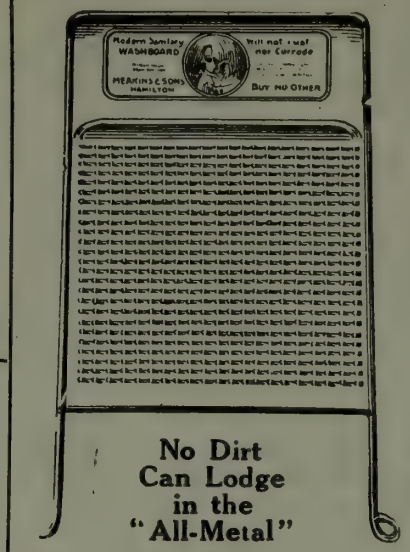
W. S. Clawson & Co., St. John, N.B.
W. and F. P. Currie, Montreal, Que.
Marshall Brokerage Co., London, Ont.
Dodd & Reid, Saskatoon, Sask.
W. Lloyd Lock & Co., Winnipeg, Calgary and Vancouver, B.C.



No Dirt Can Lodge in the "All-Metal"

It Stands to Reason

that an all-metal washboard made in one piece will outwear the old-fashioned wooden kind many times. Then if this is a fact, the all-metal washboard is the most economical. This feature alone is one that prompts the housewife to buy MEAKINS' SANITARY WASHBOARDS when the dealer shows her this modern production in the art of wash-board making. Meakins' Sanitary Washboards give no chance for dirt to lodge or metal to loosen to scratch the hands. The "All-metal" has won favor for its practicability, and sanitary construction. It will not rust or corrode. Send for particulars and prices.

Meakins & Sons
Hamilton - Ontario

WORLD RENOWNED

BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine,

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Put Your Credit Accounts on the Right Side of the Ledger,

Adopt the ONLY WAY to make credit business SAFE and at the same time eliminate charging, errors and disputes.

ALLISON COUPON BOOKS

Are in Use All Over the World.

HERE'S HOW THEY WORK:—

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For Sale by Jobbers Everywhere.

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

NATION'S CUSTARD

POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto. (For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd., Edmonton, Alta.
Ayre & Sons, Ltd., St. John's, Newfoundland.
J. M. Crosswell & Co., Kingston, Jamaica.

Samples free by post.

A want ad. in this paper will bring replies from all parts of Canada.

THE JUNE BRIDES ARE GETTING HOME

Just now and will soon start cooking. No matter how much they want to please hubby they'll feel it hard to cook in the hot sweltering heat. Now's the time to talk up

The Ermaline Cooking Bag

Which absolutely makes cooking easy and pleasant.

Have you ordered?

PARTICULARS ON REQUEST.

EDWARD LLOYD

LIMITED

MONTREAL

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL BREAKAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING

CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering deliacacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto; Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.

IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

SOCLEAN

The Dustless Sweeping Compound

is one of the articles in the store that sells and pays well the dealer. Every housewife when made acquainted with its workings is enthusiastic to use it. It does many things: It lays dust, brightens and preserves carpets, destroys moths, saves scrubbing and dusting, and deodorizes.

Put up in pails to sell at 25c., 50c. and $1.00.

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound of Canada

A Proposition That Is Worth While

One that will fill your spare time with congenial work—bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

Link Arms With a High Quality Line

With the L. & B. Banner Brand Jams and Jellies on your shelves you have an unequalled quality article to offer your customers. Absolutely contains only pure fruits and best granulated sugar—no impurities in L. & B. Brand. Packed in 2, 5, and 7-lb. gold lacquered pails, and 30-lb. wooden pails.

LINDNER & BENNER, TORONTO

Phone Park 2985 291 Arthur St.

WESTERN AGENTS:
Laing Bros., Wholesale Grocers, Winnipeg, Manitoba

You Want to Earn More, Don't You?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for $7.00 or $8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from $25.00 to $50.00 per week.

Write for full particulars to

THE MACLEAN PUBLISHING CO.

143-149 University Ave. Toronto, Ont.

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Write, Phone, Wire Immediately

For quotations on these high class goods. You will be agreeably surprised.

20 c/s Conradson Herrings (in tins)
30 c/s Dejong's Cocoa of Holland
500 reams Parchment Butter Paper
10 cases Purnell's Cork Vinegar
170 c/s Castile Soap "La Lune" in 3 oz. Bars
80 c/s Hotel Mushrooms "Galipeds"
400 c/s Currants (in 1lb. Packages)
355 Boxes "Peels" (Lemon, Orange and Citron)
179 c/s Shelled Walnuts

All orders will receive prompt attention

Laporte, Martin et Cie., Limited

568 ST. PAUL STREET

TEL. MAIN 3766 MONTREAL

INDEX TO ADVERTISERS

A

Allison Coupon Co. 63
Aylmer Condensed Milk Co. 4

B

Balfour-Smye & Co. 16
Babbitt, Inc., B. T. 65
Benedict, F. L. 21
Bickle, J. W., & Greening 17
Borden Condensed Milk Co. 3
Bovril, Ltd. 57
Brown Mfg. Co. 21

C

Campbell Bros. & Wilson 61
Canadian Cocoanut Co. 22
Canadian Sugar Refg. Co. 14
Carter, W. H., & Co., Ltd..... 58
Carr & Co. 59
Church & Dwight 58
Chivers & Sons, Ltd. 9
Clark, W. 7
Clawson & Co. 20
Coles Mfg. Co. 14
Common Sense Mfg. Co. 21
Comp. Cheese Cutter Co. 24
Connors Bros. 59
Continental Bag & Paper Co. 19
Crescent Mfg. Co. 60

D

Dalley, F. F., Co. 15
Davidson, Jas., Estate 24
De La Rond Business Chance Broker 21
Distributors, Ltd. 20
Dominion Canners, Ltd. 5
Dominion Register Co. 6
Dominion Molasses Co. 11
Dominion Salt Co. 58
Dominion Match Co. 22
Downey, W. P. 59

E

Eby-Blain, Limited 25 26
Eckardt, H. P. 51
Edwardsburg Starch 28
Eno, Ltd., J. C. 10
Escott & Harmer 20
Epps, Jas. 68
Eureka Refrigerator Co. 15
Ewing & Sons, S. H. 23

F

Fearman, F. W., Co. 53
Fels & Co. 60
Felix Eydoux 63
Furuya & Nishimura 18

G

Gaboury, L. Emile 21
Gillard, W. H., & Co. 64
Gillett, E. W., Co., Ltd. 27 53
Gorman, Eckert & Co. 16
Gray, John 18
Gunns, Ltd. 49

H

Hamilton Incubator Co. 72
Heinz Co., H. J. 17
Hillock, J. 22

I

Imperial Extract Co. 15
Irish Grocer 21
Island Lead Mills Co. 22

K

Keith, Geo. & Sons 4
Kilgour Bros. 22
Kingery Mfg. Co. 64
Knox, Chas. B. 55
Kops Breweries 12

L

Lambe, W. G. A. 20
Laporte, Martin & Cie 70
Lascelles de Mercado 65
Laurentia Milk 18
Law, Young & Co. 63
Lemon Bros. 56
Lind Brokerage Co. 20
Lindner & Benner 70
Lovell's Bag & Packet Mach. Ltd. 19
Lloyd, Edward, Ltd. 68
Lytle Co., T. A. 63

M

MacLaren Imperial Cheese Co. 20
MacNab, T. A., & Co. 20
Maconochie Bros. Ltd.Inside front cover
McCabe, J. J. 56
McDougall, D., & Co. 21
McLaren, Ltd., W. D. 23
McLeod & Clarkson 21
McWilliam & Everist 56

Magor, Son & Co. 28
Major, L. H., & J. Soubliere 21
Malcolm, Jno., & Son 63
Mathewson's Sons 19
Mathieu, J. L., Co. 62
Meakins & Sons 67
Methven, James, Son & Co., Ltd.. 16
Millman, W. H., & Son 20
Mooney Biscuit & Candy Co..... 60
Morton & Sons, David 61
Mott, John P., & Co. 62

N

Nation, E. J. 68
Nelson, Dale & Co. 14
Nicholson & Bain 49
North American Chemical Co. 22
Nuggett Polish Co. 26

P

Paine Co., Ltd., J.B. 67
Patrick, W. G., & Co. 20
Peek, Frean Co. .....Inside back cover
Perrin, D. S. 2
Pickford & Black. 56

R

Richards Pure Soap Co. 71
Robinson & Co., O. E. 21
Rock City Tobacco Co. 65
Rowat & Co. 64
Ruttan & Chipman 20
Ryan Bros. 55

S

St. Lawrence Sugar Refining Co... 17
St. Lawrence Flour Mills 57
Salada Tea 27
Sanitary Can Co. 10
Sapho Mfg. Co. 8
Silver, H. R. 20
Stevens-Hepner Co. 59
Smith, E. D. .....Outside front cover
So-clean Mfg. Co. 69
Spurgeon, H. G. 20
Starr Egg Carrier Co. 12
Stewart, I. C. 21
Stimpson Comp. Scale Co. 23
Stuhr, C. F. 68
Symington, Thos. 17

T

Taylor & Pringle 63
Tedley & Co., Ltd., Joseph 8
Tees & Persse, Ltd. 13
Telfer Bros. .....Outside back cover
Thum Co., & W. 56
Tippet, Arthur P., & Co. 1
Tomlinson Co., The J. J. 20
Toronto Salt Works 21
Tuckett, Geo. E., & Sons Co..... 65
Turnbull Co., The 20

U

Utilities, Limited 66

V

Vipond, H. E. 66

W

Walker Bin & Store Fixture Co.. 16
Walker, Hugh & Son 56
Warren, G. C. 20
Watson & Truesdale 20
Western Salt Co. 62
Wellington Mills 56
Western Distributors, Ltd. 20
Wethey, J. H. 53
Western Brokerage Mfg. Dis..... 20
White & Co. 56
White Swan Spice & Cereals, Ltd. 69
White, Cottell, Ltd. 12
Wiley, F. H. 20
Wilson, Archdale 59
Wilson, Jos. R. 4
Woods & Co., Walter 58
Woodruff & Edwards 62

The best 5c. line with an extra good margin of profit.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

5 Cases at $4.15
with 20 bars Naptha free.

10 Cases at $4.05
with 40 bars Naptha free.

25 Cases at $4.05
with 150 bars Naptha free,

FREIGHT PREPAID

Net 30 days. 1% Cash.
Assorted or otherwise.

A fifty-year-old favorite—Quality counts.

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom

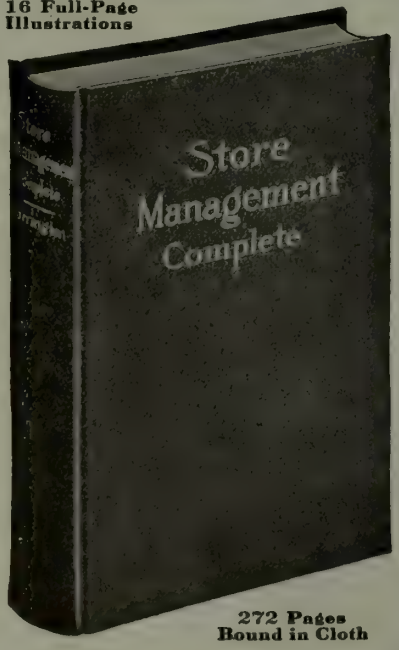
"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Store Management—Complete

16 Full-Page Illustrations



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BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW — JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada

With the proper system of account keeping you can put an end to accounting worries and know the amount of accounts outstanding at a glance.

The ULLMAN Account Register

is the safest, simplest, quickest, surest to charge and most satisfactory of any system on the market. It satisfies the customer as well as the merchant. There is a decided advantage to the grocer who uses an Ullman Account Register. The customer knows, every time he makes a purchase, how much he owes, and naturally tries to keep it as low as possible. Put in an Ullman Account Register and stop the incessant night work and worry of retail bookkeeping.

Send for illustrated booklet or ask for demonstration.

We want dealers to handle the Ullman Account Register in some localities.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario

FACTORY AT HAMILTON

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals **21 Royal Appointments**

PEEK, FREAN'S SHORTCAKE

BISCUITS

So great is the demand for this new introduction that during the first 3 months the quantity sold amounted to over 83 million Biscuits.

See that "P.F." is on every Biscuit.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

TELFER'S

is the name that stands for purity, and high quality in the manufacture of biscuits, crackers, etc. Telfer's Peerless Soda Crackers and Cream Sodas retain their fresh flaky crispness long after they have passed out of the dealer's hands. Extensive advertising throughout the country creates patronage for the aggressive dealer of quality goods—goods with a reputation—goods that have made good. Are you one of these ?

TELFER BROS., Limited

COLLINGWOOD - - ONTARIO

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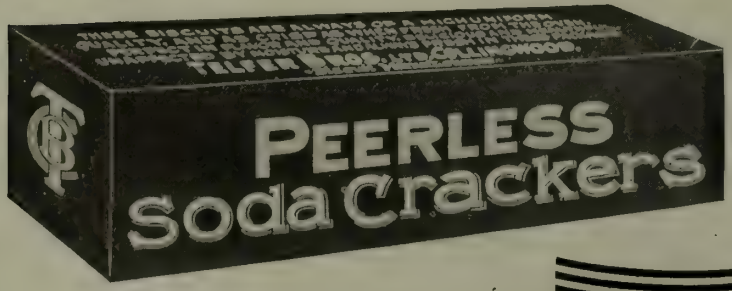
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